OUTLOOK 2017: California’s Premiere Agribusiness Conference

CALIFORNIA AGRICULTURE: the state of the industry

MARCH 27-30, 2017
DOUBLETREE HOTEL
by Hilton Fresno
Convention Center
FRESNO, CA

Presented by the California Chapter, American Society of Farm Managers & Rural Appraisers
The California Chapter of the American Society of Farm Managers and Rural Appraisers is pleased to present the Outlook 2017 Agribusiness Conference at the Doubletree Hotel Fresno Convention Center March 27th through the 30th. As attendees have come to expect from prior conferences, this year’s event is filled with timely information for anyone with an interest in California agriculture, especially with the recent presidential inauguration and the changes that are around the corner. The rapid changes in commodity markets, economies and the ever burdensome regulatory constraints coming from Sacramento and Washington, D.C. often have a significant effect on California agriculture. You won’t want to miss this year’s line-up of speakers, as well as the networking and educational opportunities that precede the conference.

So what do the changes in Washington, the rainfall and snow pack received this year and unstable commodity prices hold for California agriculture? This year’s theme, California Agriculture: The State of the Industry, has been designed to address these concerns with a program packed with experts to provide you with information and industry insight.

Continuing education classes will take place on March 27, 28 and 29. Our ever-popular Ag Tour will also be on the 29th followed by the traditional California Classic BBQ & Scholarship Auction.

On Thursday, March 30th, the Outlook Conference will once again feature sessions that explore some of California agriculture’s greatest challenges including in depth information on the pending Waters of the USA or WOTUS rule, groundwater management, and analyses covering the state’s almond, walnut, pistachio, pecan, and dairy industries. Sure to be a highlight, former Congressman Richard Pombo will give attendees a look into what’s ahead post-election, as well as the political climate in Washington, D.C. We conclude the day with the presentation of the 2017 edition of the California Chapter’s Trends™ in Agricultural Land and Lease Values. Each attendee will receive a copy of this highly respected publication and a distinguished panel of rural property experts will highlight key regional information.

Make plans now to attend! We are sure you will find the program to be a very valuable event in your professional development and networking. We look forward to welcoming you to Fresno in March.

Dan Whisenhunt, AAC, MBA
Outlook 2017 Agribusiness Conference Chair

---

**schedule**

**monday, march 27**

8:00am - 5:00pm  **FINANCIAL ASPECTS OF AGRICULTURE**
Instructor: Corky Price, MBA

$197 member  
$247 non-member

8 Hours CE  
approved with  
BREA and ASFMRA

**tuesday, march 28**

8:00am - 5:00pm  **LEADERSHIP IN AGRICULTURE**
Instructor: Corky Price, MBA

$197 member  
$247 non-member

**monday, march 27**

8:00am - 5:00pm  **BEST PRACTICES FOR RURAL PROPERTY APPRAISALS**
Instructors: Mark Peterson, AFM, ARA, AAC; and Erik Roget, AFM, ARA, RPRA

$247 member  
$297 non-member

8 Hours CE  
approved with  
BREA and ASFMRA

---

*Part of the American Society of Farm Managers and Rural Appraisers (ASFMRA) approved with 8 Hours CE.

---

**monday, march 27**

8:00am - 5:00pm  **LEADERSHIP IN AGRICULTURE**
Instructor: Corky Price, MBA

The objective of Leadership in Agriculture is to introduce the learner to the concepts of how to lead and the differences between supervision and leadership. Class attendees will be introduced to the different types of leaders, as well as which leadership styles get results. At the conclusion of the course the learner should be able to demonstrate principles of good leadership. This is a recommended class for those who aspire to be in a leadership position, are new to a leadership position, or those who need to examine their own leadership style to increase performance in the workforce. Ethics and standards of practice are an integral component of this course and will be covered in applicability to the independent/self-employed rural agricultural professional as well as those working as an employee of a business or organization.

