



Howard M. Newman ASA, CEA, CSA President

Equipment lifecycle expert overseeing industrial asset management for manufacturers and financial institutions since 1993

Howard is president and the fifth generation of the Newman family leadership at Loeb, a comprehensive business solution for equipment appraisals, sales, purchases, liquidation and auction service. He brings advanced expertise in the food, pharmaceutical, cosmetic and chemical industries and is a results-oriented leader. He brings a strong track record of resolving complex issues from start to finish, with an eye towards analytics and improving business health.

More about Howard

Beyond that, Howard is an involved, compassionate leader in the company, mentoring employees and making sure that the right people are working on the right projects. He values relationships and knows that both internal and external partnerships are essential elements in professional and personal success.

Any given day at Loeb will find Howard overseeing the phases of the liquidation, auction, and appraisal divisions. He purchases, sells, liquidates, and appraises a diverse range of equipment Howard developed his skills and instincts to ascertain values of all types of equipment and machinery by personally conducting thousands of appraisals worldwide and liquidating tens of millions of dollars in assets.

Howard's has extensive experience in strategic target marketing for plant and machinery sales, industrial auctions, and liquidations. He is regarded as a distinguished authority for processing and packaging equipment and is regularly consulted for his opinions and assessments concerning equipment values, marketability, condition, useful life, and other pertinent valuation elements.

Howard has served as an expert witness for court proceedings, including for the Le-Nature's \$780 million bankruptcy and fraud case, the largest fraud case in manufacturing history.

When he's not working, Howard enjoys outdoor adventures including skiing, hiking, canoeing and motorcycling.

Education and Publications

Howard attended the University of Delaware in Newark, Delaware, focusing on Business Management studies. He is a licensed auctioneer and earned the designation of Senior ASA as administered by the American Society of Appraisers (ASA) as well as being a Certified Equipment Appraiser (CEA) as administered by the Association of Machinery and Equipment Appraisers (AMEA). His firm is a member of the Machinery Dealers National Association (MDNA), Equipment Leasing Association (ELA), Turnaround Management Association (TMA), Investment Recovery Association (IRA), International Association of Food Industry Suppliers (IAFIS), Independent Baker's Association (IBA), and the Contract Packaging Association (CPA) in addition to other prominent associations. A comprehensive listing is available at www.lobequipment.com.

Howard is certified to establish machinery and equipment values based on a full range of value concepts. He has written trade-related articles published in:

- [Packaging World](#)
- [Global Cosmetics Manufacturing](#)
- [Contract Packaging Magazine](#)
- [International Factoring Association \(IFA\)](#)
- [Food Processing Magazine](#)
- [Commercial Finance Association \(CFA\)](#)

Additionally, Howard has been interviewed by the [Chicago Tribune](#) multiple times due to his expertise.

Industry certifications:

- Licensed auctioneer
- Senior ASA, American Society of Appraisers
- Equipment Appraisers Association of North America
- Certified Equipment Appraiser (CEA), Association of Machinery and Equipment Appraisers

Memberships:

- Machinery Dealers National Association
- Equipment Leasing Association
- Turnaround Management Association
- Investment Recovery Association
- International Association of Food Industry Suppliers
- Independent Baker's Association
- Contract Packaging Association
- Advocate Hospitals Council for Kids Board
- Entrepreneurial Organization (EO) Board
- YMCA South Side Chicago Board

Education:

- University of Delaware, Business Management

Continuing Education:

- Uniform Standards of Professional Appraisals Practice (USPAP) – 14- and 7-hour courses
- American Society of Appraisers (ASA) – ME201, ME202, ME203, ME204 Machinery & Equip.
- Missouri Auction School – Graduate Past Advisory Boards