



Serena Morones, CPA, ASA, ABV, CFE



Professional Experience

Serena Morones has specialized in business valuation, damage analysis and forensic accounting since 1996. She has helped lead many of Oregon's most complex litigation cases to successful financial resolution through settlement or expert testimony in court. Multiple parties to a matter will hire Ms. Morones as an independent expert to assist them in settling valuation or economic disputes. She serves as a frequent guest lecturer for legal CLEs and at several Oregon universities on topics of valuation, damages and forensic accounting. Ms. Morones has practiced through her own firm since 2002.

Professional Credentials and Education

- Certified Public Accountant, Oregon
- Accredited Senior Appraiser (ASA) in Business Valuation, American Society of Appraisers
- Accredited in Business Valuation (ABV), American Institute of Certified Public Accountants
- Certified Fraud Examiner (CFE), American Association of Certified Fraud Examiners
- Master of Taxation, Portland State University
- Bachelor of Arts in Accounting, Cum Laude, University of Oregon

Services Provided

- Business valuation for litigation, buy-sell transactions, estate planning
- Economic loss analysis for litigation
- Analysis of intellectual property or Lanham Act damages
- Lost earnings analysis related to wrongful termination or wrongful death
- Fraud and forensic accounting investigations
- Jointly hired expert to resolve business valuation or financial disputes

Publications and Media

- Portland Business Journal, "Valuation expert can take the heat on witness stand," June 4, 2010
- Associated Press, "Accountant says Boy Scouts have nearly \$1 billion in assets as punitive damages phase of abuse trial opens." and related articles, April 20, 2010
- Jeff Manning, "Berkman Investors Seek \$43 Million," The Oregonian, May 30, 2008.
- Serena Morones, "Buzz abounds on markets for trading startup shares." Portland Business Journal, July 18, 2010
- Serena Morones, "Proving the Top Line: Supporting Lost Sales in a Lost Profits Case," CPA Expert, a publication of the AICPA, Summer 2004
- Serena Morones, "Exclusive Autograph Deals: What Value to the Athlete and Their Fans?," Entertainment and Sports Lawyer, a publication of the American Bar Association, Volume 22 Number 1, Spring 2004
- Serena Morones, "Athlete Signature Lines: Maximizing Endorsement Value for the Professional Athlete," Entertainment and Sports Lawyer, ABA Volume 21 Number 3, Fall 2003



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Selected Litigation Case History

- Tobacco Master Settlement Agreement 2003 NPM Adjustment Proceedings for the State of Oregon; 2013
- FLIR v. Fluke 2012
- Dr. Bott LLC and Eric Prentice v. Roderich Bott 2012
- Leatherman Tool Group v. Coast Cutlery Co. 2012
- Jessica Schlesinger v. Barry Schlesinger, et al 2011-2012.
- Sikh Dharma International et al v. Kartar et al, 2011
- Evergreen Helicopters v. Erickson Air-Crane, 2011
- Doe v. Boy Scouts of America 2010
- City of Albany v. SVC, Inc. (PepsiCo) 2010
- Sunwest Investors v. Davis Wright Tremaine, LLP 2009
- Bankruptcy of Legend Homes, 2009
- Synetic Funds v. Craig Berkman and Arthur Andersen, 2008
- State of Oregon v. Lyle Mann, 2007
- Daniel Miles v. Davis Wright Tremaine, 2007
- McWilliams v. Portland Public Schools, 2006 (custodian class action)
- Fred Fields v. The Coe Manufacturing Company and Three Cities Research, 2005
- Various Class Actions v. Hollywood entertainment, 2004
- Ochoco Lumber v. US Bank, 2003-2004
- Judith Belushi Pisano v. The House of Blues and Dan Aykroyd, 2002
- 3pf v. Reel.com, 2002
- Professional Athlete v. Corporation, 2001
- Rentrak v. Hollywood entertainment, 1999-2000
- Superior Timber v. Bureau of Land Management and related cases, 1998-2001
- Oregon Public Employees Retirement Board v. Simat, Helliesen & Eichner, et al (Pamcorp) 1997-1998
- Dolans, A-Boy Supply v. City of Tigard, 1997

Selected Business Valuations

- Manufacturer of natural foods and tea, revenues \$90 million
- Regional grocery chain, revenues \$450 million
- Local grocery chain, revenues \$40 million
- Steel fabricator, revenues \$90 million
- Mill equipment manufacturer, revenues \$60 million
- Wholesale lumber distributor, revenues \$80 million
- Various medical practices revenues \$5-\$10 million
- Numerous family limited partnerships, assets up to \$50 million
- Harley Davidson dealerships, revenues \$5 million
- Hotel and family restaurant, revenues \$600,000
- Dog grooming business, revenues \$200,000
- Single family home builders
- Professional service firms, including engineering, advertising, architectural, real estate brokerage, insurance agencies
- Agricultural nursery
- Development stage companies, zero revenues
- Notes receivable
- Fractional interests in real estate or tenants in common

Professional Associations

- Oregon Society of Certified Public Accountants
- American Institute of Certified Public Accountants
- American Society of Appraisers
- Association of Certified Fraud Examiners

Charitable

- Board Member, Portland Business Luncheons
- Past Board Member, Open Arms International
- Founder, Speak Africa, LLC, www.speakrwanda.com