



California Chapter  
**ASFMRA**  
Western Ag Professionals



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

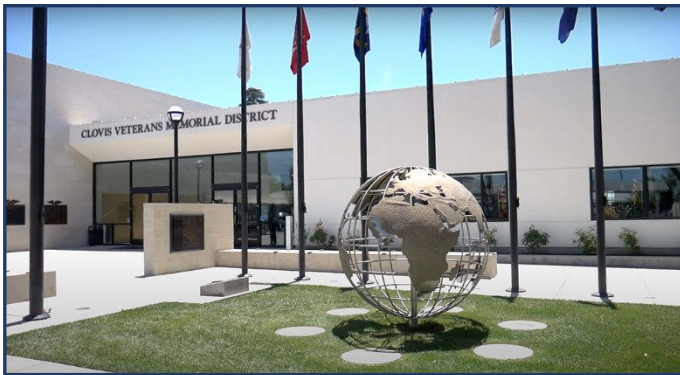
# OUTLOOK 2025 Agribusiness Conference

*California Agriculture: It's All About the Water*

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

**March 26 - 28, 2025**

**Clovis Veterans Memorial District • Clovis, CA**



The California Chapter, ASFMRA is proud to bring the Outlook Agribusiness Conference to Clovis for 2025! As California's Premiere Agribusiness Conference, Outlook 2025 promises an exceptional three days of education, networking and unmatched opportunities for today's agribusiness professional. We hope that you will plan to join us for all or part of this year's program!

## Outlook Schedule at a Glance...

### Wednesday, March 26

- 8:30 am – 12:30 pm Federal and California Laws & Regulations Seminar
- 1:30 – 4:30 pm The Elimination of Bias and Developing Cultural Competency Seminar
- 5:30 – 7:30 pm Welcome Reception / Young Professionals Network (YPN) Event

### Thursday, March 27

- 8:00 am – 5:00 pm The Appraisal of Permanent Plantings in Changing Markets Seminar
- 8:00 am – 4:30 pm 2025 Spring Ag Tour
- 5:30 pm – 9:30 pm California Classic BBQ & Foundation Scholarship Auction

### Friday, March 28

- 7:00 am – 4:00 pm Outlook 2025 Agribusiness Conference And Release of Trends® in Agricultural Land & Lease Values Report

## Conference Location

**Clovis Veterans Memorial District**  
**808 4<sup>th</sup> Street**  
**Clovis, CA 93612**

## Hotel Information

The following hotels are near the conference location offering rooms at reasonable rates. Click hotel name to book online:

### [Best Western Clovis Cole](#)

415 Clovis Avenue, Clovis  
(559) 299-1547

### [Comfort Suites](#)

143 Clovis Avenue, Clovis  
(559) 862-1449

### [Fairfield Inn & Suites](#)

50 N. Clovis Avenue, Clovis  
(559) 323-8080

### [La Quinta Inn & Suites](#)

1508 Clovis Avenue, Clovis  
(559) 291-9000

## Camping Option for Overnight Guests

Conference attendees with Recreational Vehicles have the opportunity to 'Dry Camp' at the Clovis Rodeo Grounds while attending the conference. There is no charge for parking RVs. There are **NO** hookups or amenities at the site so all vehicles must be self-contained. Please contact the Chapter Office at (209) 368-3672 to secure a reservation.

## Wednesday, March 26

### **Federal and California Laws & Regulations Seminar 8:30 am–12:30 pm (4 Hours CE approved with ASFMRA and BRE)**

Taught by Peter Christensen, a California lawyer whose legal work is focused on valuation services, this course takes a fresh approach to BRE's required course on federal and California laws and regulations. It offers real world situations and examples to illustrate the laws covered in the course by, for example, discussing emails offered as evidence in a real case to show alleged violations of appraiser independence requirements. This course also covers important laws relevant to appraising that are missed in other courses – such as the Gramm Leach Bliley Act, RESPA prohibitions relating to appraisal fees, and fair housing laws, including California's newly enacted appraisal protections.

**Instructor:** Peter Christensen

**Registration Fees:** \$145 Members / \$185 Non-Members

### **Elimination of Bias and Developing Cultural Competency Seminar**

**1:30 - 4:30 pm**

**(3 Hours CE approved with ASFMRA and BRE)**

All California appraisers will need to take this class before they renew their licenses, but there is no reason to delay! The topics are important and timely and also interesting. You will get up-to-date information from attorney Peter Christensen about what is happening in the courts and in administrative bodies relating to alleged discrimination in appraising from an attorney who is presently handling cases and investigations. You'll learn key ways to work on eliminating bias and reduce your legal risk. You'll also learn why "cultural competency" knowledge and skills are truly important for appraisers – you'll see how a lack of cultural competency has led appraisers into legal quagmires.

