



OUTLOOK 2018:
California's Premiere Agribusiness Conference

**CALIFORNIA AGRICULTURE:
 BUSINESS NOT AS USUAL!**



MARCH 19-22, 2018

MARRIOTT VISALIA
 at the Convention Center
VISALIA, CALIFORNIA

Presented by the
 California Chapter,
 American Society of Farm Managers & Rural Appraisers



California Chapter
ASFMR
Western Ag Professionals



CALIFORNIA AGRICULTURE ... BUSINESS NOT AS USUAL

We invite and encourage you to attend the Outlook 2018 AgriBusiness Conference being presented by the California Chapter of American Society of Farm Managers and Rural Appraisers (ASFMRA) in Visalia. Every year our organization seeks to inform, challenge and invigorate anyone interested in agriculture...especially those whose livelihood depends on it. This year, we explore relevant, timely, and cutting edge topics that make California Agriculture ... Business *Not* as Usual!

We are not a static profession, but one sensitive to the ever-changing economics of agriculture and the multitude of informed decisions made every day. Amid a sea of regulations, standards and professional expectations, fidelity to accuracy and ethics, we are partners in the long, essential chain that fuels California's mighty contributions to feeding America and much of the world.

This year we continue provide opportunities to attend and participate in a broad range of special events including pre-conference educational offerings, our Spring AgTour, California Classic BBQ and Outlook 2018 main event featuring the release of the new Trends® in Agricultural Land & Lease Values publication. Throughout our time together, you will hear from experts examining some of the future challenges on our horizon, speakers sharing their perspectives on our impact through the demanding world of appraising and farm management, as well as, an informative industry tour that highlights the resourcefulness exhibited by local agricultural entrepreneurs.

We especially want to highlight the California Classic BBQ & Scholarship Auction. This networking opportunity is not to be missed. We need your support to extend our profession by encouraging the next generation to continue a tradition of service and expertise in the future.

With information flowing from pre-conference seminars to well beyond our time together at the Outlook 2018 Conference, I encourage everyone to seize every opportunity to learn, network and exchange information and friendships across our extraordinarily talented and dedicated membership. Following the conference as you return to your work world, we hope you will be refreshed in your efforts and even more confident of your essential contributions to agriculture and farming in the Golden State.

I look forward to meeting you as we continue to conduct business *not* as usual.

JoAnn Wall, ARA
Outlook 2018 Conference Chair

MONDAY, MARCH 19

12:00pm - 5:00pm

Federal & California Statutory and Regulatory Laws

Instructor: Dawn Molitor-Gennrich, SRA, AI-RRS
Dawn Molitor-Gennrich Consulting, LLC

4 hours
+ 1 hour exam

4 Hours CE
approved with
ASFMRA and
BREA

\$129 Member
\$159 Non-Member
Registration fee
includes course
materials, exam,
CE certificate, and
refreshment break.

Appraisers recognize that they have regulatory obligations, but recognizing and understanding all of the various Federal and State laws and regulations that govern appraisers can be challenging. A review of sanctions and disciplinary actions taken against appraisers makes it clear that many details and nuances of the appraiser laws and regulations are being misunderstood. Common, unintentional errors impact both the reputations of individual appraisers as well as confidence in the competency and ethics of the appraisal profession as a whole. This seminar is designed to help appraisers recognize and understand the laws and regulations that are most important to California appraisers at the state and federal level.

Note: Any appraiser seeking state certification/licensing QE or CE after January 1, 2017 is required to take this updated 4-hour program AND successfully pass the NEW corresponding examination.

TUESDAY, MARCH 20

8:00am - 5:00pm

7 Hour USPAP Update

Instructor: Dawn Molitor-Gennrich, SRA, AI-RRS
Dawn Molitor-Gennrich Consulting, LLC

7 Hours CE
approved with
ASFMRA, BREA,
& NRED

\$249 Member
\$299 Non-Member

Registration fee
includes course
materials, refresh-
ment breaks, lunch,
and CE certificate

The underlying theme of all sections are USPAP requirements for ethical behavior and competent performance by appraisers. Discussion will focus on specific USPAP revisions and afford you the opportunity to apply this information through case studies and a review of frequently asked questions and responses of various USPAP topics. The material emphasizes the role of the appraiser, the appraiser's impartiality associated with this role, and helps clarify concepts such as scope of work and when USPAP applies. The special responsibilities of the appraiser with regard to impartiality are explored in detail.

