

CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA
October 6, 2020

You are receiving this email news update as a Member or Friend of the California Chapter of ASFMRA. Be sure to watch your Inbox and the [chapter web site](#) for reminders and more information...

A Message from your President...

I am honored for the opportunity to be your Chapter President for the upcoming year. I have been a member of the ASFMRA since 1983 and I joined the Chapter Board in 2015. Over the years, I have enjoyed participating in Chapter meetings, attending educational offerings, and having the opportunity to meet and work with many of you. I would like to thank last year's Chapter President, Martin Seañez, our Chapter Board members, our Chapter Committee Chairs and Committee members, and our Chapter EVP, Suzie Roget, for their dedicated service and ongoing contributions to the Chapter's success. And thanks to all of you, our members, for supporting the CA Chapter. I look forward to the next year with the continuing goal of positioning our Chapter to best serve our membership.

We begin the new fiscal year with our Chapter mission in mind: "Empowering agricultural property professionals with education and expertise to provide premier valuation, management and consulting services." However, with COVID-19 restrictions imposed earlier this year, new challenges have emerged in accomplishing our mission statement. The temporary suspension of in-person meetings and group gatherings has limited our program offerings, which has impacted the Chapter financially. The key to our success in the short-term is to pivot from in-person education, conferences, and meetings to virtual formats. We have offered several virtual programs and webinars this year, including our 2020 Outlook Agribusiness Conference. I would encourage you to support our upcoming Chapter virtual offerings as a participant as well as reach out to those in your professional network who might be interested in these programs. We have two virtual Chapter programs scheduled for October: Best Practices course on October 15 and our Chapter Fall Meeting webinar on October 29. Thank you for your support of the California Chapter ASFMRA, particularly during these challenging times. Working together I am confident we can navigate through the short-term challenges until we are able to return to our traditional in-person programs.

Jim Pisani, ARA - CA Chapter President

2020-21 Officers and Committee Chairs

The following members will serve as the Leadership Team for the California Chapter for the 2020-21 membership year:

Board of Directors:

President – **Jim Pisani, ARA**
President Elect – **Mike Merkley, ARA**
Vice President – **Todd Combs, ARA**
Board Member At Large – **Curtis Buono, ARA**
Board Member At Large – **Justin Koenigshof**
Secretary/Treasurer – **Peter Holmes, AAC**
Immediate Past President – **Martin Seanez, ARA**

Committee Chairs:

Audit – **Dorothy Bell, ARA**
Bylaws & Government Relations – **John Maus, ARA**
Continuing Education/Appraisal – **Melissa Sandlin, ARA**
Continuing Education/Farm Management/Consulting – **Dale Arthur, AFM**
Continuing Education/FARMit – **Dan Whisenhunt** (Interim)
Internal Operations – **Todd Combs, ARA**
Land Values Survey Co-Chairs – **Janie Gatzman, ARA; Tiffany Holmes, ARA; Todd Combs, ARA**
Marketing – **Justin Koenigshof**

Committee Chairs, cont.

Meetings/Spring 2021 – **Mike Merkley, ARA**
Meetings/Fall 2021 – **Jim Pisani, ARA**
Membership – **Allison Clark, ARA**
Nominating & Long Range Planning – **Martin Seanez, ARA**
Newly Accredited/Professional Advancement – **Kary Teagle, ARA**
Retired Members – **Nat DiBuduo, AFM-Retired**
Scholarships – **Julie Rose Gonsalves**
Young Professionals Network – **Sarah Baskins**
Membership/Marketing Task Force – **Tony Toso, ARA**

If you are interested in possibly serving on a committee, please contact Suzie in the Chapter office. This is an excellent opportunity to get involved! info@calasfmra.com or (209) 368-3672.

A Few Seats Left for Best Practices Seminar on October 15th

On October 15th, [Best Practices for Rural Property Appraisals](#) will be offered in a virtual format with 8 hours of approved CE. This course has been updated from its original offering and is a must for appraisal professional looking to sharpen their skills. There are only a few seats left for this excellent seminar which will be taught by JoAnn Wall, ARA and Kary Teagle, ARA. [Register today!](#)

Virtual Fall Meeting Set for October 29th

You don't want to miss the Chapter's 2020 Virtual Fall Meeting on October 29th. From 8 am to Noon, we will have four hours of continuing education via webinar with panelists speaking on a variety of very timely topics for California ag. Jamie Johannson, President of the California Farm Bureau will open things up with a state industry overview. He will be followed by Chapter member, Mark Peterson, AFM, ARA, AAC who will discuss Buying/Selling Ag Real Estate in Unprecedented Times. Then we will hear from Jim Zion/Meridian Growers who will provide an updated overview of the California Tree Nut Industry. The talk will turn to wine as we hear the latest from Tony Correia in his presentation '2020; The Year that Wasn't'. The morning's final speaker will be Tony Toso, ARA with a presentation on the Beef Cattle industry and the impact from Forestry Management and Fire Damage. As you can see, we have an excellent program in place. [Full details available here](#). There will be a break following the webinar and Chapter members are asked to return for a brief Member Meeting and the annual Installation of Officers and presentation of awards. Full details can be found here. [Register early](#) for the best pricing!

If you would like to support the Chapter with a sponsorship donation to the Fall Meeting, please let us know! We have already received support from:

- Kefa Capital, Inc.
- Farm Credit
- Runyan Appraisal
- Edwards, Lien & Toso, Inc.
- Vineyard Professional Services
- Jenny Heinzen Real Estate
- Rabo AgriFinance

Please contact Suzie in the Chapter office at info@calasfmra.com or (209) 368-3672. Thank you!

2021 Trends® Sponsor Ads Now Available

Sponsor ads are now being sold for the 2021 issue of Trends® in Agricultural Land & Lease Values. The Chapter's flagship publication, Trends® continues to be the leading resource tool for rural land value information in California and Nevada. Ads run from a business card size to full page with pricing beginning at just \$400 ([View Rate Card](#)). If you've never supported Trends® as an advertising sponsor, 2021 is a great year to get started! Make your reservations early as space is sold on a first come, first serve basis. [Sign up today!](#)

New Web Site

The Chapter's new web site will be up and running soon. Thank you to the following companies who have committed their support as our first year sponsors!

- Gatzman Appraisal
- Kefa Capital, Inc.
- LIA Administrators & Insurance Services
- Peoples Company
- PGIM Real Estate Agricultural Finance
- Runyan Appraisal Service
- Valley Ag Loans

There are still three sponsorship slots available. The annual sponsorship will include your logo on the site offering exposure 24 hours a day, 7 days a week, 365 days a year for just \$1,000! Please contact Suzie in the Chapter office at info@calasfmra.com or (209) 368-3672 if you are interested in one of these final sponsorships.

IMPORTANT DATES...Due to COVID-19, Events are Subject to Change

October 14	Board of Directors Meeting (Via Zoom)
October 15	Best Practices for Rural Property Appraisals Virtual Seminar
October 29	2020 Virtual Fall Meeting / Installation and Awards
Nov 9-13	ASFMRA Virtual Annual Conference

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. *Don't forget to tag the Chapter's social media sites in your work related posts!*



Be well and stay safe -

Suzie Roget

Executive Vice President
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