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

OUTLOOK 2020

California Agriculture: Water Issues, Commodity Markets & Land Value Trends

California’s Premiere Agribusiness Conference &
Release of Trends® in Ag Land & Lease Values

March 23 – 26, 2020
Visalia Marriott at the Convention Center • Visalia, CA

Schedule at a Glance…

Monday, March 23
12:00 pm – 5:00 pm Federal and California Statutory and Regulatory Law for Real Property Appraisers

Tuesday, March 24
8:00 am – 4:00 pm 7 Hour National USPAP Update
5:30 pm – 7:00 pm Student Reception and Young Professionals Network Event

Wednesday, March 25
8:00 am – 5:00 pm Best Practices for Rural Property Appraisals – Updated!
8:00 am – 5:00 pm 2020 Spring Ag Tour
5:30 pm – 9:30 pm California Classic BBQ & Scholarship Foundation Auction

Thursday, March 26
7:00 am – 3:30 pm Outlook 2020 Agribusiness Conference and Release of Trends® in Agricultural Land & Lease Values Report

The Outlook Agribusiness Conference is presented annually by:

California Chapter, ASFMRA
P.O. Box 838 • Woodbridge, CA 95258
(209) 368-3672 • info@calasfmra.com • www.calasfmra.com

Hotel Information

Outlook 2020 will be held at the Visalia Marriott /Convention Center.

Visalia Marriott at the Convention Center
300 South Court Street, Visalia, CA

Reservations - (800) 228-9290
Reserve Online

Group Code: California Chapter, ASFMRA

Group Rate: $159.00 Plus taxes.

Please make reservations early as space is limited. The Group Rate will expire on 3/9/20.
Event Descriptions and Fees

Monday, March 23

Federal and California Statutory and Regulatory Law for Real Property Appraisers
12:00 – 4:00 pm plus exam from 4:00 – 5:00 pm
(4 Hours CE approved with ASFMRA and BREA)

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

Contact Hours: 4 hours + 1-hour exam
Instructor: Dawn Molitor-Gennrich
Fees: $129 Members* / $159 Non-Members

Tuesday, March 24

7 Hour National USPAP Update
8:00 am – 4:00 pm
(7 Hours CE approved with ASFMRA and BREA)

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.

Contact Hours: 7 hours
Instructor: Dawn Molitor-Gennrich
Fees: $249 Members* / $299 Non-Members

Student Reception & Young Professionals Networking Event
5:30 – 7:00 pm

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. California Chapter Young Professionals (those 35 and under) are encouraged to attend this event.

Reception Sponsors: American AgCredit; Bergthold Ag Services; Rabo AgriFinance

Wednesday, March 25

Best Practices for Rural Property Appraisals – Updated!
8:00 am – 5:00 pm
(8 Hours CE approved with ASFMRA and BREA)

This workshop was developed to address issues related to the completion of agricultural appraisals using those techniques deemed “best practices”. The goal is to build on the high-quality education already being provided by the American Society of Farm Managers and Rural Appraisers (ASFMRA), and to have appraisers adhere to the highest standards as they pertain to the completion of appraisal assignments. The course will help the appraiser to consistently exceed the expectations of intended users and the standards and practices of their peers for similar assignments. ‘Best Practices’ is intended to reinforce the need to continually question the use of existing techniques and methodology, promote innovation, and improve the quality of appraisals being completed by rural appraisers. Users of farm appraisal reports will benefit from more thorough, readable reports and reliable, well supported valuations. Those taking the workshop will benefit from increased confidence and perceived value in appraisal results and improved reputation for quality and professionalism.

Instructor: JoAnn Wall, ARA
Fees: $249 Members* / $299 Non-Members

Course Registration Fees include course materials; lunch; refreshment breaks and completion certificate.

*Member pricing includes ASFMRA, AI, ASA, RICS, Friends of the Chapter and spouses.

Cancellation Policy

Cancellations received more than 10 working days prior to the Fall Meeting will receive full refund, less a $45 administrative fee. Those received 5 - 10 working days prior will receive a full refund less $60. 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.
Wednesday, March 25, cont.

**2020 Spring Ag Tour**

8:00 am – 5:00 pm  
(8 Hours CE approved with ASFMRA and BREA)

The Spring Ag Tour will depart from the Visalia Marriott via charter bus and visit the following locations:

- **Wonderful Citrus** – Halo Processing Facility  
- **Dairyland Farms** – High production dairy milking farm.  
- **Primex Farms, LLC** – Grower, processor and international trader and exporter of nuts and dried fruits.

**Ag Tour Sponsors:** Kefa Capital, Inc.; LIA Administrators & Insurance Services

**Fees:** $179 Members* / $229 Non-Members

Tour registration fee includes continental breakfast; bus transportation; tours; lunch; and completion certificate.

