



CALIFORNIA CHAPTER

NEWSLETTER



AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS

WINTER ~ 2005

A Message from the President

First, I need to let you know the relative lateness of this newsletter is entirely my fault. Our Chapter Administrator, Suzie Roget, has been hounding me (nicely) for weeks to complete the "Presidents Column".

I used to count on work slowing down significantly during November and December. That certainly was not the case this past year. From conversations I have had with a number of you, it appears most of you are in the same situation. That's good, I guess. Anyway, that's my story, and I'm sticking to it!

For the chapter, it has also been a busy November and December, beginning with the National Meeting and our chapter installation dinner in Sacramento. Since that time I have been visiting with many of you discussing my visions for the coming year. The committee chairs as listed on the following page include five new appointees. Kirk Sagouspé has agreed to resume as Education chair, after taking last year off to be chapter president. Lynn Rickard has also resumed the Government Relations chair after a year hiatus. Lyle Wilkinson has

Continued on page 9 ...

Cremer Takes the Reins as 2005 Chapter President at Fall Banquet

At the Fall Meeting and Awards Banquet of the California Chapter, ASFMRA on November 4th, the newly elected Executive Board was Installed with Russ Cremer from Lake County at the helm. Russ will lead the chapter for the 2004-2005 membership year, which effectively began on October 1. Supporting Russ as the other members of the Executive Board are Lorrain Friant, AFM, CAC - President-Elect; Randy Edwards, ARA - First Vice President; Dave Moore, AFM - Second Vice President; Mike Ming - 2nd Year Board Member and John Meek, AFM, AAC - 1st Year Board Member. Steve Runyan, ARA will continue on as the chapter's Treasurer.

Outgoing President, Kirk Sagouspé, ARA, gave a brief recap of the year, once again giving credit to the Spring Ag Outlook and Land Values Survey as the chapter's premiere activities. In looking to the future, the chapter plans to continue with the Trends publication and will focus intently on education, providing the membership with increased opportunities in 2005.

In presenting the year-end awards, Kirk recognized **Jim Crecelius and Dan Whisenhunt of Monte Vista Farming Company** with the Chapter Service Award honor. Both Jim and Dan continue to go above and beyond with their service and commitment to the California Chapter. The president's Pick and Shovel Award was presented to **Allan Barros, ARA** for his continued hard work and dedication to the Land Values Survey.



The Fall Banquet was held at the Sterling Hotel in Sacramento which served as an excellent venue for the evening's festivities. Timing the event in conjunction with the annual meeting provided an excellent opportunity for ASFMRA members from other Chapters to attend.

Contents this issue...

President's Message.....	1	Member News.....	4
Fall Banquet Highlights	1	District VII VP Message.....	7
Executive Board & Committee Chairs.....	2	Employment Opportunities	9
Chapter News.....	3	Chapter Calendar	9

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2005 Committees

The California Chapter thanks those members who serve on the many committees that are vital to the success of the organization. Please don't hesitate to contact any chairperson if you are interested in getting involved.

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The California Chapter
Member Directory is now
available on-line.

Check it out today at
calasfmra.com.
Click on **Directory.**

Please contact the chapter
office at 209.368.3672 if
your listing is incorrect or
send an email to
secretary@calasfmra.com.

Chapter News

Scholarship Funds Still Available to Chapter Members

Don't forget...Scholarship funds are available to chapter members who are taking courses to pursue their designation. The application process is simple and forms are available through the chapter office. If you would like to find out more please call Suzie Roget at 209.368.3672 or Scholarship Chair, Susan Thompson at 559.455.7176.

WANTED!

Quality photos for the 2005 *Trends in Ag Land & Lease Values* publication...

If you have high quality digital agricultural photos that you would like to submit to be used in the 2005 *Trends in Agricultural Land & Lease Values*, please send them via email to nancyc@c-x.com

Attribution for all photos used will be given in print in the publication.

For more information, call the CA Chapter Office 209.368.FMRA (3672)

Snapshots from the Fall Banquet...



Member News

Celebrating Food – and Those Who Produce it...Rickerts Part of Delegation to Italy

TURIN, Italy. There is a rapidly growing movement in America that brings together producers of quality food and consumers who want to make sure those producers remain viable. The American arm of Slow Food (as opposed to Fast Food) International sent a delegation of close to 600 to Turin October 20-23 to take part in the world's largest ever gathering of small-scale farmers, ranchers, nomadic herders, fishers, foragers and food makers, known as Terra Madre. **Jim and Mary Rickert**, representing the Prather Ranch of Macdoel and Fall River Valley were two of the American delegates.