5:30pm - 7:00pm

Student Reception

Sponsored in part by American AgCredit and Rabobank, N.A.

No charge to
attend.
Please RSVP on
registration form.
Refreshments will
be provided.

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 include a presentation and time for students to network with industry professionals.



WEDNESDAY, MARCH 21

8:00am - 5:00pm

Agricultural Chattel Valuation

Instructor: Leonard Meador, AAC
Rossville, IN

8 Hours CE approved with ASFMRA and BREA

\$249 Member
\$299 Non-Member
Registration fee includes course materials, refreshment breaks, lunch and CE certificate.

This course is designed to provide specialized training and recognition for valuator and loan officers who place values on agricultural personal property. The classroom portion is a combination of PowerPoint presentations, class discussions, and work problems. Some topics include:

- Concepts and principles of ag chattels
- Evaluation of a dairy farm
- Evaluation of chattel logs
- The chattel valuation report
- Chattel valuation of processing facilities



Terranova Ranch

8:00am - 5:00pm

Spring Ag Tour

The Ag Tour Lunch is sponsored by Farm Credit

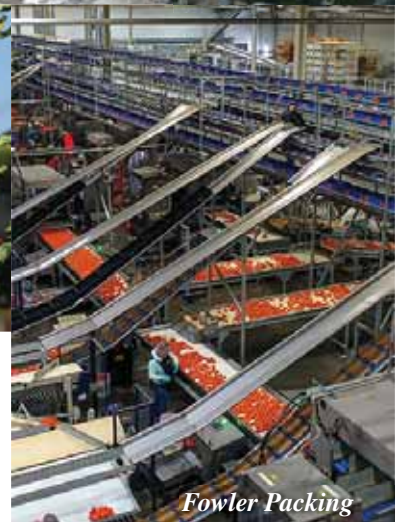
8 Hours CE pending with ASFMRA and BREA

\$179 Member
\$229 Non-Member
Registration fee includes bus transportation, tour stops, lunch, and CE certificate

The Spring Ag Tour will depart from the Marriott Hotel in Visalia for a full day that promises not to disappoint. 2018 tour stops will include Burchell Nursery, Fowler Packing, Campos Brothers Farms and Terranova Ranch, all unique and highly respected central valley agribusinesses. From breeding the highest quality fruit and nut trees to global almond, citrus and table grape production, tour attendees will have a first hand look at how these companies operate. Tying technology into sustainability and diversification as well as the preservation of the environment and conservation of precious resources will be seen as common theme throughout the day.



Burchell Nursery



Fowler Packing

5:30pm - 9:30pm

2018 California Classic BBQ and Scholarship Auction

4500 S. Laspina, Tulare CA 93274
Sponsored in part by Edwards, Lien & Toso, Inc.; Farm Credit; Merriman, Hurst & Associates, Inc.; and Prudential Agricultural Services

\$40 per person
Bus transportation to the BBQ will be available from the Marriott Hotel.

To donate Auction items, please contact:

Julie Rose Gonsalves
julie@c-x.com
(559) 277-7474 ext 101

The Heritage Complex Ag Museum at the International Agri-Center will be home to the 2018 California Classic BBQ & Scholarship Auction. Don't miss the opportunity to catch up with old friends, meet new ones and support the fund-raising efforts of the California Chapter's Scholarship Team. All proceeds go directly to fund scholarships for Chapter Members pursuing accreditation, assistance to the student internship program and other student programming.