**California Classic BBQ & Scholarship Foundation Auction**

5:30 – 9:30 pm

The pre-conference BBQ and Scholarship Auction will be held at the International Agri-Center in Tulare. Enjoy beverages, 'Wasco Sausage' and networking during the social hour in the Heritage Complex Ag Museum followed by a delicious BBQ dinner. Proceeds from the annual auction will benefit the scholarship efforts of the Chapter's Foundation. Bus transportation will be available from the Marriott Hotel.

**BBQ Sponsors:** Farm Credit; Edwards, Lien & Toso, Inc.; Hancock Agricultural Investment Group/Hancock Farmland Services; Merriman, Hurst & Associates, Inc.; PGIM Real Estate Finance; Alliance Ag.

**Fees:** $50 per person ($10 from the ticket price is donated directly to the Foundation)

**Registration Information:**

Register online (preferred) – [click here](#)

Register by physical form – see last page

Register by phone – Call Deanna Ilk  
(303) 692-1222

Conference questions – Call Suzie Roget  
(209) 368-3672 or info@calasfmra.com

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Thursday, March 26

**Outlook 2020**

7:00 am – 3:30 pm  
(6 Hours CE approved w/ ASFMRA and BREA)

**Conference Schedule:**

7:00 – 7:45 am  
Networking Breakfast – Sponsored by Runyan Appraisal Service

8:00 – 8:15 am  
Welcome & Opening Remarks  
James Pisani, ARA – Conference Chair

8:15 – 8:50 am  
Citrus Industry Update  
Zak Laffite – Wonderful Citrus

8:50 – 9:25 am  
Winegrape Industry Update  
Karl Lehman - Allied Grape Growers  
Session Sponsor: Vineyard Professional Services

9:25 – 10:00 am  
Nut Industry Update – Walnuts, Almonds, Pistachios  
Kaushal Khanna – Olam Farming/Olam Edible Nuts  
Session Sponsor: Duarte Nursery

10:00 – 10:30 am  
Networking Break – Sponsored by Farm Credit

10:30 – 11:40 am  
Ag Economy Update  
Dr. Daniel Sumner - University of California Agricultural Issues Center  
Session Sponsor: Bank of America

11:40 – 12:00  
Awards Presentations

12:00 – 1:00 pm  
Networking Lunch

1:00 – 1:30 pm  
Ag Land Trends® General Session  
Janie Gatzman, ARA – Gatzman Appraisal  
Tiffany Holmes, ARA – Edwards, Lien & Toso, Inc.  
Session Sponsor: Alliance Ag

1:30 – 2:15 pm  
Trends® Breakout Sessions – New!  
- Sacramento/Northern San Joaquin Valley  
- Central/South San Joaquin Valley  
- North and Central Coast/Southern California  
- Mountains/Nevada

2:15 – 2:30 pm  
Networking Break – Sponsored by Valbridge Property Advisors

2:30 – 3:30 pm  
Water Issues Panel  
Gary Sawyers – Sullivan McGregor & Doerr LLP  

3:30 pm  
Closing Remarks
THANK YOU OUTLOOK 2020 SPONSORS!

- Farm Credit
- Runyan Appraisal Service
  - Alliance Ag
- Colliers International
- Kefa Capital, Inc.
  - Parcel Quest
- Edwards, Lien & Toso, Inc.
- Valbridge Property Advisors
  - Duarte Nursery
- LIA Administrators & Insurance Services
- Hancock Agricultural Investment Group/
  Hancock Farmland Services
- Vineyard Professional Services, Inc.
  - PGIM Real Estate Finance
    - Bank of America
    - Bank of the West
- Bangerter Financial Services, Inc.
- American Pistachio Growers
  - AQUAOSO
- Bergthold Ag Services
  - Rabo AgriFinance
  - American AgCredit
- Bayer CropScience
- Schenberger, Taylor, McCormick & Jecker, Inc.
  - AgIS Capital

California Chapter
ASFMRA
Western Ag Professionals
OUTLOOK 2020 AGRIBUSINESS CONFERENCE REGISTRATION

Name ____________________________________________________________

Guest(s) Names(s) __________________________________________________________________________________

Preferred First Name(s) for Badge ____________________________

Company __________________________________________________________________________________________

Address ___________________________________________________________________________________________

City _______________________________________________________ ST ___________ Zip ____________________

Phone _________________________________ Email _____________________________________________________

Member: □ Yes □ No  If yes, please check those that apply: □ ASFMRA □ ASA □ AI □ RICS

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) ________________________________

State License # (if applicable) _____________________________

REGISTRATION FEES:

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Late Fee ($40 Late Fee will be applied to registrations received after 3/13/20). _________

□ Please check if riding bus to BBQ. 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 __________________________________________

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