Each of the 5,000 participants in Terra Madre represented a particular “food community” such as Cordoban prickly pear growers, or artisan bakers of Alsace. The Rickerts were part of The Savory Center community—a group of livestock producers who not only produce meat, but restore and enhance their land at the same time.

The Prather Ranch is a completely vertically integrated hay and cattle operation that has embraced several unconventional practices to produce a branded beef product that is sold in northern California and southern Oregon. The certified organic portion of the cattle herd is based in Fall River Valley and is considered the largest organic beef herd in the Western United States.

The purpose of Terra Madre was to highlight the contributions of a diverse range of producers to the global food system, to celebrate their value, and support their empowerment. Far too many are isolated from the eventual consumers of their products or those who can assist in their marketing and distribution. Many are vulnerable to takeovers, or simply overwhelmed, by large-scale agribusinesses.

The Italian government picked up the tab for the meals, lodging and transport once in Italy for all 5,000 delegates, many of whom had never traveled far from home. Over 130 countries were represented and there



were seven official languages translated via earphones. Delegates took part in two days of workshops covering environmental issues linked to agriculture, such as desertification and the effects of pesticide use, political issues related to sustainability and production of individual crops and products, such as corn, beef, and coffee.

In one room delegates from Bulgaria, Kazakstan and Spain talked about the challenges of supporting or reviving nomadic herding cultures. In another, a man from Cuba talked of the organic agriculture revolution in his country. A woman from India told of her community's struggle to promote and protect their environmentally-sensitive region through a special “designation of origin” label for their products. A Colorado heritage turkey producer

explained how he had quickly developed a market for his turkeys with the help of a Slow Food group in Denver.

A few of the Savory Center delegates, including Center founder Allan Savory, gave presentations on their experiences using livestock to create healthy and productive landscapes, and impressed the delegates with their results. (The Savory Center is an international nonprofit organization based in Albuquerque, New Mexico, that works to restore deteriorating land and the quality of life of the people dependent on that land). As thought-provoking and rewarding as the workshops were, most delegates, including those from The Savory Center, found the most satisfaction in simply connecting with people from around the world who shared the same challenges and occasionally the same victories.

The keynote speaker at the closing of the conference was Prince Charles, the Duke of Wales. An organic farmer, Prince Charles supports the goals and objectives of the Slow Food philosophy.

Until a few months ago, many of the delegates had never heard of Slow Food. In the 18 years since its founding in Italy, the organization has spread to about 80 countries with 81,000 members. In the U.S. there are close to 200 “convivia,” or chapters, where good-food-loving urbanites build relationships with producers, campaign to protect traditional foods, encourage chefs to use local foods, and occasionally go to bat for producers when regulations or legislation need changing. The Slow Food movement's stunning growth in the U.S. since 2000, when Slow Food USA was founded, attests to the fact that these producer-consumer partnerships are much needed and greatly valued. And they are already beginning to have an impact on “the way we do food” in America.

Rickerts Receive Environmental and Economic Honors

On December 1, 2004, Governor Arnold Schwarzenegger announced the recipients of this year's highest and most prestigious environmental honors - The Governor's Environmental and Economic Leadership Awards (GEELA). The awards were presented by Cabinet Secretary and former California Environmental Protection Agency Secretary Terry Tamminen, Resources Secretary Mike Chrisman, Department Food and Agriculture Secretary A.G. Kawamura, and Business Transportation and Housing Secretary, Sunne McPeak in a ceremony at the California EPA headquarters. "Each one of these recipients has shown a deep commitment to balancing environmental preservation and protection with the need to keep California's economy growing. I commend them for their efforts," said Governor Schwarzenegger.

Recipients were chosen from throughout California for promoting excellence in compatible, sustainable, economic development, while protecting the environment and conserving natural resources. Established in 1993, GEELA honors individuals, organizations and businesses that demonstrate exceptional leadership in building public-private partnerships while conserving the environments.

