



California Chapter
ASFMRA
Western Ag Professionals



The California Chapter of the American Society of Farm Managers and Rural Appraisers, Inc.

OUTLOOK 2023

California's Premiere Agribusiness Conference & Trends® in Agricultural Land & Lease Values

March 27 – 30, 2023

DoubleTree Hotel / Centre Plaza • Modesto, CA



The California Chapter, ASFMRA is proud to bring the Outlook 2023 Agribusiness Conference to Modesto for the first time! As California's Premiere Agribusiness Conference, Outlook 2023 promises exceptional education, networking and social opportunities for today's agribusiness professional. We hope that you will plan to join us!

Schedule at a Glance...

Monday, March 27

8:00 am – 5:00 pm A500 – Advanced Appraisal Exam Prep Course

Tuesday, March 28

8:00 am – 5:00 pm A500 – Advanced Appraisal Exam Prep Course

8:00 am – 5:00 pm Agricultural Property Transactions Class

5:00 pm – 7:00 pm Student Reception / YPN Event

Wednesday, March 29

8:00 am – 12:00 pm A500 – Advanced Appraisal Exam Prep Course

8:30 am – 3:30 pm Technology Applications in Appraisal / Google Earth Seminar

8:00 am – 4:30 pm 2023 Spring Ag Tour

5:30 pm – 9:30 pm California Classic BBQ & Foundation Scholarship Auction

Thursday, March 30

7:00 am – 4:30 pm Outlook 2023 Agribusiness Conference and Release of Trends® in Agricultural Land & Lease Values Report

[REGISTER ON-LINE](#)

Hotel Information

Outlook 2023 will be held at the Doubletree by Hilton Hotel / Modesto Centre Plaza

DoubleTree by Hilton Modesto

1150 9th Street, Modesto, CA 95354

Reservations - (209) 525-3079

Kathy Martinez (M-F 9a to 4p)

Group: CA Chapter, ASFMRA

Outlook Conference

Book Online - [Click here](#)

Group Rate:

\$169.00 Plus taxes.

Please make reservations early as space is limited. The Group Rate will expire on 3/16/23.



Event Descriptions and Fees

Monday, March 27 – Wednesday, March 29

A500 – Advanced Appraisal Exam Preparation Course

Days 1 & 2 - 8:00 am – 5:00 pm;

Day 3 - 8:00 am – Noon

(20 Hours CE approved with ASFMRA and BREA)

This is an advanced course that is intended to assist students in preparing for Comprehensive Exams and to assist them in entering the proper mindset for working complex appraisal problems. It is intended to be a refresher course for those that have successfully completed the required education for Accreditation. Very little time will be spent on discussing basic principles. Rather, this course will focus on working complex rural based appraisal problems and case studies and allow the students to work closely with the instructors on specific concepts and principles to solidify their understanding. The course will cover complex appraisal theory and case studies with respect to the three approaches to value, highest and best use, eminent domain, and other pertinent material. An excellent refresher course for the seasoned rural valuation professional!

Instructors: JoAnn Wall, ARA; Mark Lewis, ARA, RPRA; Janie Gatzman, ARA

Fees: \$799 Members* / \$999 Non-Members

Tuesday, March 28

Agricultural Property Transactions

8:00 am – 5:00 pm

(8 hours CE pending with ASFMRA and BREA)

The objective of this course is to transfer knowledge of the components of agricultural land transactions. The types of transactions that will be covered include sales, cash rents and agricultural leases, including how to negotiate these transactions.

Instructors: Mark Peterson, AFM, ARA, AAC; Curtis Buono, ARA

Fees: \$249 Members* / \$299 Non-Members

Student Reception & Young Professionals Networking Event

5:00 – 7:00 pm

College students majoring in the various agriculture and real estate fields are invited to meet with members of the California Chapter, ASFMRA to learn about careers in rural appraisal, farm management and agricultural consulting. The reception will include a presentation and time for students to network with industry professionals. California Chapter Young Professionals are encouraged to attend this event. *Sponsored in part by ASFMRA.*

Wednesday, March 29

Technology Applications in Appraisal – Google Earth Seminar

8:30 am – 3:30 pm

(6 Hours CE approved with ASFMRA, BREA and NRED)

