



California Chapter
ASFMRA
Western Ag Professionals



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

ACCREDITED FARM MANAGER (AFM) DESIGNATION PROGRAM **ACCELERATED AG LAND MANAGEMENT (ALM) TRAINING**

- Increase your effectiveness and build credibility within the industry
- Demonstrate your professionalism
- Experience the nation's only Farm Management Accreditation program



January 7 - 12, 2019 ■ February 11 – 16, 2019

Holiday Inn Express & Suites | 3001 Hotel Drive | Turlock, CA 95380 | (209) 664-9999
(Students must attend both training sessions).

Space is limited to 30 students...register early!

The Accelerated Ag Land Management (ALM) Training program is designed for experienced agribusiness individuals looking to enhance their expertise and professionalism. Delivered in an interactive format, the courses cover a wide variety of topics and skills that are used in day to day business. The ALM coursework meets the required education for the Accredited Farm Manager (AFM) Designation offered through ASFMRA. *Note: Must pass preliminary experience review to attend. Exceptions to the experience requirement may be granted on a case by case basis.*

Who should attend? Farm managers, agricultural management consultants and experienced agricultural professionals interested in obtaining the AFM designation and agricultural professionals interested in increasing their knowledge, enhancing their skills and building credibility within the industry.

What others have to say about the program...

"The AFM designation recognizes a higher level of dedication and professionalism to which I am proud to subscribe."

"ASFMRA coursework was very rigorous and helped me to become knowledgeable in other areas of agriculture and subject matter. It is an honor to join an elite group of Accredited Farm Managers."

AFM Designation – The Accredited Farm Manager (AFM) Designation is available through the ASFMRA after completion of this coursework, passing the examination and meeting the experience and other necessary requirements outlined by the Society. [Click here](#) for more information. Membership in ASFMRA is required to obtain and hold a designation. In addition to the registration form for the training, an application must be completed to pre-screen your experience for the desired designation.

Questions / Additional Information: Suzie Roget (209) 368-3672 | info@calasfmra.com | www.calasfmra.com

PROGRAM REGISTRATION

(Register on-line at www.asfmra.org/education/education-calendar)

Name(s): _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Please complete the following and enter the total payment amount below:

	<u># of Attendees</u>	<u>\$/Person</u>	<u>Total</u>
Accelerated ALM Program (Members)	_____	\$3,595.00	\$ _____
Accelerated ALM Program (Non-Members)	_____	\$3,995.00	\$ _____
AFM Exam Fee	_____	\$ 350.00	\$ _____
Total Registration Fee:			\$ _____

Registration fees include refreshment breaks, lunch each day and all course materials. Breakfast is included with sleeping room accommodations at the Holiday Inn Express & Suites Turlock.

Payment Information:

Check # _____ Credit Card (Please Circle) VISA MC Discover AmEx

Credit Card Number: _____

Expiration: _____ CVV2 (security code): _____

Name on Credit Card: _____

Billing Address (if different from above): _____

Return to: **American Society of Farm Managers & Rural Appraisers**
720 Colorado Blvd., Suite 360-S
Glendale, CO 80246

Questions / Additional Information: Suzie Roget (209) 368-3672 / info@calasfmra.com

Cancellation Policy – A 25% non-refundable deposit is due by December 1st to register for the training. Cancellations received on or before December 21st will receive a refund of the pre-paid amount, less the 25% non-refundable deposit. No refunds will be made for cancellations received after December 21st. Registrants may send someone to take their place, with prior notification to the California Chapter, ASFMRA, without penalty. The California Chapter reserves the right to cancel any course in the event that adequate registrations are not received.

Hotel Accommodations – A special group room rate of \$109 is available to course attendees at the Holiday Inn Express & Suites, 3001 Hotel Drive, Turlock. Call (209) 664-9999 for hotel reservations. Please use Group Code CA Chapter ASFMRA to secure the discounted rate. Reservations must be made by December 23rd for week one and January 27th for week two to ensure special pricing.