Prather Ranch was a winner in the Sustainable Practices category...Prather Ranch is a vertically integrated, agribusiness of 15,560 acres that encourages economic innovation with environmental sustainability. The cattle and hay ranch is a self-sustaining operation that promotes strong environmental philosophies, holistic management practices and the humane treatment of livestock. Several hundred acres are operated as wildlife preserve. The ranch supports one of the largest certified organic beef herds in the country and is a producer

of high quality organic and conventional hay.

The practice of sustainability at Prather Ranch is measured in many outstanding and innovative approaches including: Hydroelectric plant on-site; Solar powered and gravity flow livestock watering facilities; Organic strawberry nursery; Laser land leveling; Endangered species recovery (Willow Flycatcher and Shasta Crayfish).

The Rickerts and their Prather Ranch facility were nominated for the GEELA Award by the California Chapter, ASFMRA. They were among five winners in this category which included U.S. Borax, Bentley Prince Street, Cliff Bar, Inc. and the Blue & Gold Fleet. Congratulations Jim and Mary!



Allan Barros Takes Pick 'n Shovel Honor

The hours of hard work and dedication that it takes to oversee the production of the California Chapter's *Trends in Agricultural Land & Lease Values* publication are countless. At the helm of this monstrous job is Allan Barros, ARA and his team of appraisers at Fresno-Madera Farm Credit. Allan was honored at the chapter's Fall Banquet with the President's Pick 'n Shovel Award. Recipients of this award are selected each year by the outgoing chapter president to recognize members who go above and beyond in their efforts for the chapter. Thank you, Allan... you are doing an excellent job!



Kuta Earns RPRR Designation

Congratulations to California Chapter member, Jeanie A. Kuta from Vallejo who earned her Real Property Review Appraiser (RPRR) designation October 18, 2004. The honor was awarded at the ASFMRA's national convention in Sacramento in November. Jeanie is employed with the USDA Forest Service and has been a member of the society since 2002. The RPRR title, introduced in 1993, denotes a special appraisal designation which includes independent review appraisers, professional employees with federal and state agencies and those with commercial banks and insurance companies. Their responsibilities include the "technical" review of appraisals in accordance with Standard 3 of the Uniform Standards of Professional Appraisal Practice (USPAP).

Member News *continued...*

1969 CA Chapter President Robert Orr Will Be Missed

Sept. 19, 1920 — Aug. 23, 2004
(As printed in the Modesto Bee)

Robert C. Orr, 83, of Modesto died Aug. 23 at his home. Mr. Orr was a native of Sioux City, Iowa. He lived in Modesto 49 years and previously lived in Oakdale.

He was a banker and farm appraiser. He was a member of the Trinity United Presbyterian Church, the American Society of Farm Managers and Rural Appraisers, Spring Creek Golf & Country Club, the Stanislaus County Farm Bureau and the Growers Harvesting Committee. He served in the Army during World War II.

He is survived by his wife, Edith H. Orr of Modesto; children, Melinda Miller of Modesto and Jeffrey Orr of Hillsboro, Ore.; sister, Marjean Dunaway of Anchorage, Alaska; and two grandchildren and one great-grandchild. ###

Bob Orr joined the ASFMRA in 1956 and received his ARA accreditation in 1959. He served President of the California Chapter in 1969 and was active on many committees during his nearly 50 years with the society. A donation was sent by the California Chapter to the Salvation Army in his memory.

calasfmra.com

***For the latest
CA Chapter
information...***

Wayne Boggs Dies at Age 87

Wayne Boggs, ARA, passed away at the Bethany Home in Ripon on December 8th. He was 87 years old. Wayne was a very active member of the California Chapter and was a fixture at just about every scholarship auction with microphone in hand. Wayne joined ASFMRA in 1967 and served as President of the California Chapter in 1979. He was honored by the chapter for his many years of service and dedication at the Fall Meeting in 2003 with a plaque and silver belt buckle.



Wayne is survived by his wife of 54 years, Ruth Boggs of Manteca who he met while working in Saudi Arabia in 1948.; children Thomas, John, Ruthanne and Margaret; sister, Evelyn; nine grandchildren and five great-grandchildren.

A farmer and agricultural appraiser, Wayne was an active member of St. Mary's Episcopal Church in Manteca. He was a member of the Central California Wool Growers Association and was as 4-H leader for many years. Wayne will be remembered as a loving husband, father, grandfather, great-grandfather and friend of agriculture.

