

# CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA  
February 3, 2021

*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...**

The California Chapter ASFMRA continues to pivot to virtual events and offerings in the coming months. Registration will be open soon for our Outlook 2021 Virtual Agribusiness Conference to be held on March 24-25, which will include the release of our 2021 Trends® in Agricultural Land and Lease Values publication. We are also planning other virtual educational offerings and webinars this year. I would encourage you to support our upcoming CA Chapter virtual offerings as a participant as well as reach out to those in your professional network who might be interested in these programs. Our new CA Chapter website will be online soon. Thanks to Suzie for leading this project and to our website sponsors for their support. We continue to seek nominations for our 2021 CA Chapter awards. The CA Chapter Board has decided to move the timing of this year's awards to our 2021 Fall Meeting, which we are hoping will be an in-person event if the COVID-19 situation improves by then. Thank you for your continuing support of the CA Chapter ASFMRA! *Jim Pisani, ARA - CA Chapter President*

## **Registration to Open Soon for Outlook 2021 Virtual Agribusiness Conference March 24 & 25**

Registration will open soon for the Outlook 2021 Virtual Agribusiness Conference on March 24<sup>th</sup> & 25<sup>th</sup> from 8 am to noon. We have an excellent lineup of speakers that will address the ag economy, water, and updates on the wine grape and tree nut industries on day one followed by the Trends® report (with regional breakout sessions), a legislative update, and both berry and dairy commodity updates on day two. You will have the choice to register for either one or both days, depending on your interest. Savings will also be available for those who register early.

We are excited to have the following companies already committed to sponsoring this year's virtual conference. Thank you for your support!

- Farm Credit (*American AgCredit, Farm Credit West, CoBank, Fresno Madera Farm Credit, Yosemite Farm Credit*)
- Runyan Appraisal Service
- Kefa Capital, Inc.
- Parcel Quest
- Edwards, Lien & Toso, Inc.
- Valbridge Property Advisors
- Duarte Nursery
- LIA Administrators & Insurance Services
- Hancock Agricultural Investment Group / Hancock Farmland Services
- Vineyard Professional Services, Inc.
- American Pistachio Growers
- Bergthold Ag Services
- Rabo AgriFinance
- Merriman, Hurst & Associates, Inc.
- AgIS Capital
- PGIM Real Estate Finance

Sponsorships are still available! Please contact the [Chapter Office](#).

## **Chapter Education**

The Chapter's Appraisal Education has been hard at work to develop education opportunities for our members. Thank you to Melissa Sandlin, ARA (Chair); Richard Bell, ARA; John Hillas, MAI; Brian Souza; and Sara Lockhart who are members of this active committee. In the coming months, watch for the following virtual offerings:

- March 18 – Grape Crush Webinar (2 to 4 pm)

- April 14 – The Appraisal of Permanent Plantings in Changing Markets (8 am to 5 pm)
- May 12 – Valuation of Lease Interests Seminar (8 am – 5 pm)
- August 5 – Technology Summit\* (8 am – Noon)
- TBD – UC Cost Studies Webinar

*\*The Technology Summit will be a half day offering focusing on various aspects of technology used by rural land professionals in their office or in the field. For example, tablets, iPads, Google Earth, Drones, Internet Resources, etc. If you are using a tool that you would like to share with fellow professionals, this is the perfect opportunity. Please contact Sara Lockhart at [lockhartappraisal@gmail.com](mailto:lockhartappraisal@gmail.com) to learn more!*

### **California Chapter YPN Membership**

Are you an ASFMRA member under the age of 40? If so, then you are a member of the [Young Professionals Network](#) – subgroup of the ASFMRA geared toward our younger professionals. As not all society members have their birthdate included in their profile, we want to be sure we are not missing anyone. Our new Chapter YPN Chair, Sarah Baskins, is working on programs to keep you informed so you want to be sure not to miss her correspondence. Please [email Sarah](#) to ensure that you or on her list!

### **2021 Trends® in Ag Land & Lease Values Report – Member Copies**

Each year, California Chapter Members and Friends receive a complimentary copy of the Trends® report. This year, we will be offering members the opportunity to receive either a hard copy or a PDF version of the publication at no charge. Please [contact the Chapter office](#) with your preference so that we can track your orders. If you prefer to have both the PDF and the hard copy, we will make note of that and you will be billed for the lesser expensive format, the PDF which is \$25. (Hard copies currently sell for \$30 plus sales tax and shipping).

Trends® is the Chapter’s flagship publication and over the past 31 years has grown to be a highly sought after resource by industry professionals from coast to coast. We thank our sponsors for their ongoing support which has helped us continue to improve the publication year after year.

### **ASFMRA to Offer Cost Approach Online March 2 – 5**

Cost Approach for General Appraisers (A301) will be offered by ASFMRA March 2 – 5, 2021 via live streaming broadcast. This course is specifically designed to meet the 30 hours of Cost required by the Appraiser Qualifications Board for Qualifying Education for General Certified Appraisers. [Learn more about the course and register here.](#)

### **Job Opportunities Page**

Does your company have a job opportunity that needs exposure to the industry’s Western Ag Professionals? Don’t forget about the [Job Opportunities](#) page on the Chapter website. There is no charge for this service! Contact the [Chapter Office](#) for details.

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

March 18	Grape Crush Webinar ( <i>virtual</i> )
March 24-25	Outlook 2021 Virtual Agribusiness Conference and Release of Trends® in Ag Land & Lease Values
April 14	The Appraisal of Permanent Plantings in Changing Markets ( <i>virtual</i> )
May 12	Valuation of Lease Interests Seminar ( <i>virtual</i> )
July 13 – 24	ASFMRA Education Week – La Vista, NE
August 5	CA Chapter Technology Summit ( <i>virtual</i> )
Oct 30 – Nov 5	2021 ASFMRA Annual Conference – Las Vegas, NV

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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