Campos Brothers Farms



Heritage Complex Ag Museum



THURSDAY, MARCH 22

7:00 am Registration Open
7:00 - 7:45am Breakfast
Sponsored by Runyan Appraisal Service
7:45 - 8:00am Welcome/Flag Salute
JoAnn Wall, ARA
Above and Beyond Real Estate Services, Inc.
8:00 - 8:45am Investor Activity in Agriculture ...
Past, Present and Future
Matt Turrentine
GrapeVine Capital Partners
James McCandless
UBS Farmland Investors, Inc.
8:45 - 10:00am Agricultural Labor ... Wages, Shortages,
Mechanization and More
Ruben Lugo
*US Dept of Labor, Wage & Hour Div.,
Western Region*
C. Bryan Little
Farm Employers Labor Service (FELS)
Patrick Zelaya
HeavyConnect Inc.
10:00 - 10:30am Refreshment Break
Sponsored by ParcelQuest
10:30 - 11:15am Vineyard and Winegrape Industry Update
Nat DiBuduo, AFM
Allied Grape Growers
11:15am - Noon Beef Cattle Industry Update
Kevin Kester
National Cattlemen's Beef Association
Noon - 1:15pm Lunch
Sponsored by Duarte Nursery
Award Presentations
▪ Distinguished California Agriculturalist
▪ Agricultural Stewardship Award
1:15 - 2:00pm Nut Industry Update
Mel Machado
Blue Diamond Growers
2:00 - 2:45pm Water Woes for California ... What Next?
Gary Sawyers
Bolen Fransen Sawyers LLP
2:45 - 3:15pm Refreshment Break
Sponsored by Valbridge Property Advisors
3:15 - 4:00pm How NOT to Screw It All Up in the
Cannabis Industry
Rich Kwesell
Strawberry Fields
Richard Parrott
CalCannabis Cultivation Licensing, CDFA
4:00 - 4:45 pm 2018 Trends® in Agricultural Land
& Lease Values
Janie Gatzman, ARA
Gatzman Appraisal
Tiffany Holmes, ARA
Edwards, Lien & Toso, Inc.
Roy Pennebaker
Pearson Realty
4:45pm Closing Comments
JoAnn Wall, ARA

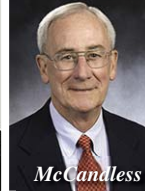
8 Hours CE pending with
ASFMRA, BREA and NRED



Wall



Turrentine



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Little



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Reno, NV*



CONFERENCE REGISTRATION FEES

Registration fee includes breakfast, lunch, networking breaks, Conference Proceedings book, and the 2018 Trends® publication.

- \$220 Member*
- \$270 Non-Member
- \$120 Retired
- \$ 70 Student
- \$ 70 Student Sponsorship
- \$ 40 Late Registration Fee, after March 9, 2018

*Includes members of ASFMRA, ASA, AI, RICS, Friends of the Chapter and Spouses

HOTEL INFORMATION

Visalia Marriott at the Convention Center
300 South Court Street
Visalia, CA 93291
(559) 636-1111

Make reservations by calling (800) 228-9290 or (559) 636-111.

Use the group code **California Chapter, ASFMRA** to receive the discounted room rate of \$149.00. Make reservations by February 28, 2018 to receive the discounted group rate.

CANCELLATION POLICY

Cancellations received more than 10 working days prior to all conference offerings will receive a full refund less a \$45 administrative fee. Those received 5 - 10 days before the offering will receive a full refund less \$60. Fees are forfeited if registrant cancels within 5 days of event without valid reason or does not appear. 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 2018 CONFERENCE SPONSORS

- Duarte Nursery
- Runyan Appraisal Service
- Farm Credit
- ParcelQuest
- Valbridge Property Advisors
- Vineyard Professional Services
- American Pistachio Growers
- American AgCredit
- Rabobank, N.A.
- Hilmar Cheese Company, Inc.

CALIFORNIA CLASSIC BBQ SPONSORS

- Edwards, Lien & Toso, Inc.
- Farm Credit
- Prudential Agricultural Investments
- Merriman, Hurst & Associates, Inc.

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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 # _____

PRE-CONFERENCE	Member* #	Non-Member #	Total \$
Federal Laws & Regulations	\$129 x _____	\$159 x _____	= _____
7 Hour USPAP Update	\$249 x _____	\$299 x _____	= _____
Student Reception	_____	_____	<u>No Charge</u>
Agriculture Chattel Valuation	\$249 x _____	\$299 x _____	= _____
2018 Spring Ag Tour	\$179 x _____	\$229 x _____	= _____
California Classic BBQ & Scholarship Auction	\$ 40 x _____	\$ 40 x _____	= _____
<input type="checkbox"/> Check box if you will be using complimentary bus transportation to the BBQ			

OUTLOOK 2018 AGRIBUSINESS CONFERENCE

Member*	\$220 x _____	= _____
Non-Member	\$270 x _____	= _____
Retired Member	\$120 x _____	= _____
Student	\$ 70 x _____	= _____
Student Sponsorship (pays for student members to attend conference)	\$ 70 x _____	= _____

LATE FEE: \$40 Late Fee will be applied to registrations received after March 9, 2018

*Includes member of ASFMRA, ASA, AI, RICS, Friends of the Chapter and Spouse

Total Fees \$ _____

PAYMENT INFORMATION

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

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