Monte Vista Farming Company Receives Chapter Service Award

Jim Crecelius and **Dan Whisenhunt** of Monte Vista Farming Company were honored at the chapter's Fall Meeting and Installation & Awards Banquet with the Chapter Service Award for 2004. Jim was on hand to accept the award plaques that recognized these two men for their continued service, dedication and generosity to the California Chapter and ASFMRA. Jim is the Owner and General Manager of Monte Vista and Dan serves as the Director of Sales and Marketing.



Monte Vista Farming Company began packing and shipping almonds in 1985. Today the company ranks in the top 20% tier of California almond handlers and maintains a global presence with their products.

Spring Ag Outlook Set for April 21-22, '05

The 2005 Spring Ag Outlook Conference, presented in conjunction with the Agricultural Issues Center at UC Davis is set for Thursday and Friday, April 21 & 22. The barbecue and auction will be held at the Heidrick Ag History Center in Woodland on the 21st followed by the full day conference and release of the 2005 Trends publication at the DoubleTree Hotel on Friday, April 22nd. Mark your calendar now and watch for registration materials in early 2005.

Message from District VII VP

Kim Johnson, ARA

Your ASFMRA Executive Council met a variety of times throughout the 2004 annual meeting in Sacramento on November 1-6, 2004. Many issues were discussed and debated during the week and there continue to be many reasons to be excited about the current status and future of the ASFMRA. As council we do want to thank the CA Chapter for all their efforts to make this meeting a success.

The meeting itself was outstanding! We had nearly 540 in attendance, more than at either St. Louis or Louisville. A number of allied guests attended the meeting: Appraisal Institute, American Society of Appraisers, Appraisal Institute of Canada, National Association of Independent Crop Consultants, International Association of Assessing Officers, National Association of Independent Fee Appraisers, Irrigation Association, and our partner for the meeting, American Society of Agricultural Consultants.

The Pioneer Tour was a highlight of the vineyards and wine industry through the Lodi area. The Education Foundation enjoyed another successful auction and the golf outing had 28 participants and the trap shoot had 13. Congratulations to Tom Boyer and his Program Committee for developing a wonderful meeting!

Our council meeting began with the introduction of the new members First Vice President Ray Brownfield, AFM, ARA, District I VP Milan Lemaich ARA, District III VP Fred Hepler AFM, AAC and District IV VP Clifford Rossler ARA. The officers continue to remain very busy attending chapter functions and events with other allied organizations.

During the Board of Directors meetings three significant issues were approved. They are: 1) The confidentiality of an ethics case regulation was expanded to include council members as well as the ethics committee. This was needed as there are times council members, according to the bylaws, must review the case and make a final decision as to the outcome. 2) The board also approved the reinstatement procedure that was published in the FMRA News. 3). The board approved a dues increase to take effect in the 2005/2006 fiscal year. All membership classifications, except for student, were increased \$25/person. The student dues were lowered to \$25/person to encourage more student membership.

In an earlier report, I stated that council had approved a proposal from Farm Press to de-

velop the Wildlife Habitat magazine which would be the ASFMRA's wildlife endorsed publication. While this was to start this fall, Farm Press found that many advertising budgets were already allocated and therefore decided to wait until the spring of 2005 to release the first issue.

Financially speaking the 2003/2004 year ended very positively. Due to finishing over budget on educational revenues, at budget on dues revenue and keeping our expenses under budget we finished with a net income of \$55,000. The budget for 2004/2005 is not as bright however due to some increased costs for the new membership database and the development of new education. Council approved a budget with a net loss of \$40,000. These expenses as well as the continued decline in membership contributed to the need for the dues increase. The audit report for both the ASFMRA and the Ed. Foundation were clean. A task force was appointed to finish the allocation of revenues and expenses between the two disciplines of appraisal and management. I was appointed to serve on that task force.

The ASA Membership Data software system is being installed at this time. The AMAI staff is gearing up to implement this new software. They've already begun some of the hardware and equipment upgrades including 15 new computers, a T-1 internet line and the appropriate MS Office licenses. The ASFMRA's costs for this will include \$8,500 in 2004 and \$11,200 in 2005 and 2006. For a nominal \$3-4 per member the benefits will be tremendous. First of all the office efficiency will greatly improve over time. Second the ability to maintain and manage CE records will be valuable as well as the enhanced ability to sign up on-line for courses and seminars. We will also enjoy more streamlined and direct membership updates. Members will be able to access their information and make changes on-line. The information will be integrated so that when an address change is made, it will automatically change wherever that member's information is located in the system. Council, staff and committees will have ready access to a variety of reports that are either not currently available or are time-consuming to produce. The ASFMRA website is being upgraded as well to work with the new software. The Technology Committee is going to make some other nice enhancements to the website while this is going on, therefore any suggestions are welcome. Please direct them to Chad Hertz, chairman.