8:00am - 5:00pm  **FINANCIAL ASPECTS OF AGRICULTURE**
Instructor: Corky Price, MBA

The objective of this important course is to give the learner the basic principles of important financial concepts that will be encountered in agriculture, such as return on investment, break-even analysis and the analysis of the lease versus purchase decision. Basics such as budgeting will lay the foundation for more complex studies of financial statements, leading to an understanding of the purpose of financial statements and how to apply them to agriculture.
wednesday, march 29

8:00am - 5:00pm  THE APPRAISAL OF PERMANENT PLANTINGS IN CHANGING MARKETS
Instructor: Ben Slaughter, ARA
This one-day seminar will review the traditional valuation methods in the appraisal of permanent plantings, in the context of changing markets. 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 than 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.

8:00am - 5:00pm  AG TOUR
The Spring Ag Tour will depart from the DoubleTree Hotel for a full day that promises an in depth look at the central valley’s citrus and table grape industries. The first stop will be Wonderful Citrus Nursery in Visalia, a state-of-the-art facility that specializes in citrus propagation. Following the visit to Wonderful’s nursery will be a stop at an on-going citrus development property. The tour then turns to the table grape market with a stop at a large table grape ranch. Lunch will be catered at the ranch and attendees will hear from a local table grape marketer who will discuss the ins and outs of this business. After lunch the tour will wrap up with a visit to BeeSweet for a tour of this citrus packing facility. The tour is limited to 40 attendees and is guaranteed to fill quickly. Early registration is encouraged!
Tour transportation sponsored by Capital Agricultural Property Services. Ag Tour Lunch sponsored by Farm Credit.
CALIFORNIA AGRICULTURE: the state of the industry

thursday, march 30

7:00am Conference Registration Open

7:00 - 7:45am Outlook 2017 Networking Breakfast
Sponsored by Runyan Appraisal Service

8:00 - 8:15am Welcome and Opening Remarks
Anthony J. Tosio, ARA
California Chapter, ASFMRA President
Dan Whisenhunt, AAC, MBA
Outlook 2017 Conference Chair and California Chapter President-Elect

8:15 - 9:15am The State Of Affairs In Washington, D.C. and the Impact on the West and Rural America
The Honorable Richard W. Pombo
Gavel Resources

9:15 - 10:15am The State of Water and Agriculture - Opportunities and Challenges in California
David L. Orth
David Orth Consulting

10:15 - 10:45am Refreshment Break
Sponsored by Farm Credit

10:45 - 11:45am The State of the Dairy Industry
Anja Raudabauch, Chief Executive Officer
Western United Dairymen

11:45am -1:00pm Awards Lunch
Sponsored by Duarte Nursery
Award Presentations
- Distinguished California Agriculturalist
- Agricultural Stewardship Award

1:15 - 2:15pm The State of the Almond Industry
Craig Duerr, Director Global Sales
Campos Brothers Farms

2:15 - 3:00pm The State of Pistachios, Pecans and Walnuts - Supply and Demand Trends
Jim Zion, Managing Director
Meridian Nut Company

3:00 - 3:30am Refreshment Break

3:30 - 4:30 pm Presentation Of 2017 Trends™ in Agricultural Land and Lease Values
Janie Gatzman, ARA
Gatzman Appraisal
Tiffany Holmes, ARA
American AgCredit

The closing session will offer an overview of the land and lease value trends in 2016 and early 2017 for California and Nevada. Presenters will ‘hit the highlights’ and focus on the drivers behind the agricultural land trends. Conference attendees will receive a copy of the 2017 issue of Trends™, which will be released at the session.
conference registration fees
Registration fee includes breakfast, lunch, networking breaks, Conference Proceedings book, and the Trends™ publication.

$227  Member
$277  Non-Member
$127  Retired
$ 57  Student
$ 57  Student Sponsorship
$ 40  Late registration, after March 10, 2017

hotel information
DoubleTree Hotel Fresno Convention Center
2233 Ventura Street
Fresno, CA  93721
(559) 268-1000

(click here) Make Reservations directly with the DoubleTree Hotel on line.
You may also call the hotel at (559) 268-1000.
Request the group rate for the California Chapter, ASFMRA.
GROUP CODE: ASF.

RATE
$129  King or 2 Queens
$189  King Suite
All guest rooms are subject to the applicable state and city taxes at the time of check-in. Reservations must be made by March 10, 2017 to receive the group discount rate.

