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

ACCELERATED AG LAND MANAGEMENT (ALM) TRAINING COURSE

- Increase your effectiveness
- Demonstrate your professionalism
- Experience the nation’s premiere education of its kind

ACCREDITED FARM MANAGER (AFM) DESIGNATION PROGRAM

Hampton Inn & Suites | 3021 Advantage Way | Sacramento, CA 95834 | (916) 928-5700

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

The Accelerated Ag Land Management (ALM) Training program is geared 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. Only professionals with the required four years of experience will be allowed to register for this accelerated offering.

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 and enhancing their skills. 

Note: Must pass preliminary experience review (minimum 4 years) to attend.

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. A list of requirements is available at http://www.asfmra.org/professional-designations/. Exceptions to the experience requirement may be granted on a case by case basis. 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
NAME(S): ________________________________________________________________

COMPANY: ______________________________________________________________

ADDRESS: __________________________________________________________________

CITY: ___________________________ STATE: _______ ZIP: _______________________

TELEPHONE: ___________________ EMAIL: ______________________________________

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

<table>
<thead>
<tr>
<th># of Attendees</th>
<th>$/Person</th>
<th>Total</th>
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<tbody>
<tr>
<td>Accelerated ALM Program (Members)</td>
<td>_______</td>
<td>$3,495.00</td>
</tr>
<tr>
<td>Accelerated ALM Program (Non-Members)</td>
<td>_______</td>
<td>$3,995.00</td>
</tr>
<tr>
<td>AFM Exam Fee</td>
<td>_______</td>
<td>$ 350.00</td>
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Total Registration Fee: $ __________

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

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 15th to register for the training. Cancellations received on or before January 2nd will receive a refund of the pre-paid amount, less the 25% non-refundable deposit. No refunds will be made for cancellations received after January 2nd. 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 – Special group room rates are available to course attendees at the Hampton Inn & Suites, 3021 Advantage Way, Sacramento. The rate is $159 for Call (916) 928-5700 for hotel reservations. Please use Group Code CalASFMRA to secure the discounted rate. Reservations must be made by December 27th for week one and January 10th for week two to ensure special pricing.
The ALM Training will cover the following classes taught in a modular fashion over the two week period, concluding with a comprehensive examination for those individuals pursuing the AFM Designation.

Modules
1001 Locating and Characterizing Property
1002 Production Practices
1003 Client Goals and Strategic Plan
1004 Professionalism
1005 Principles of Leasing
1006 Property Risk Assessment
1007 Conservation Practices
1008 Project Management
1009 Agents, Brokers & Consultants
1010 Effective Negotiating
1011 Listening Skills
1012 Body Language
1013 Selling Skills
1014 Oral Presentations
1015 Customer Service
1016 Conflict Resolution
1017 Agricultural Tax Guide
1018 Business Structures
1019 Risk Management Planning
1020 Using the Futures Market
1022 Expert Testimony
1023 Analyzing Investments
1024 Budgeting & Financial Statements
1025 Financial Ratios
1026 Business Contracts
1027 Business Writing
1028 Report Writing
1029 Business Proposals
1030 Document Control
1031 Consulting Standards
1032 Functions of the Dollar
1033 Understanding Appraisals
1034 Practice Management
1035 Case Studies
1036 Farm Plan
1037 Practical Applications of Budgeting
Exam Review
Exam / Interviews

Full descriptions of all courses can be found at http://www.asfmra.org/farm-management-education/.

ALM Training Course Instructors:

Corey Prins, AFM | Minnesota
Corey Prins is an AFM (Accredited Farm Manager) and CCA (Certified Crop Adviser) from Northwestern Farm Management Company in Marshall, MN. Corey received his Bachelor’s of Science degree in Agribusiness and Agronomy minor from South Dakota State University. Corey worked 7 years as an area seed sales manager before beginning his career as a farm manager. Read more...

Leonard Meador, AAC | Indiana
Leonard Meador is a business management consultant to the agriculture production industry worldwide. He develops customized management programs and on-site production and management risk evaluation assessments. Leonard is a Certified Process Auditor and has been an international industry consultant for 30 years. His secondary education is in Business Management from Indiana Business College.

Mark Peterson, AFM, ARA, AAC | California
Upon graduating from Purdue University in 1983 majoring in Management: Business and Farm, Mark began his career with Travelers Insurance Company in loan underwriting, farm management, and appraising in Illinois, with occasional assignments in Indiana, Ohio, Kentucky, Wisconsin, and Minnesota. In 1987, he transferred to Colorado where he performed the same duties in Colorado and New Mexico, eventually receiving responsibility for Kansas, Nebraska, North Dakota, and South Dakota. Read more...

Dan Whisenhunt, AAC | 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. Read more...