The ASFMRA Education Foundation is doing well financially. The transfer of Leadership Institute over to the Ed Foundation is complete. This was done to aid in obtaining grants for that program. The grant process is underway with the three grants out. Two have turned us down, but we remain hopeful that we can secure a grant in the future. Likely the grant would

be for two years and we hope to have it in place for the 2005 or 2006 Leadership Institute. In an effort to keep the auction growing without burning out our committee leaders, the ASFMRA approved the payment of the annual meeting registrations for the chairman and vice-chairman of the auction committee. The Ed. Foundation approved reimbursing the same two positions for up to five nights lodging at the convention hotel.

As a reminder the Deb West Memorial Fund is established and continuing to receive funds.

The total ASFMRA membership was 2,249 as of September 30, 2004. We added 132 new members this past fiscal year, up from 92 the previous year. The membership committee reported that the Membership Incentive Program will continue as it has for 2005. We are also going to begin inviting the non-member registrants at the annual meeting to the First Timer's function (breakfast/lunch). We may also have a registration gift for them. The national committee will also begin work with each chapter to assist them in development of new members locally.

We are pleased to announce that we have eleven newly accredited ARA's, 3 new RPRAs and 6 new AFM's awarded in Sacramento. The accrediting committee presented and council approved a proposal to offer the ARA designation to other designated members of allied organizations if they meet the following criteria:

- *The allied organization must have similar educational requirements for their designation*
- *They must have been designated by that organization prior to 1/1/2005.*
- *They must pass the ASFMRA experience review.*
- *They must take and pass the ASFMRA accrediting exam.*
- *The designation requirement for the allied organization must have included the successful completion of a demonstration appraisal report.*

The 2004 journal is complete with 18 articles and we have 18 articles under review and revision for the 2005 journal. The committee is considering moving the journal to the website and making CDs available upon request and to those libraries, etc. that use it. Another joint journal with other allied organization is also moving forward.

The 2005 annual meeting will be held in October in Austin, TX. The joint 2007 ASFMRA/ASAC/NAICC annual meeting will be held the second week of February in Atlanta, GA. Since we are skipping the 2006 annual meeting the council is studying the bylaws to see what can be done about the required annual Board of Directors meeting that year.

District VP Message, cont.

Continued on page 7...

The implementation team of Art Clapp ARA and Gary Thein AFM, ARA will continue to be very busy. Their interim report was accepted and approved by council during a conference call in October 2004. It basically reinforced and continued to recommend the pursuit of alliance efforts where appropriate.

The AI, ASA and ASFMRA joint legislative efforts are paying off. One issue that came before council is that we need to make sure our members hear about the issues we take a stand on with ASA and AI or as the ASFMRA. The government relations committee has been asked to make sure we send legislative updates out to everyone via our regular e-mail. This alliance was also very helpful in the preparations for Leadership Institute this year. The Leadership Institute was the "best ever" as reported by those who have attended previous LIs. This is a keynote program for the ASFMRA that each chapter needs to continue to support and send members to attend. Next year's will again be in mid-September.

Another idea that is being considered is the Appraisal Summit put on by the Appraisal Institute. This is a similar program to LI and we may pursue a co-sponsorship opportunity. This program is held in December in Washington, attended by 250+ people. During the two days many appraisal regulations and government relations issues are discussed. CE credits are given.

AMAI continues to survive, with positive financials (+\$16,000) at their fiscal year-end. They were able to negotiate for smaller office space in Denver in the same location for a greatly reduced annual fee. The staff is working very hard and keeping things on track. Their search for a new CEO is underway. They've recently added a couple of new clients and the staff and board are working very well together. It is not likely the new CEO will serve as ASFMRA Executive Vice President. ASFMRA is starting a search for a new EVP. It will start as a part-time or a consulting basis. This individual will serve as our liaison with AMAI and work with and represent us at the other allied organizations.