ACCELERATED AG LAND MANAGEMENT (ALM) TRAINING COURSE

The ALM Training will cover the following topics taught in a modular fashion over the two-week period, concluding with a comprehensive examination for those individuals pursuing the AFM Designation.

Training Topics

- Locating and Characterizing Property
- Production Practices
- Client Goals and Strategic Plan
- Professionalism
- Principles of Leasing
- Property Risk Assessment
- Conservation Practices
- Project Management
- Agents, Brokers & Consultants
- Effective Negotiating
- Listening Skills
- Body Language
- Selling Skills
- Oral Presentations
- Customer Service
- Conflict Resolution
- Agricultural Tax Guide
- Business Structures
- Risk Management Planning
- Using the Futures Market
- Expert Testimony
- Analyzing Investments
- Budgeting & Financial Statements
- Financial Ratios
- Business Contracts
- Business Writing
- Report Writing
- Business Proposals
- Document Control
- Consulting Standards
- Functions of the Dollar
- Understanding Appraisals
- Practice Management
- Case Studies
- Farm Plan
- Practical Applications of Budgeting

[Click here](#) for full descriptions of all ALM modules.

ALM Training Course Instructors:

Skye Root, AFM, AAC | Idaho

Skye works as a Vice President for Westchester Group, a TIAA Company. He is responsible for the management of the existing row crop portfolio in the Western United States as well as identifying, analyzing, acquiring, and managing additional row crop properties throughout the West. Prior to Westchester, he worked throughout the United States as a water rights consultant for a leading advisory firm in the water rights industry. Skye received his Bachelor's Degree in Economics from Brigham Young University and has Master's Degrees in Public Policy and Business Administration from Oregon State University. He is a Chartered Financial Analyst (CFA), Accredited Farm Manager (AFM) and Accredited Agricultural Consultant (AAC). He is also a licensed real estate broker in Idaho, Washington and Oregon. In his spare time, he enjoys teaching and farming. In addition to teaching for the ASFMRA, he consistently teaches economics and personal finance at the university level. Skye grew up on a large organic alfalfa and cow-calf operation in Burns, Oregon and along with his wife, Becca, and their four children, still runs cattle with his parents and helps when he can on the family operation. Skye serves on many boards and committees within the ASFMRA and on behalf of other community organizations.

Dan Whisenhunt, AAC, MBA | California

Raised in Northern California, Dan's exposure to agriculture was limited to his parent's small farm and his friend's almond orchard until his immersion into agriculture in 1997, when he entered the almond industry. Currently, Dan is the President and CEO at Agcom LLC, part of a diversified multinational organization involved in garment manufacturing, logistics, menthol production and tree nut trade and production, while also serving as the Principal at Dan Whisenhunt Consulting, in Turlock, California. Previously, he was responsible for grower relations (guiding the organization to a 25% increase in acreage under contract), as well as over 200 million dollars in international sales annually and the administration of all logistics for domestic and international shipments for a notable almond packer. Prior to being recruited to that position, Dan was President-International Division for a global agricultural marketer/exporter. There he started and was responsible for more than 100 million dollars in annual international sales. Dan's background also includes the fields of human resources and financial services, business development and training. Dan has a Bachelor of Science degree in Business Administration, with concentrations in Marketing and Business Education from California State University, Sacramento and a recent MBA from California State University, Stanislaus. Dan has been a member of the ASFMRA for over fifteen years. He attained the AAC designation (Accredited Agricultural Consultant) in 2012 and also holds the designation of CPT (Certified Personality Trainer), allowing him to coach individuals and teams in the study of the personalities to increase production and cooperation. Dan is on the Board of Directors of the California Chapter and serves as the Chair of the Chapter's FARMit Education Committee. Balancing work and family, he also finds time to be active in other local organizations. Dan has been married to his wife, Denise since 1989 and has two children.