

# CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA  
March 2, 2020

*You are receiving this email news update as a Member or Friend of the California Chapter of ASFMRA. Mark the important dates on your calendar and watch your Inbox and the [chapter web site](#) for reminders and more information...*

## **A Message from your President...**

March is finally here, and the groundhog was right; we're short on rain and long on bloom. Hopefully, we'll get some much-needed moisture after the leaves sprout. It's happened before, why not again. Our Spring Outlook Conference is only a few weeks away. I look forward to attending even when I tread knowing that I usually must work harder before and after to keep jobs on track, sort of like vacation. But unlike vacation I'm not trying to get away from it all I'm trying to get in the middle of it all; to absorb information that is pertinent to my profession and improve myself to be the best that I can be. I hope that you have the same desire and plan to attend the meeting, as well as some of the other offerings during the week. The whole intent of our Spring Conference is to keep you informed and educated, making us all the best we can be. *Martin Seañez, ARA, President*

## **Are you Registered for Outlook 2020 Conference Week?**

Register before March 13<sup>th</sup> to avoid late fees at this year's Outlook 2020 Agribusiness Conference March 23 – 26 in Visalia. The theme is

***California Agriculture: Water Issues, Commodity Markets and Land Value Trends***

and an excellent lineup of topics and speakers is on the program agenda. Download the [Conference Brochure](#) for full details. [On-line registration](#) is just a few simple steps.

Remember to [book your room](#) at the Visalia Marriott by March 9<sup>th</sup> to take advantage of the group rate!

March 23 – Federal and California Statutory and Regulatory Law for Real Property Appraisers Course

March 24 – 7-Hour National USPAP Update Course (2020-21)  
Student Reception

March 25 – Best Practices for Rural Property Appraisals Seminar – *Updated!*  
Spring Ag Tour – *SOLD OUT (names are currently being placed on a waiting list).*

California Classic BBQ/Foundation Auction

March 26 – Outlook Agribusiness Conference and Release of 2020 Trends® Report

## **Have you Donated an Auction Item for the Spring California Classic BBQ**

Scholarship Committee Chair, Julie Rose Gonsalves, is seeking out donations for this year's auction at the California Classic BBQ. Please contact Julie directly at [julie@c-x.com](mailto:julie@c-x.com) or (559) 277-7474 ext. 101 with your contributions. Remember, all proceeds from the auction benefit the Chapter Scholarship Foundation to fund scholarships and Internships.

## **Another Big Thank You to our Outlook 2020 Agribusiness Conference Sponsors!**

Thank you to the following companies who have generously sponsored this year's spring conference...

- **Farm Credit** – American AgCredit, CoBank, Farm Credit West, Fresno Madera Farm Credit, Golden State Farm Credit, Yosemite Farm Credit (*Name Badge Lanyards; Dinner Wine for BBQ; Morning Networking Break*)
- **Runyan Appraisal Service** (*Conference Breakfast*)
- **Alliance Ag** (*Ag Land Trends program session; California Classic BBQ*)
- **Colliers International** (*Audio Visual Support*)
- **Kefa Capital, Inc.** (*Ag Tour Transportation*)
- **Parcel Quest** (*Prize Giveaway*)
- **Edwards, Lien & Toso** (*California Classic BBQ*)

- **Merriman Hurst & Associates, Inc.** (*California Classic BBQ*)
- **Duarte Nursery** (*Nut Industry Update Program Session*)
- **Valbridge Property Advisors** (*Afternoon Networking Break*)
- **LIA Administrators & Insurance Services** (*Ag Tour Breakfast*)
- **Hancock Ag Investment Group/Hancock Farmland Services** (*California Classic BBQ*)
- **Vineyard Professional Services, Inc.** (*Wine Industry Update Program Session Sponsor*)
- **PGIM Real Estate Finance** (*California Classic BBQ*)
- **Bank of America** (*Ag Economy Update Program Session*)
- **Bank of the West** (*California Classic BBQ*)
- **Bangerter Financial Services, Inc.** (*Display Table*)
- **PG&E** (*Display Table*)
- **American Pistachio Growers** (*Supporting Sponsor*)
- **Bergthold Ag Services** (*Student Reception*)
- **Rabo AgriFinance** (*Student Reception*)
- **American AgCredit** (*Student Reception*)
- **Bayer CropScience** (*Student Reception*)
- **Schenberger, Taylor, McCormick & Jecker, Inc.** (*Student Reception*)
- **AgIS Capital** (*Supporting Sponsor*)
- **AQUAOSO** (*Display Table*)

