



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

## 2019 Fall Meeting | October 1 – 4, 2019

### Casa Munras Garden Hotel & Spa • Monterey

**Continuing Education Classes for Appraisers, Farm Managers & Consultants**  
**70<sup>th</sup> Anniversary Installation & Awards Dinner • Ag Tour**



Join the California Chapter, ASFMRA for the 2019 Fall Meeting in the beautiful coastal destination city of Monterey. Take advantage of top tier education, networking opportunities and Chapter events that have been planned to offer a balanced program with something for everyone. Casa Munras is a historic and charming boutique hotel that will provide the perfect setting for the meeting with its warm and gracious design and convenient downtown Monterey location.

#### Tuesday, October 1

8:00 am – 5:00 pm Integrated Approaches to Value (A304)  
 8:00 am – 5:00 pm Personalities of Agriculture & Business Seminar

#### Wednesday, October 2

8:00 am – 5:00 pm Integrated Approaches to Value (A304)  
 8:00 am – 5:00 pm Packing, Processing and Cold Storage Facilities Valuation Seminar  
 8:00 am – 5:00 pm Financial Aspects of Agriculture Seminar  
 6:00 pm – 9:00 pm 70<sup>th</sup> Anniversary Installation & Awards Dinner

#### Thursday, October 3

8:00 am – 5:00 pm Integrated Approaches to Value (A304)  
 8:00 am – 5:00 pm 2019 Fall Ag Tour

#### Friday, October 4

8:00 am – 5:00 pm Integrated Approaches to Value (A304)  
 8:00 am – 1:00 pm Board of Directors Meeting

#### Hotel Information

The 2019 Fall Meeting will be held at the Casa Munras Garden Hotel & Spa. ***Please make reservations early as space is limited. The Group Rate will expire on 9/13/19.***

**Casa Munras Garden Hotel & Spa**  
 700 Munras Avenue  
 Monterey, CA 93940  
**(800) 222-2446; email**  
[reservations@innsofmonterey.com](mailto:reservations@innsofmonterey.com);  
 or [Reserve Online](#).

**Group Code:**  
 California Chapter, ASFMRA 2019 Fall Meeting

**Group Rate:**  
 \$169.00 king/double queen  
 \*Plus taxes.



## Event Descriptions and Fees

### Tuesday, October 1

#### ***Integrated Approaches to Value (A304)***

***Tuesday, October 1 – Friday, October 4***

***8:00 am – 5:00 pm • Andaluca I Meeting Room***

This course is intended to satisfy the 30 hours of Subject Matter Electives required by the Appraiser Qualifications Board for Qualifying Education for Certified General Appraisers. The course is specifically designed to illustrate how all the approaches to value fit together in an appraisal, drawing from the body of knowledge taught in Cost Approach for General Appraisers (A301), Sales Comparison Approach for General Appraisers (A302), and Income Approach for General Appraisers, Part 1 (A303). The material will be presented primarily in the form of case studies, supplemented with lectures and class discussion.

**Please Note:** This course is designed to follow Basic Appraisal Principles, Basic Appraisal Procedures, the Cost, Sales and Income courses. It is assumed the student has already gained the level of knowledge and understanding that is taught in the lower level classes.

**Required Equipment & Textbooks:** HP-12c, Hp-17bII or HP-19bII calculator

**Optional Textbooks:** Appraisal of Real Estate, Thirteenth Edition; Dictionary of Real Estate Appraisal, Fifth Edition; Valuing Rural America

**Contact Hours:** 27 hours + 3 hour exam

**Course Timetable:** Days 1-3: 8 am - 5 pm; Day 4: 8 am - 4 pm

**AQB Licensure Requirement:** Certified General

**Accreditation:** This course is required for the ARA and the RPRA

**Instructors:**

JoAnn Wall, ARA and Randall Kyles, ARA

\$ 999 Members\* / \$1,199 Non-Members



#### ***Personalities of Agriculture & Business***

***(8 Hours CE approved with ASFMRA and BREA)***

***8:00 am – 5:00 pm • Andaluca II Meeting Room***

What is the key to personal and business success?

Many would say that interaction with, communicating with and developing interpersonal relationships with others is at the epicenter of success in life and business. That is Emotional Intelligence. Emotional intelligence is defined as: *The capacity to be aware of, control and express one's emotions and to handle interpersonal relationships judiciously and empathetically.* To many the term emotional intelligence is foreign but should be understood by all. Personalities of Agriculture and Business will give you knowledge of emotional intelligence and why it is important. The Personalities Seminar is part of the California Chapter's FARMit®\* Education Program.

