



California Chapter  
**ASFMR**  
*Western Ag Professionals*



# 2023 Fall Meeting

October 10-12, 2023

The Cliffs Hotel & Spa • Pismo Beach, CA



Join the California Chapter, ASFMR for the 2023 Fall Meeting in beautiful Pismo Beach, California. This year's meeting will return to The Cliffs Hotel & Spa and includes two education offerings, the Ag Tour, Welcome Reception and Member Meeting/Installation-Awards Dinner. We hope that you will find time in your schedule to gather with friends and colleagues to kick off the start of our next fiscal year!

## Schedule:

<b>Tuesday, October 10</b>	
1:00 – 5:00 pm	Ag Pros Learning Lab
12:00 – 5:00 pm	Chapter Board of Directors and Foundation Board Meetings
5:30 – 7:30 pm	Welcome Reception / Student - YPN Event
<b>Wednesday, October 11</b>	
8:00 am – 5:00 pm	Market Area Industry Analysis Seminar
6:00 – 10:00 pm	Member Meeting / Installation & Awards Dinner
<b>Thursday, October 12</b>	
8:00 am – 3:30 pm	2023 Fall Ag Tour

**California Chapter, ASFMR**

P.O. Box 838 • Woodbridge, CA 95258 • (209) 368-3672 • [info@calasfmra.com](mailto:info@calasfmra.com) • [www.calasfmra.com](http://www.calasfmra.com)

## **Ag Pros Learning Lab**

**October 10 (1:00 - 5:00 pm)**

\$149 Members / \$199 Non-members

Don't miss the Ag Pros Learning Lab - an education offering that includes separate presentations on topics related to the rural property profession.

### **Jon Schrader – Farmers & Merchants Bank**

A discussion on rising interest rates and the impact on agricultural land values. The presentation will cover what is happening with inflation, actions by The Federal Reserve and much more!

### **Stacie Ann Silva – Altum Aqua Logic, LLC**

The presentation will look at the current status of GSP review and SGMA implementation activities including allocations and groundwater trading programs.

### **Peter Ansel – California Farm Bureau**

With the increasing number of wildfires in California, there have been tremendous changes to the insurance industry. This presentation will take an in depth look at fire insurance and its impacts on agriculture and land values.

**WestWater Research** – WestWater Research is an economic firm specializing in water market research, pricing, advisory and trading. They are nationally recognized for their expertise in water right appraisals and have helped to define the standards in many of the western states. The presentation will focus on the analysis of water supply for a particular property and defining its adequacy of supporting crops.

CE Credit: 4 hours pending with BREA and ASFMRA

**Break Sponsor – Kester Appraisal, Inc.**

## **Board of Directors Meeting**

**October 10 (12:00 - 5:00 pm)**

Both the Chapter Board of Directors and Foundation Board Meetings will be part of the afternoon schedule on October 10<sup>th</sup>. All Chapter board members and committee chairs for 2022-23 and 2023-24 are encouraged to attend this important business meeting. Lunch will be provided.

## **Welcome Reception**

**October 10 (5:30 – 7:30 pm)**

\$35 per Person

*No charge for students.*

Join fellow Chapter members, colleagues and friends as we gather for a Welcome Reception Tuesday evening. College students will be in attendance to network with seasoned professionals as well as Chapter YPN members about careers in the real property profession. Hors d'oeuvres and non-alcoholic beverages will be provided as well as a no host bar with beer and wine service.

**Reception Sponsors – The Vinery & Grattan Park Inc.**

## **Market Area Industry Analysis Seminar**

**October 11 (8:00 am – 5:00 pm)**

\$249 Members / \$299 Non-members

This course is designed to refamiliarize appraisers and other valuation experts on the need for concise, relevant, and timely market area descriptions in valuation and appraisal reports. The presentation will also focus on the applicability of a well-researched industry analysis when working with special use facilities and other segments of real estate where economic impact within the industry has a direct impact on the real estate associated with it. The course is designed to be interactive and students will work together to complete a written assignment upon conclusion of the instructional segments. Students are required to bring a laptop.

Course Instructor: JoAnn Wall, ARA.

CE Credit: 8 hours with BREA, NRED and ASFMRA

**Lunch Sponsor – Farm Credit**

**Break Sponsor – Advanced Ag Realty & Appraisal**

## **Member Meeting / Installation & Awards Dinner**

**October 11 (6:00 – 10:00 pm)**

\$85 per Person

Don't miss this opportunity for an evening of networking, socializing and recognition as the California Chapter celebrates 75 years! The event will include a cocktail reception, delicious dinner, presentation of year-end awards and installation of officers in addition to an auction to benefit the Chapter Foundation! We invite you to join us in thanking Todd Combs, ARA, for his leadership this past year and welcoming Janie Gatzman, ARA as incoming Chapter President.

**Dinner Sponsor – LIA Administrators & Insurance Services**

**Foundation Auction Sponsor – Alliance Ag Services**

**Drink Tickets Sponsor – Gatzman Appraisal Reception Sponsors – Edwards, Lien & Toso, Inc., Advanced Ag Realty & Appraisal and Kefa Capital, Inc.**

## **2023 Fall Ag Tour**

**October 12 (8:00 am – 3:30 pm)**

\$249 Members / \$299 Non-members

The 2023 Fall Meeting Ag Tour will include two stops – both with multi-faceted components for a well-rounded and informative day! We encourage you to register early due to the Ag Tour's popularity, limited capacity, and tendency to sell out quickly.