**Instructor:** Peter Christensen

**Registration Fees:**

\$110 Members / \$150 Non-Members

*Course registration fees include lunch; refreshments; and completion certificate.*

*Refreshment Break Sponsor: Central California Appraisals. A \$25 Discount will apply if registering for both courses.*

## Welcome Reception & Young Professionals Network Event 5:30 – 7:30 pm

Join your peers for the conference Welcome Reception! A great opportunity to meet up with old friends and make new ones... 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 be held at the Crow & Wolf Brewing Co. Taproom - 526 Spruce Avenue, Clovis 93611

**Registration Fee:** \$45 per person

*Reception  
Sponsored by:  
Advanced Ag  
Realty &  
Appraisal;  
Kidder  
Mathews;  
Parcel Quest;  
LIA Admin-  
istrators &  
Insurance  
Services*



## Thursday, March 27

### **The Appraisal of Permanent Plantings in Changing Markets 8:00 am – 5:00 pm (8 Hours CE approved with ASFMRA and BRE)**

This one-day seminar will review the traditional valuation methods in the appraisal of permanent plantings, in the context of the changing conditions brought by SGMA, soft commodity prices, inflationary pressures, and interest rate environments. An in-depth discussion of the concept of the "ideal improvement" will be held and students will gain tools to help them identify an ideal permanent planting improvement and use the concept to guide them through the highest and best use analysis and set the stage for the twists and turns of a complex valuation. A case study will be presented, with the dynamics of supply and demand explored and the influence that an oversupply or shortage of a specific commodity or variety can have on farm real estate markets. Finally, the impact on permanent crops of dwindling water supplies and rising costs will be covered. Students should be conversant in owner-operator income statements for common California permanent crops, direct capitalization techniques, and the concepts of functional and external obsolescence.

**Instructor:** Ben Slaughter, ARA

**Registration Fees:**

\$275 Members / \$325 Non-Members.

*Course registration fee includes lunch; refreshments; and completion certificate.*

*Refreshment Break Sponsor:*

*Advanced Ag Realty & Appraisal*

**2025 Spring Ag Tour**  
**8:00 am – 4:30 pm**  
**(8 Hours pending with ASFMRA and BREA)**

The Spring Ag Tour will depart from the Clovis Rodeo Grounds (748 Rodeo Drive, Clovis) via charter bus. Seating is limited on the Ag Tour and early registration is encouraged for what promises to be a fantastic day!

*2025 Spring Ag Tour stops were still being finalized at the time of this brochure release.*

**Registration Fees:**

\$245 Members / \$295 Non-Members  
*Tour registration fee includes continental breakfast; bus transportation; lunch; tours; and completion certificate.*

**Ag Tour Sponsors:**

*Transportation – Arable Advisory Group  
Continental Breakfast – Correia-Xavier, Inc.  
Lunch – Farm Credit*

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

**Clovis Rodeo Grounds**  
787 Rodeo Drive - Clovis, CA 93612

**Fees:** \$80 per person (\$10 from the ticket price is donated directly to the CA Chapter Foundation)



The annual California Classic BBQ & Foundation Auction is always a lively evening that provides a great networking opportunity for conference attendees. Enjoy the cocktail hour where the evening's auction items will be on display. A delicious BBQ Dinner will be served followed by the Foundation Auction where all proceeds raised will benefit Internships and Scholarships for college students and Chapter members who are pursuing accreditation. To donate an auction item, please contact Scholarship & Internship Committee Chair, Curtis Buono, ARA at [curtis@peoplescompany.com](mailto:curtis@peoplescompany.com).

**BBQ Sponsors:**

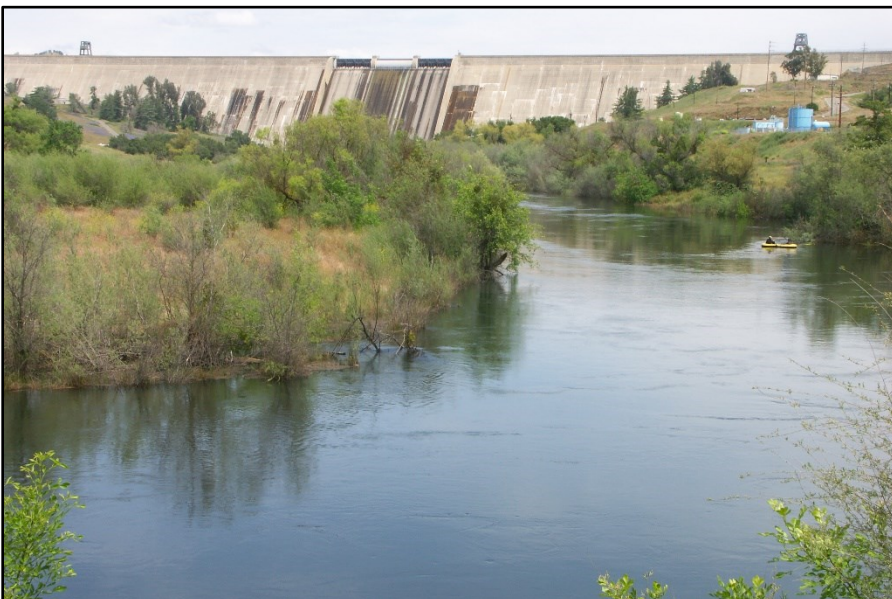
*Edwards, Lien & Toso, Inc.  
Farmer Mac  
Gatzman Appraisal  
Grattan Park*