There's still time to add your name to this impressive list of companies! [Download the Sponsorship Form](#) and make your commitment to be a part of California's premiere annual agribusiness conference today! Please contact the Chapter Office with any questions at (209) 368-3672 or [info@calasfmra.com](mailto:info@calasfmra.com).

### **Bring a Friend Promotion Still Available for Outlook Conference**

Members are being encouraged to 'Bring a Friend' to this year's Outlook Conference. The offer is open to non-members who are likely candidates for membership in the ASFMRA (appraiser, farm manager, ag consultant, review appraiser) or as a Friend of the California Chapter (i.e. lenders, attorneys, accountants, brokers, etc.). They will be able to attend as your guest at the member registration price! To 'Bring a Friend' to Outlook 2020, please complete the attached registration form for the individual and submit to the Chapter at [info@calasfmra.com](mailto:info@calasfmra.com).

### **Still in Need of Volunteers for Outlook Conference and California Classic BBQ**

We are still looking for volunteers for the Outlook Conference and BBQ. There are a variety of opportunities where you can assist. Please contact Suzie in the Chapter office at [info@calasfmra.com](mailto:info@calasfmra.com) or (209) 368-3672 to get signed up!

### **Distinguished California Agriculturalist and Agricultural Stewardship Award Selections Announced**

The Chapter Board of Directors is pleased to announce the 2020 recipients of its two annual industry awards to be presented at the Outlook Agribusiness Conference. The Distinguished California Agriculturalist Award will honor Ken and Deena Altman / Altman Plants from San Diego County. The Ag Stewardship Award, which is co-sponsored by Western Agricultural Services, will recognize Don Cameron / Terranova Ranch from Helm in Fresno County. Please join us in congratulating these well deserved recipients for their contributions to agriculture.

### **Technology Applications in Appraisal – Google Earth Registration Now Open**

[Registration is now open](#) for the refreshed [Technology Applications in Appraisal - Google Earth](#) seminar! The class will be held on April 29<sup>th</sup> at the DoubleTree Hotel in Modesto. The seminar is approved for 6 hours of CE and attendance will be limited to 30 students. Fees are \$249 for members and \$299 for non-members including lunch. Register early as this course will fill quickly!

## **Toolbox Topics Workshop on Highest and Best Use – May 7th**

The next [Toolbox Topics Workshop](#) is scheduled for May 7<sup>th</sup> with a focus on Highest and Best Use. Presenters include Brian Sousa, Janie Gatzman, ARA and Tiffany Holmes, ARA. These mini workshops are designed to help agricultural appraisers add 'tools' to their professional toolbox. The workshop will be held at the Yosemite Farm Credit training room in Turlock from 2 – 4 pm and will be followed by a social time for networking and refreshments. The cost is \$45 for members and \$60 for non-members and includes 2 hours CE. [Register online](#).

## **IMPORTANT DATES...**

- March 23 Federal and California Statutory and Regulatory Law for Real Property Appraisers - *Visalia*
- March 24 7-Hour National USPSP Update - *Visalia*  
Student Reception - *Visalia*
- March 25 Best Practices for Rural Property Appraisal Seminar (*Updated!*)- *Visalia*  
Spring Ag Tour - *Visalia*  
California Classic BBQ and Foundation Auction - *Tulare*
- March 26 Outlook Agribusiness Conference and Release of 2020 Trends® in Agricultural Land & Lease Values - *Visalia*
- April 29 Technology Applications in Appraisal – Google Earth – *Modesto*
- April 30 Board of Directors Meeting - *Stockton*
- May 7 Toolbox Topics® Workshop – Highest and Best Use - *Turlock*

Please don't hesitate to contact the chapter office for more information on any of the items included in the monthly Chapter Chalkboard. And remember to stay connected through our social media channels.



### **Suzie Roget**

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