The International Farm Management Conference slated for 2009 here in the US is moving forward. At this time the ASFMRA, the IL Chapter with the professional assistance of Countryside Marketing has offered to act as the host for this event and council. Carroll Merry, Countryside Marketing and the executive director of the IL Chapter, has done some extensive preliminary work on the program for this tour, tentatively scheduled for the Bloomington, IL area. The tour typically is held over a four day time period with 2 days made up of the presentation of papers and 2 days

made up of actual on farm tours. There are also pre and post tour trips available. Usually they will have 250-400 in attendance at a cost of \$500-\$700 per attendee for the program fees. Carroll has prepared the draft application to be submitted to the Int'l Farm Mgmt. Conference for review, modification and/or approval.

Education continues to do well for the ASFMRA. Higher revenues and contained expenses have helped our budget nicely. We had over 2,300 people taking our seminars and courses in '03-'04. Enrollment is expected to remain steady with the new appraisal education requirements coming on line (see below) and the USPAP 2 year roll-over. Additionally management education was able to secure a \$28,000 contract with the NRCS to provide some of their staff education.

As communicated back in June the major issue for the Appraisal Education committee is the Appraisal Qualifications Board establishing 300 required course hours for future certified general appraisers effective 1/1/2008. This new education track will be published in the FMRA News soon. The appraisal education committee has made a recommendation to council on how to structure our education to fit these requirements. Right now it takes about 259 hours to qualify to sit for the ARA exam. As of 1/1/2008, 300 hours will be required for general certification. The recommendation from the committee was to maintain our current integrated or matrix format of teaching. We will upgrade our current courses, A-10, A-20 and A-30, to meet some of the new standards and work with AI and ASA on courses to complement our courses to reach the 300 hours and cover the topics required by AQB. This will allow us to maintain our current structure, deliver the education at a lower cost and provide our members training on commercial, industrial and residential appraisal. The goal is to provide the education hours and topics required and prepare our members for the certified gen-

eral exam. The hours necessary for achieving an ARA in the future will increase to 418. We are still working to develop a national clearinghouse for CE as well.

Other Review Appraisal education changes include the expansion and segmentation of A-35. We will add 40 hours total and create A-36, 37, 38 and 39 effective 1/1/06. Look for more details from the Appraisal Education committee in the FMRA News.

The Farmland in Transition seminar will continue and has been very well accepted. Also there will be an Assemblage Seminar upcoming.

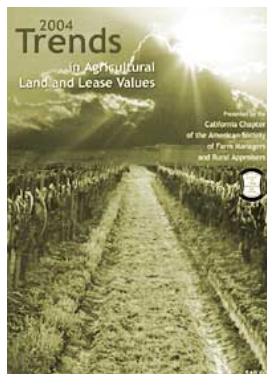
The ASFMRA 75th anniversary history book is available for sale on the ASFMRA website and on Ag Professional's website. We continue to need articles for the FMRA News. Please encourage your members to contribute any topical articles.

Please be assured that your Executive Council continues to discuss and address issues that will allow our organization to remain the premier professional organization of choice for rural appraisers, managers and consultants. We ask that you continue to provide your insight and input as we craft the future of this great organization.

Mark your calendars and make plans now to attend these upcoming events:

- ~ The 2005 annual meeting is scheduled to be in Austin, TX on October 26-29th.
- ~ The 2007 annual meeting is scheduled to be in Atlanta, GA on February 15-17th.

As your District Vice President and member of the ASFMRA Executive Council, I will continue to provide information regarding council and ASFMRA activities. I encourage your involvement, feedback, input and questions. You can contact me by telephone at 602-258-1647; e-mail at kim@headquarterswest.com; or mail at 810 N. 2nd St., Phoenix, AZ 85004.



Place your Ad in the 2005 Trends

It just keeps getting better! The 2005 *Trends in Agricultural Land & Lease Values* is already in the works. Don't miss this opportunity to place your name in front of the thousands of individuals who depend on this book each and every spring. If you've misplaced your rate card, they are available on line at www.calasfmra.com or through the chapter office at 209.368.3672. The 2005 issue will be full color, will once again include feature articles on two timely topics, and will present up to date land and lease value data and editorial information from 2004. Look to the leader in ag land valuation information - the California Chapter, ASFMRA. **Deadline for artwork is February 1, 2005!**

From the President, *continued from page 1...*

accepted the chair for the Professional Advancement committee and the reins for the Membership Committee have been turned over to John Currey. Sadly, the Retired Member committee chair became open after the loss in December of long-time member Wayne Boggs. John Kirkpatrick has agreed to become this chairperson. I thank each of you for taking time out of your busy schedules by volunteering to head these committees.