This is an update of the California Chapter's original Google Earth class. This hands-on course will introduce the mapping tools of the trade, focusing on Google Earth. It will delve into the many ways that this product can be used in the appraisal profession to increase efficiency. Students will learn the fundamentals, advanced operations, file system, layer system, data management, and data applications associated with the Google Earth program. They will learn to import and export pertinent information to and from Google Earth and will leave with the knowledge and resources needed to implement the tools provided into their appraisal practice. The classroom presentation will consist of interactive demonstrations and class discussions. Participants will have access to the Google Earth layers discussed and demonstrated.

Presenters: Justin Koenigshof, Katie Maciel and Kary Teagle, ARA.

Fees: \$229 Members* / \$279 Non-Members

Course Requirements: Laptop computer (Note: iPads with the Google Earth app will not work with the designed course); Google Earth Pro Installed on Computer (free); Mouse. *Internet access will be provided.

2023 Spring Ag Tour

8:00 am – 4:30 pm

(8 Hours CE pending with ASFMRA and BREA)

The Spring Ag Tour will depart from the DoubleTree via charter bus. The tour will begin with a water tour led by Josh Weimer, External Affairs Department Manager at Turlock Irrigation District, and will include a visit to facilities including TID's Hilmar Regulating Reservoir to illustrate the district's flow operations, a virtual tour of the district's "high" facilities including the New Don Pedro Dam & Powerhouse. Following the visit to TID, the group will visit Hilmar Cheese Company where attendees will drive through the world's largest cheese and whey manufacturing facility learning first-hand how cheese is made under the company's food safety programs. The afternoon will include a stop at Zaiger Genetics, a company internationally acclaimed for their prolific tree fruit breeding enterprise followed by the concluding stop at Sciabica Olive Oil, the oldest producer of olive oil in the U.S.

Fees: \$199 Members* / \$249 Non-Members

Tour registration fee includes continental breakfast; bus transportation; tours; lunch; and completion certificate.

Tour Lunch Sponsor: Manulife Investment Management



California Classic BBQ & Foundation Scholarship Auction 5:30 – 9:30 pm

The popular pre-conference BBQ and Scholarship Auction will be held at The Century, just steps from the DoubleTree Hotel in Modesto (927 10th Street). Enjoy beverages and networking during the social hour followed by a delicious BBQ dinner. Proceeds from the annual auction will benefit the scholarship efforts of the California Chapter Foundation.

Fees: \$60 per person (\$10 from the ticket price is donated directly to the Foundation)

BBQ

Sponsors: Edwards, Lien & Toso, Inc.; Grattan Park Inc.; Peoples Company; Merriman, Hurst & Associates, Inc.; Macotera Ag Group



Outlook 2023 Cancellation Policy

Cancellations received more than 10 working days prior to the Conference will receive full refund, less a \$50 administrative fee. Those received 5 - 10 working days prior will receive a full refund less \$75. Fees are forfeited if registrant cancels within 5 days of event or does not appear. Registrants may send someone to take their place, with notification to the California Chapter without penalty. Should any conference events be cancelled due to COVID restrictions, full refunds will be honored to registered attendees.

For more information, contact:

Suzie Roget
California Chapter, ASFMRA
(209) 368-3672 | info@calasfmra.com

Thursday, March 30

Outlook 2023 Agribusiness Conference 7:00 am – 4:30 pm

(8 Hours CE pending with ASFMRA, BREA and NRED).

Fees: \$220 Members* / \$270 Non-Members / \$120 Retired Members / \$75 Students

7:00 – 7:45 am | **Networking Breakfast**
Sponsored by Alliance Ag Services

8:00 – 8:15 am | **Welcome/Opening Remarks**



Todd Combs, ARA -
The Vinery
CA Chapter President



Janie Gatzman, ARA -
Gatzman Appraisal
Conference Chair

8:15 – 8:45 am | **Ag Land Trends®**



Todd Combs, ARA -
The Vinery



Josh Mendrin -
The Mendrin Group

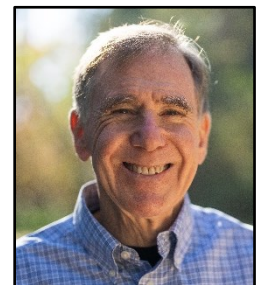
8:45 – 9:45 am | **Trends® Breakout Sessions**

