

CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA
April 3, 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...

Wow, what a difference a month makes. Although the cancellation of our Spring Conference was a "mental" devastation, the financial detriment to the Chapter was minimal, in part to our wonderful sponsors who generously forwarded their donations to be utilized at our fall meeting, which will be expanded this year. Rest assured the Chapter remains strong and is operating the best we can under unusual circumstances. Classroom course offerings will be presented as soon as we get back to a sense of "normalcy" and it is feasible to do so. Expect more course offerings at the fall meeting and we hope to have a presentation on the impact this pandemic has had to our markets. Lastly, I just got my copy of Trends®, what a beauty, always impressed with the quality of the photographs and the land diversity we have in our beautiful state. On behalf of the Chapter Board we wish you good health & spirits and would like to thank you and our sponsors for your patience, understanding & generosity as we cope with an unprecedented situation. *Martin Seañez, ARA, CA Chapter President*

Outlook 2020 Update from Conference Chair, Jim Pisani, ARA

We regret having to cancel the 2020 Outlook Conference and all related events and activities. In light of the current situation surrounding COVID-19 and announced directives from public officials, cancelling the conference was necessary and in the best interest of our attendees, speakers, guests and the general public. The California Chapter is planning to restructure the 2020 Fall Meeting and include some aspects of the Spring Outlook Conference. Commodity updates, land values updates, and an Ag Tour are potential components of this meeting which will tentatively be held in Visalia. On behalf of the Outlook 2020 Conference planning team, thank you for your understanding and continued support.

Outlook 2020 Agribusiness Conference Sponsors Step up with their Support!

Thank you to the following companies who have generously moved their sponsorship donations from the spring conference to our upcoming Fall Event. The partnerships we share with these companies and individuals are a critical component to the work of the California Chapter!

- **Farm Credit** – American AgCredit, CoBank, Farm Credit West, Fresno Madera Farm Credit, Golden State Farm Credit, Yosemite Farm Credit
- **Runyan Appraisal Service**
- **Alliance Ag**
- **Colliers International**
- **Kefa Capital, Inc.**
- **Parcel Quest**
- **Edwards, Lien & Toso**
- **Merriman Hurst & Associates, Inc.**
- **Duarte Nursery**
- **Valbridge Property Advisors**
- **LIA Administrators & Insurance Services**
- **Hancock Ag Investment Group/Hancock Farmland Services**
- **Vineyard Professional Services, Inc.**
- **Bank of America**
- **PGIM Real Estate Finance**
- **Bank of the West**
- **American Pistachio Growers**

- **Bergthold Ag Services**
- **American AgCredit**
- **Rabo AgriFinance**
- **Bayer CropScience**
- **Schenberger, Taylor, McCormick & Jecker, Inc.**
- **AgIS Capital**
- **AQUAOSO**

2020 Trends in Agricultural Land and Lease Values

Members should be receiving their complimentary copy of the 2020 Trends® report any time. Trends® is now in its 30th year and continues to be the most widely respected vehicle of its kind for land and lease value information covering California and Nevada. We encourage you to share the publication with your clients, colleagues, bankers, CPAs, attorneys and anyone doing business with rural properties. And remember, if you are speaking to a group who you think would benefit from the information in this report, [contact the Chapter office](#) to see about receiving complimentary copies to hand out at your speaking engagement. Trends® speaks volumes as to the expertise of the members of ASFMRA and is an excellent promotional tool for the California Chapter, its members and its sponsors.

Trends Receives Publicity in Agri Pulse Article

Janie Gatzman, ARA, co-chair of Trends® in Agricultural Land & Lease Values with Tiffany Holmes, ARA, was interviewed by Agri Pulse regarding this year's report. [See the article here.](#)

Thank You Trends Region Chairs and Committees

Trends® in Agricultural Land and Lease Values could not be produced without the commitment and hard work of the many volunteers who contribute their time, talent and information to the cause. The Co-Chairs, Region Chairs, Committees and Photo Contributors are to be commended for a job well done. Please join us in thanking the following individuals who contributed to the 2020 report:

PUBLICATION CHAIRS

Janie Gatzman, ARA – Co Chair
Tiffany Holmes, ARA – Co Chair

2020 REGION COMMITTEES

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Photo Contributors

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Roy Martin
Paige Gilligan
Kyle Dalrymple
Kacey Seeger
Mathew Burlie

If you have an interest in working on Trends® in the future, please [contact the Chapter office](#).

Technology Applications in Appraisal – Google Earth Seminar Cancelled

The Google Earth Seminar scheduled for April 29th at the DoubleTree Hotel in Modesto has been cancelled due to the shelter in place and social distancing orders associated with COVID-19. Once restrictions are lifted, the seminar will be rescheduled at the DoubleTree Hotel in Modesto pending availability of space. We anticipate the offering to fill quickly!

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

The next [Toolbox Topics Workshop](#) is currently scheduled for May 7th with a focus on Highest and Best Use. Cancellation may be required due to the orders associated with the COVID-19 pandemic. 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](#).

Add Your Photo to Your ASFMRA Profile

Putting a face with a name is always a great way to improve networking. You are encouraged to keep your ASFMRA profile updated on the national web site and to upload your photo. The 'Find a Land Expert' is a popular search function on the national web site and it is important that you put your best foot forward with your current information. It's easy to login to your profile at www.asfmra.org. Contact the Chapter office if you need assistance!

IMPORTANT DATES...

April 30	Board of Directors Meeting – <i>Via Zoom</i>
May 7	Toolbox Topics® Workshop – Highest and Best Use - <i>Turlock</i>
July 15–25	Education Week – <i>Des Moines, IA</i>
Sept 14-18	Leadership Institute – <i>Washington DC</i>
Oct / Nov	California Chapter Fall Conference – <i>Date and Location TBD</i>
Nov 7-13	ASFMRA Annual Conference – <i>San Antonio, TX</i>

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

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