Stop #1 – Cal Poly State University / College of Agriculture, Food and Environmental Sciences



*J. Lohr Center for Wine and Viticulture at Cal Poly*

The visit to Cal Poly will consist of a driving tour of campus which will provide an overview of the many programs that are available. Stops at key units will include the Oppenheimer Family Equine Facility; Horticulture Greenhouse Complex; Irrigation Teaching & Resource Center; various campus orchards and crop lands; Animal Nutrition Center; Poultry Unit; Beef Cattle Evaluation Unit; Vineyards; and Avocado Orchards. Potential additional stops include the Tech Park (Strawberry Center and Grimm Family Center for Organics; Dairy and Creamery; Meat Processing Facility; and Justin & J. Lohr Center for Wine and Viticulture.

Cal Poly is among the 34 top public and private universities in the nation according to Money magazine's 2023 Best Colleges rankings. Its College of Agriculture, Food and Environmental Sciences boasts one of most prestigious undergraduate programs in the nation. At the heart of Cal Poly's educational experience is its renowned Learn by Doing methodology. As the Ag Tour will demonstrate, students have access to state-of-the-art laboratories in a broad variety of majors, from dairy science, meat processing, horticulture and more.



*Oppenheimer Family Equine Facility*

**Stop #2 – Bien Nacido Estate**  
 Bien Nacido Estate is the most single vineyard designated site in the world and the heart and soul of the Santa Maria Valley AVA. The tour will begin with a welcome at The Gatehouse at Bien Nacido, the estate's newly opened tasting room. Following an overview, Vineyard Manager, Chris Hammell, AFM, will lead the group on a tour of the expansive vineyards. Bien Nacido has been an acclaimed source of world-class grapes and estate wine since its founding in 1973 by brothers Stephen and Bob

Miller. Chris will provide a look into the visions shared by the Miller brothers developing Bien Nacido into one of the most coveted sources of cool-climate Chardonnay, Pinot Noir and Syrah in California if not the world.

Meaning "Well Born" in Spanish, Bien Nacido was planted on the historic site of the Rancho Tepusquet land grant, a plot of land that was granted to Tomas Olivera in 1837, when California was still a part of Mexico. The Olivera Family's adobe, built in 1857, still graces the estate today and will be the site of the tour's Santa Maria Style BBQ lunch where the history of Bien Nacido will be shared. The tour will include the opportunity to taste and purchase the famous wines of Bien Nacido for those who are interested.

*Bien Nacido Vineyards*

CE Credit: 7 hours pending with BREA & ASFMRA.

**Breakfast Sponsor – Manulife Investment Mgt.**

**Lunch Sponsor – Prudential Agricultural Finance**



## **The Cliffs Hotel & Spa Reservations**

A Group Block has been reserved at The Cliffs for the Fall Meeting. The group rate is \$219 per night plus current taxes and a \$40 parking/facilities fee per night. For reservations, please call (805) 773-5000. Use the group name **CA CHAPTER ASFMRA** when making your reservation. The reservation cut-off date is **Friday, September 8, 2023** or until the group block is filled, whichever comes first.

## **The Cliffs Hotel and Spa**

2757 Shell Beach Road  
 Pismo Beach, CA 93449  
 Reservations: (805) 773-5000

## **Fall Meeting Cancellation Policy**

*Cancellations received more than 10 working days prior to the Fall Meeting will receive full refund, less a \$45 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. Contact the Chapter Office at [info@calasfmra.com](mailto:info@calasfmra.com) or (209) 368-3672.*



## Registration Information:

Ag Pros Learning Lab  
Members - \$149 / Non-Members – \$199

Welcome Reception  
\$35 per person  
*No charge for students.*

Market Area Industry Analysis Seminar  
Member - \$249 / Non-Members - \$299

Member Meeting / Installation & Awards Dinner  
\$85 per person

2023 Fall Meeting Ag Tour  
Members - \$249 / Non-Members - \$299

Late Fee: \$35 fee applies for registrations received  
after 9/15/23.

*\*Member pricing includes ASFMRA, Friends of the Chapter and Spouses. Please use the discount code CACHAPTER when registering on-line if applicable.*

## How to Register:

- Register On-Line (preferred) – [Click Here](#)
- Register Using Form (see below)
- Register by Phone – Call Katelyn Johnson at (303) 692-1224

## Questions about the meeting?

Contact Suzie Roget at [info@calasfmra.com](mailto:info@calasfmra.com) or (209) 368-3672.

# 2023 Fall Meeting Sponsors

(Sponsors confirmed as of August 23, 2023)



# 2023 FALL MEETING REGISTRATION

Register online (preferred) – [Click Here](#)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Member: ☐ Yes ☐ No If yes, please check those that apply: ☐ ASFMRA ☐ ASA ☐ AI ☐ RICS

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

State License # (if applicable) \_\_\_\_\_

REGISTRATION FEES:	Members	#	Non-Members	#	Total \$
Ag Pros Learning Lab	\$149	_____	\$199	_____	\$ _____
Welcome Reception	\$ 35	_____	\$ 35	_____	\$ _____
Market Area Industry Seminar	\$249	_____	\$299	_____	\$ _____
Installation & Awards Dinner	\$ 85	_____	\$ 85	_____	\$ _____
2023 Fall Meeting Ag Tour	\$249	_____	\$299	_____	\$ _____
Donate to the CA Chapter Scholarship Foundation (include amount at right)					\$ _____
<small>(Donations to the Foundation are tax deductible).</small>					
Late Fee (\$35 Late Fee will be applied to registrations received after 9/15/23).					\$ _____
Total Fees =					\$ _____

## PAYMENT INFORMATION:

Payment by: ☐ Check # \_\_\_\_\_ Credit Card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

Signature \_\_\_\_\_

Register by phone – Call Katelyn Johnson • (303) 692-1224

Meeting questions – Call Suzie Roget • (209) 368-3672 or [info@calasfmra.com](mailto:info@calasfmra.com)

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