

CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA
December 4, 2019

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...

This past year was very successful for our Chapter and the board would like to thank the membership at large for helping us obtain the Patron Chapter Award, which was presented at the 2019 ASFMRA Annual Conference in Kentucky. JoAnn Wall was there to accept the award and also presented a great [acceptance video](#), which I encourage you all to check out. I would also like to thank some other members who attended the conference, including Tony Toso & Mike Merkley, who serve on the society's Member Advisory Group, as well as, Mark Peterson our District VII Vice President. Please congratulate all of our newly accredited members on their achievement; it doesn't come easy and we appreciate their efforts to become part of the elite in this organization. As we near year end I hope that 2019 treated you well and would like to express my best wishes to all members and Friends of the Chapter for a happy holiday season, as well as, a Happy New Year. *Martin Seañez, ARA*

5 California Chapter Members Recognized for Accreditation at National Conference

In addition to the California Chapter being recognized as one of 7 ASFMRA Chapters who achieved Patron Chapter status for 2019, five members were honored for achieving their Accredited Farm Manager designation. Congratulations to Jim Carleton, AFM; Thomas Engrahm, AFM; Brian Furrer, AFM; Michael Roots, AFM; and Jose Ochoa, AFM!

Annual Day of Giving is the Perfect Opportunity to Donate to the Chapter Foundation

While the official Annual Day of Giving was December 3rd, there is still the opportunity for you to give a tax deductible donation to the California Chapter Foundation where all proceeds will go towards scholarships, internships and education for agriculture. The mission of the Foundation is 'to solicit and distribute funds for education of its members and member-affiliated companies in an effort to further the organization's standards and ideals'. This is an incredible opportunity to help others in our industry to further their professionalism and education. [Click here](#) to donate today and join those who are leaving a legacy...one donation at a time.

Deadline to Reserve Sponsor Ads in 2020 Trends® Report is January 6

The deadline to reserve sponsor ad space in the 2020 Trends® in Agricultural Land and Lease Values report is just around the corner. Business card size spaces start at just \$400. Download the [Rate Card/Contract](#) for full details or [reserve on line](#) today! Don't miss the opportunity to be a part of the most respected resource tool available for California and Nevada land and lease value information.

Sponsorships Available for Outlook 2020 Agribusiness Conference

The California Chapter's annual Outlook Conference is coming to Visalia in March and will once again be home to the release of the annual Trends® in Agricultural Land & Lease Values report. The planning committee is looking to make some changes to next year's conference by adding breakout sessions for the Trends® report presentations. It's time now to step up and help support this important annual event! Join the following companies who have already signed on as sponsors...

- Runyan Appraisal Service
- Duarte Nursery
- Farm Credit
- Edwards, Lien & Toso
- Valbridge Property Advisors
- LIA Administrators & Insurance Services

There are many sponsorship opportunities available. [Download the Sponsorship Form](#) today and make your commitment to be a part of California's premiere annual agribusiness conference. Please contact the Chapter Office with any questions at (209) 368-3672 or info@calasfmra.com.

Photo Submissions for 2020 Trends®

Work is underway on the 2020 issue of Trends® and once again we are soliciting high quality photos for the report. If you have agricultural photos that you have taken on the job or for pleasure and would like to have them considered to be included in Trends®, please email them to info@calasfmra.com. Photos must be at least 300 dpi and include a descriptive caption of content and location. All photographers will be recognized in the publication for their contributions.

Outlook 2020 Agribusiness Conference March 23 – 26 in Visalia

You don't want to miss next year's Outlook Conference in Visalia at the Marriott Hotel/Convention Center. The schedule includes the following with registration set to open shortly after the first of the year:

- March 23 – 2019-2020 Federal and California Statutory and Regulatory Law for Real Property Appraisers Course
- March 24 – 2020-21, 7-Hour National USPAP Update Course
- March 25 – Best Practices for Rural Property Appraisals Seminar – *Updated!*
- March 25 – Spring Ag Tour & California Classic BBQ/Foundation Auction
- March 26 – Outlook Agribusiness Conference and Release of 2020 Trends® Report

Awards Nominations Deadline is December 31...

The Chapter Board of Directors is soliciting nominations for five awards that will be presented at the Spring Outlook Conference in March 2020. As a member of the Chapter and being involved in the agribusiness communities throughout California and Nevada, you know those individuals who are deserving of nomination. The awards are listed below and [nomination forms](#) are available on the Chapter web site. Thank you in advance for taking the time to nominate deserving individuals for these honors. Please submit nomination forms by December 31, 2019.

- Distinguished California Agriculturalist Award
- Agricultural Stewardship Award
- Agricultural Appraiser of the Year
- Farm Manager of the Year
- Agricultural Consultant of the Year

Reminder...ASFMRA Valuing Rural America Textbook is Available

Valuing Rural America: Foundations of Data Analysis reflects a new way of analyzing data when preparing credible valuations and is a must for the appraiser's toolkit! It is designed as a textbook for all appraisers, regardless of their career stage and level of experience, as well as for the consumers of appraisal services. The textbook is available for just \$139. [Click here](#) to order.

IMPORTANT DATES...

January 15, 2020 Board of Directors Meeting / Turlock
March 23-26, 2020 Outlook 2020 Agribusiness Conference / Visalia
May 7, 2020 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.



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