



**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 - 4:00pm

### 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:

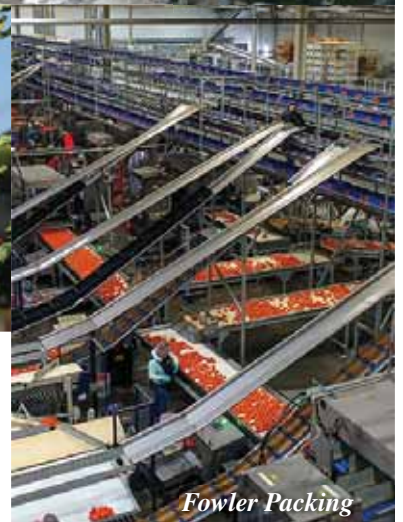
- Concepts and principles of ag chattels
- Evaluation of a dairy farm
- Evaluation of chattel logs
- The chattel valuation report
- Chattel valuation of processing facilities



Terranova Ranch



Burchell Nursery



Fowler Packing

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.



Campos Brothers Farms

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.



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

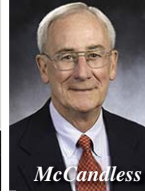
8 Hours CE pending with  
ASFMRA, BREA and NRED



Wall



Turrentine



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**NEVADA**

David K. Bell, ARA  
*American AgCredit  
 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.

### 2017-18 CALIFORNIA CHAPTER ASFMRA BOARD OF DIRECTORS

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Woodland





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:  ASFMRCA  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 _____	= _____

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 ASFMRCA, 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: \_\_\_\_\_

MAIL REGISTRATION FORM & FEES TO California Chapter, ASFMRCA P.O. Box 838, Woodbridge CA 95258

CONFERENCE QUESTIONS Suzie Roget, CA Chapter, ASFMRCA ■ Tel: (209) 368-3672 ■ Email: info@calasfmra.com

PAYMENT QUESTIONS Deanna Ilk, ASFMRCA ■ Tel (303) 692-1222 ■ Email: dilk@asfmra.org