This past year was one of belt tightening for the chapter. Chapter expenses had outpaced income in the previous couple of years. Part of this, the upgrade of the Land Value Survey, was expected and planned for. Ad sales did increase last year and appear to be on target for 2005. Publication changes have been implemented that are expected to result in a decrease in the cost of production. Last and perhaps most significantly, Suzie Roget suggested and volunteered to reduce her contract hours. As a result of these changes, the chapter's financial condition has improved significantly. One downside to Suzie's contract hour's reduction is a greater burden on members to volunteer their time for various projects. For those who selflessly give of their time for chapter activities I want you to know your efforts are greatly appreciated.

Going forward, my vision and goal for the coming year is member recruitment. As you will note when you read the District VII VP Message later in this newsletter, membership nationally has declined. Our chapter membership decreased by 10 (from 291 to 281) in 2004 after being static for the previous 3 years. As I look around at our meetings (and in the mirror) I notice an increasing amount of graying and/or thinning hairlines. Needless to say, our membership is maturing. We need to focus our efforts on bringing the next generation on board and into the chapter.

ASFMRA in general and the California chapter in particular have much to offer young people coming into the appraisal, management and consulting professions. Our educational offerings are outstanding. Our Spring and Fall meetings likewise provide continuing education opportunities to our members while covering current topics important to our industry. The Land Value Survey, first created by the California chapter, has been copied by a number of other chapters. This publication is an outstanding achievement that has brought the chapter and its members much recognition in our state's agricultural and real estate professions. Our website is also an excellent source of information. Last, networking opportunities resulting from membership are excellent. ***These are all selling points for our chapter and should be expressed to potential members at every opportunity.***

I have asked our new Membership Committee chair, John Currey, to implement a plan designed to organize and better focus our recruitment efforts. Mike Ming, prior committee chair, came up with a regional approach and John will be assigning a committee to work in various geographic areas around the state. I look forward to the plan's implementation early this year. Please keep in mind that recruitment is not and should not be the responsibility of just this one committee. I have talked with several other committee chairs asking them to explore how their committees may enhance the recruitment of new members and will follow up periodically in the coming months.

The most effective recruitment tool the chapter has is our individual member. I suspect each of you knows at least one person in our industry, perhaps a son or daughter or friend of a member, who is not a member. I know I do. Talk to them about the benefits of membership; bring them to the Spring Meeting/barbecue; tell John Currey about them; get a membership application from Suzie at the Chapter Office and

help them complete it!!

I know a number of you have, at various times, indicated interest in serving on committees and I apologize if I have not followed up with you. We always welcome help, but especially so now, in these very busy times. If you are interested in a certain committee, I encourage you to call the committee chairperson directly. Please also feel free to contact me if you don't have a preference or just want to discuss something within the chapter. I may not have the answer, but I will do my best to help you find it.

In closing, I want to remind you to mark April 21st and 22nd on your calendars for the Spring Meeting and barbecue. Charlie McElligott and his committee, in conjunction with Dan Sumner at the UC Ag Issues Center, have an excellent program planned. Allan Barros and his committee promise that the 2005 Land Value Survey, distributed at the end of the meeting, will be even better than last year. See you there!!!

Russ Cremer

2004/2005 Chapter President



Job Opportunities

The California Chapter is please to post employment opportunities both in the newsletter and on the web site at www.calasfmra.com. Please contact Suzie in the chapter office at 209.368.3672 or email the information to her at secretary@calasfmra.com. Postings to the web site will be done immediately. The newsletter is published quarterly.



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2005 CHAPTER Event Calendar



JANUARY

27 Chapter Board of Directors Meeting - Rabo Ag (Stockton)

FEBRUARY

1-3 Colusa Farm Show

8-10 World Ag Expo - International Agri-Center, Tulare

MARCH

23-25 California Agricultural Symposium 2005 - Arden West Hilton, Sacramento

APRIL

21 California Classic Barbecue and Auction - Heidrick Ag History Center, Woodland

22 2005 Spring Ag Outlook Conference - DoubleTree Hotel, Sacramento

If you have events that you would like added to the Chapter Newsletter Calendar, please contact Suzie in the chapter office at 209.368.3672 or send an email to secretary@calasfmra.com.