Instructor: Dan Whisenhunt, AAC, MBA  
\$279 Members\* / \$329 Non-Members

\*Farm and Ranch Management Industry Training

### Wednesday, October 2

#### ***Packing, Processing and Cold Storage***

#### ***Facilities Valuation Seminar***

***(8 Hours CE approved with ASFMRA and BREA.***

***NRED pending)***

***8:00 am – 5:00 pm • Marbella Meeting Room***

The objective of this seminar is to help students better understand the process of identifying and valuing packing, processing and cold storage facilities. Topics to be discussed include determining the highest and best use of a property; determination of the market area and how the subject relates to said market; the overall valuation process; USPAP items that must be considered when valuing such facilities; developing the cost approach, including the extraction of depreciation rates from the market; the sales comparison approach using the principle of substitution; and the income approach. The seminar will include class discussions and drill problems to help the students better learn, understand and incorporate techniques that will assist in the valuation of cold storage facilities both within the San Joaquin Valley and throughout California.

Instructor: Allan Barros, ARA  
\$279 Members\* / \$329 Non-Members

***Course Registration Fees include Continental Breakfast and Full Lunch each day; course materials; completion certificate and morning and afternoon refreshment breaks.***

## **Financial Aspects of Agriculture Seminar**

*(8 Hours CE approved ASFMRA and BREA)*

**8:00 am – 5:00 pm • Andalusia II Meeting Room**

The linchpin of all of agriculture is in the numbers! This important course delivers the 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. Concepts of budgeting will lay the foundation for more complex studies of financial statements, further leading to an understanding of the purpose of financial statements and how to apply them to agriculture. This class is for everyone who is not a financial expert! The Financial Aspects of Agriculture Seminar is part of the California Chapter's FARMit®\* Education Program.

Instructor: Dan Whisenhunt, AAC, MBA  
\$279 Members\* / \$329 Non-Members

\*Farm and Ranch Management Industry Training

## **70<sup>th</sup> Anniversary Installation & Awards Dinner**

**6:00 – 9:00 pm • Marbella Meeting Room**

Don't miss this opportunity for an evening of networking, socializing and surprises as the California Chapter celebrates 70 Years! This year's event at Casa Munras will include a lively interactive dinner as we take time to recap the past and look to the future. The evening will also include the presentation of year-end awards as well as the installation of officers for 2019-2020. We invite you to join the Chapter in thanking outgoing President, JoAnn Wall, ARA, for her leadership and welcoming Martin Seanez, ARA who will take the reins for the coming year.

*\$80 per person*

## **Thursday, October 3**

### **2019 Fall Ag Tour**

*(8 Hours CE approved with ASFMRA and BREA)*

**8:00 am – 5:00 pm**

The Fall Ag Tour will visit the following locations:  
**Ocean Mist Farms** – Cooler and artichoke field tour  
**California Pajarosa Floral** – Hydroponic rose growing operation  
**Gizdich Ranch** – Lunch, tour and famous pie!  
**S. Martinelli & Company** – Apple Orchard tour and product tasting.

\$229 Members\* / \$279 Non-Members

**Registration includes continental breakfast; bus transportation; tours; lunch; and completion certificate.**

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

## **Friday, October 4**

### **Board of Directors Meeting**

**8:00 am – 1:00 pm • Marbella Meeting Room**

Join the California Chapter Board of Directors and Committee Chairs for their first meeting of the 2019-2020 Fiscal Year. All chapter members are welcome to attend. Please RSVP to [info@calasfmra.com](mailto:info@calasfmra.com) so that adequate seating can be provided. Contact the chapter office at (209) 368-3672 for more information.

### **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.*

## **2019 FALL MEETING SPONSORS**

*Listing as of 8/29/19*

**Kefa Capital, Inc. • Runyan Appraisal Service**

**Duarte Nursery • Farm Credit • PGIM Real Estate Finance • Colliers International**

**Edwards, Lien & Toso, Inc. • Rabo AgriFinance • Monte Vista Farming**

**Bergthold Ag Services • AQUAOSO • Vineyard Professional Services**

**Schenberger, Taylor, McCormick & Jecker Inc.**

# California Chapter, ASFMRA 2019 FALL MEETING REGISTRATION

Two ways to register!

[Register On-Line](#) or complete the form below and email to [info@calasfmra.com](mailto:info@calasfmra.com).

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:	Members	#	Non-Members	#	Total \$
Integrated Approaches to Value (A304)	\$999	_____	\$1,199	_____	_____
Personalities of Agriculture & Business	\$279	_____	\$329	_____	_____
Packing, Processing & Cold Storage Facilities	\$279	_____	\$329	_____	_____
Financial Aspects of Agriculture	\$279	_____	\$329	_____	_____
Installation & Awards Dinner	\$ 80	_____	\$ 80	_____	_____
2019 Fall Ag Tour	\$229	_____	\$279	_____	_____

Late Fee (\$35 Late Fee will be applied to registrations received after 9/15/19). \_\_\_\_\_

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 \_\_\_\_\_

## PAYMENT AND QUESTIONS:

California Chapter, ASFMRA | P.O. Box 838 | Woodbridge, CA 95258

Tel (209) 368-3672 | Email: [info@calasfmra.com](mailto:info@calasfmra.com)