*LIA Administrators & Insurance Services  
Merriman Hurst and Associates, Inc.*

*Peoples Company  
PGIM Real Estate  
Schuil Ag Real Estate*

**Wine Sponsor:**

*Macotera Ag Group*



## Friday, March 28

### **Outlook 2025 Agribusiness Conference**

**7:00 am – 3:30 pm**

*(7 Hours pending with ASFMRA and BREA).*

**Fees:** \$275 Members / \$325 Non-Members /  
\$150 Retired Members / \$90 Students

7:00 – 7:45 am

#### **Networking Breakfast**

Sponsored by: *Lee & Associates | Alliance Ag*

8:00 – 8:15 am

#### **Welcome/Opening Remarks**

**Mike Ming, ARA** – *CA Chapter President*

*Lee & Associates | Alliance Ag*

**Matt Pennebaker, ARA** – *Conference Chair*

*Advanced Ag Realty & Appraisal*

8:15 – 8:45 am

#### **2025 Central Valley Ag Update and Industry Overview**

**Ryan Jacobson** – *Fresno County Farm Bureau*

8:45 – 9:00 am

#### **Ag Land Trends®**

2025 Trends® in Agricultural Land & Lease  
Values Overview

**Todd Combs, ARA** - *The Vinery*

**Josh Mendrin** – *The Mendrin Group*

Sponsored by: *Manulife Investment  
Management*

9:00 – 10:00 am

#### **Trends® Breakout Sessions**

- Coastal and Vineyard Regions
- Sacramento and San Joaquin Valley Regions

10:00 - 10:30 am

#### **Networking Break**

Sponsored by: *Gatzman Appraisal and  
Pearson Realty*

10:30 – 11:30 am

#### **Ag Water Panel**

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

**Joel Kimmelshue** – *Land IQ*

**Don Wright** – *WaterWrights*

**Dr. Steve Blumenshine** – *CSU-WATER*

11:30 am – 12:00 pm

#### **2025 Industry Awards**

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

12:00 – 1:00 pm

#### **Networking Lunch**

Sponsored by: *Golden State Farm Credit*

1:15 – 2:15 pm

#### **Water Tolerant Crop Panel**

*Presenters to be Named*

2:15 – 3:15 pm

#### **Nut Commodity Update**

*Jim Zion* – *Meridian Growers*

3:15 - 3:30 pm

#### **Closing Comments**

#### **Outlook Conference Supporting Sponsors:**

*UBS Farmland Investors LLC*

*AgIS Capital*

*Rabobank*

#### **For more information, contact:**

California Chapter, ASFMRA

(209) 368-3672

[info@calasfmra.com](mailto:info@calasfmra.com)

[www.calasfmra.com](http://www.calasfmra.com)

#### **[Register Online](#)**



#### **Outlook 2025 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.

# 2025 SPONSORS



# OUTLOOK 2025 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 \$
Laws & Regulations Seminar	\$145	_____	\$185	_____	_____
Elimination of Bias Seminar	\$110	_____	\$150	_____	_____
Both Laws & Regs/Elimination of Bias	\$230	_____	\$310	_____	_____
Welcome Reception / YPN Event	\$ 45	_____	\$ 45	_____	_____
Appraisal of Permanent Plantings Seminar	\$275	_____	\$325	_____	_____
2025 Spring Ag Tour	\$245	_____	\$295	_____	_____
CA Classic BBQ & Scholarship Auction	\$ 80	_____	\$ 80	_____	_____
Outlook 2025 Agribusiness Conference	\$275	_____	\$325	_____	_____
Outlook Conference/Retired (members only)	\$150	_____			_____
Outlook Conference / Student	\$ 90	_____			_____
Donation to CA Chapter Scholarship Foundation (Tax Deductible) – <i>Please indicate amount</i>					_____
Late Fee (\$50 Late Fee will be applied to registrations received after 3/19/25).					_____

\*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 \_\_\_\_\_