DIRECTIONS TO FRESNO DOUBLETREE
(click here)

cancellation policy
Cancellations received more than 10 working days prior to the offering will receive a full refund less $40 administrative fee. Those received 10 or fewer days before the offering will receive a full refund less $60. Substitutions of registered individuals are allowed as long as written communication is submitted to the California Chapter, ASFMRA prior to the start of the offering.

outlook 2017 conference sponsors
Duarte Nursery
Farm Credit
Runyan Appraisal Service
Bank of America Merrill Lynch
American Pistachio Growers
Vineyard Professional Services, Inc.
Hancock Farmland Services
Citizens Business Bank Dairy & Livestock Industries Group
Hilmar Cheese Company, Inc.

California classic BBQ sponsors
Edwards, Lien & Toso, Inc.
Prudential Agricultural Investments
Parcel Quest
Valbridge Property Advisors
Merriman, Hurst & Associates, Inc.

2017 California chapter ASFMRA board of directors
Anthony Toso, ARA
President
Dan Whisenhunt, AAC
President-Elect
JoAnn C. Wall, ARA
First Vice President
Martin Seanez, ARA
Second Vice President
James R. Pisani, ARA
Board Member – 2nd Year
Kenneth K. Peters, AFM
Board Member – 1st Year
David F. Hamel, ARA
Immediate Past President
Peter M. Holmes, Jr., AAC
Secretary/Treasurer
OUTLOOK 2017 conference registration

REGISTER ON-LINE! (click here)

attendee information

Name(s)

Guest(s) Name(s)

Preferred First Name(s) for Badge(s)

Company

Address

City State Zipcode

Phone (include area code) Email

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

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) ____________________________ State License # ________________

REGISTRATION FEES

<table>
<thead>
<tr>
<th>Event</th>
<th>Member*</th>
<th>#</th>
<th>Non-Member</th>
<th>#</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aspects of Agriculture</td>
<td>$197 x</td>
<td></td>
<td>$247 x</td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Best Practices for Rural Property Appraisals</td>
<td>$247 x</td>
<td></td>
<td>$297 x</td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Leadership in Agriculture</td>
<td>$197 x</td>
<td></td>
<td>$247 x</td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>The Appraisal of Permanent Plantings in Changing Markets</td>
<td>$247 x</td>
<td></td>
<td>$297 x</td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>2017 Spring Ag Tour</td>
<td>$177 x</td>
<td></td>
<td>$227 x</td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>California Classic BBQ</td>
<td>$ 40 x</td>
<td></td>
<td>$ 40 x</td>
<td></td>
<td>______</td>
</tr>
</tbody>
</table>

OUTLOOK 2017 AGribusiness conference

<table>
<thead>
<tr>
<th>Category</th>
<th>Member</th>
<th></th>
<th>Non-Member</th>
<th></th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$227 x</td>
<td></td>
<td></td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$277 x</td>
<td></td>
<td></td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Retired Member</td>
<td>$127 x</td>
<td></td>
<td></td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Student</td>
<td>$ 57 x</td>
<td></td>
<td></td>
<td></td>
<td>______</td>
</tr>
<tr>
<td>Student Sponsorship</td>
<td>$ 57 x</td>
<td></td>
<td></td>
<td></td>
<td>______</td>
</tr>
</tbody>
</table>

LATE FEE: $40 Late Fee will be applied to registrations received after March 10, 2017

Total Fees $_________

PAYMENT INFORMATION

Payment by: ☐ Check # _____ or Credit Card: ☐ Visa ☐ MasterCard ☐ Discover

Card Number: ____________________________ Expiration: __________________

Name on Card: ____________________________ Security Code: ____________

Billing Address (if different than above): ______________________________________

Signature: ______________________________

CONFERENCE QUESTIONS Suzie Roget, CA Chapter, ASFMRA  •  Tel (209) 368-3672  •  Email: info@calasfmra.com
PAYMENT QUESTIONS Deanna Ilk, ASFMRA  •  Tel (303) 692-1222  •  Email: dilk@asfmra.org