9:45 - 10:15 am | **Networking Break**
Sponsored by Prudential Agricultural Finance

10:15 – 11:15 am | **Economic Outlook for California Agribusiness**



David Magaña -
Rabo Research Food &
Agribusiness



Dr. Daniel Sumner -
Frank H. Buck
Distinguished
Professor-UC Davis



11:15 – 11:45 am
Investor Perspectives

*Brandon Rebiero –
Gold Leaf Farming*



3:30 – 4:00 pm
**Update on the State of
the Almond Industry**

*Ben Goudie –
Blue Diamond Growers*

11:45 am – 1:00 pm | **Networking Lunch &
California Chapter, ASFMRA Industry
Awards Presentation**
Sponsored by Farm Credit

4:00 pm | **Closing Comments**
Janie Gatzman, ARA – Gatzman Appraisal /
Conference Chair



1:00 – 1:30- pm
**Water Panel: SGMA
Implementation Update**

*Stacie Ann Silva –
Altum Aqua Logic, LLC*



1:30 – 2:00 pm
**Water Panel: Valuing
Water Assets**

*Harry Seely –
WestWater Research*



2:00 – 2:30 pm
**Update on the State of
the American Pistachio
Industry**

*Jim Zion –
Meridian Growers*

2:30 – 3:00 pm | **Networking Break**
Sponsored by Gatzman Appraisal



3:00 – 3:30 pm
**Current Economics of
the Processed Tomato
Industry**

*Greg Pruett –
Ingomar Packing Company*

THANK YOU SPONSORS!

- Farm Credit
- Alliance Ag Services
- LIA Administrators & Insurance Services
- Kefa Capital, Inc.
- Parcel Quest
- Monte Vista Farming
- Edwards, Lien & Toso, Inc.
- Prudential Agricultural Finance
- Grattan Park Inc.
- Gatzman Appraisal
- Manulife Investment Management
- Peoples Company
- UBS Farmland Investors, LLC
- Merriman, Hurst & Associates, Inc.
- Macotera Ag Group
- AgIS Capital
- Kidder Mathews – Land and Agribusiness
- American Pistachio Growers
- The Mendrin Group
- Rabo AgriFinance
- Bergthold Ag Services
- ASFMRA

OUTLOOK 2023 AGRIBUSINESS CONFERENCE REGISTRATION

Name _____

Guest(s) Names(s) _____

Preferred First Name (s) for Badge _____

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

ASFMRA Member: Yes No

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) _____

State License # (if applicable) _____

REGISTRATION FEES:	Members	#	Non-Members	#	Total \$
A500 – Advanced Appraisal Course	\$799	_____	\$999	_____	_____
Agricultural Property Transactions	\$249	_____	\$299	_____	_____
Student Reception/YPN Event	N/C	_____	N/C	_____	_____
Technology Applications/Google Earth	\$229	_____	\$279	_____	_____
2023 Spring Ag Tour	\$199	_____	\$249	_____	_____
CA Classic BBQ & Scholarship Auction	\$ 60	_____	\$ 60	_____	_____
Outlook 2023 Agribusiness Conference	\$220	_____	\$270	_____	_____
Outlook Conference/Retired (members only)	\$120	_____			_____
Outlook Conference / Student	\$ 75	_____			_____

Donation to CA Chapter Scholarship Foundation (Tax Deductible) – *Please indicate amount* _____

Late Fee (\$40 Late Fee will be applied to registrations received after 3/16/22). _____

*Member pricing includes ASFMRA, Friends of the Chapter and spouses.

[REGISTER ON-LINE](#)

Total Fees = \$ _____

PAYMENT INFORMATION:

Payment by: Check # _____ Credit Card: Visa MasterCard AmEx Discover

Card Number: _____ Exp. _____

Name on Card: _____ Security Code _____

Billing Address (if different than above) _____

Signature _____

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