



CALIFORNIA CHAPTER

NEWSLETTER



AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS

S U M M E R ~ 2 0 0 6

A Message from the President



Lorrain Friant, AFM, CAC

I would like to start with something we all need to think about, but more importantly start doing. This is specifically setting goals, goals for increasing our membership. To state the obvious, as a group, our Chapter is getting more gray hair and growing fewer in number. We are not training enough replacements at a time when legislation has imposed entry barriers for the appraisal field, especially for individuals wanting to operate as sole proprietors. We each need to set the goal of increasing our membership.

How do we do that, and how do we measure our success? This past February we held a Long Range Planning meeting to set goals addressing this as well as other planning issues for the Chapter. A great start as a chapter, but we each need to set this as a goal. Maybe it's just to

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2006 Spring Ag Outlook Draws Over 225 to Visalia

The 2006 Spring Ag Outlook conference brought more than 225 agribusiness professionals together in Visalia in April for an outstanding meeting focusing on conservation and sustainability. The theme of the conference, "Stewards of the Land" was well served with presentations on Bio Fuels, Methane Digester Systems, Renewable Energy and Organic Farming. Commodity updates were presented on almonds, pistachios and wine grapes and the ever popular land and lease values session rounded out the day. The Spring Ag Outlook Committee put together an excellent program with a roster of 9 top notch speakers and the initial distribution of the 2006 Land Values Survey. Comments from the attendee survey indicated that the 2006 Spring Ag Outlook was yet another excellent conference put on by the California Chapter, ASFMRA!

The California Classic Barbecue moved from PPAV Hall out to the Ritchie Barn and the change was well received by all who attended. Despite a cool evening, the facility was wonderful and dinner excellent. Auctioneer, Tony Toso, helped get the crowd spending as nearly \$4,400 was raised for the chapter's Scholarship Fund. Top ticket items included San Francisco Giants Tickets, a 2006 Trends Cover Poster and a collection of old Soils Maps.

Special thanks to David Moore, AFM, who chaired this years Spring Conference. Dave's diligence and attention to detail were key to a great meeting! The Spring Meeting will move back to the DoubleTree Hotel in Sacramento next year. Mark your calendars now for April 26, 2007!

Note: If you were unable to attend the Spring Ag Outlook Forum, a copy of the Proceedings can be found on the California Chapter website at www.calasfmra.com.

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2006 CA Chapter Committees

The California Chapter thanks those members who are serving in 2006 on the many committees that are vital to the success of the chapter. Please don't hesitate to contact any chairperson if you are interested in assisting with a committee. It's never too late to get involved.

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Tenancy in Common Interests

By Michael J. Yest, Esq.

Investors engaged in a like-kind exchange of real estate often have a tough time complying with the time deadlines and other exchange requirements in finding a satisfactory parcel to complete their exchange transaction. From the close of the relinquished property, IRC §1031 allows only 45 days to identify and 180 days to acquire a replacement property.

One possible solution for an exchanging investor to satisfy the §1031 like-kind requirement is to acquire a tenancy in common ownership interest in real property ("TIC property"). A TIC property is generally commercial real estate, the ownership of which is split into fractional shares. Investors, who are typically unaffiliated with each other, own their respective fractional shares, much like stock ownership. Each investor as a tenant-in-common owns an undivided fee interest in the property equal to his/her proportionate share of the real estate. In addition to his equity interest the investor also acquires a proportionate share of any non-recourse debt secured by the property. As a result, by acquiring an undivided fee interest in real property the investor who is exchanging under §1031 complies with the like-kind replacement property requirement.

TIC ownership can be used for any type of real estate but most of these types of properties are shopping centers, strip malls, office buildings, or other types of larger commercial real estate.

Acquisition of a TIC property gives the investor considerable flexibility. Along with providing a means for a desperate investor to complete his exchange, the TIC structure affords the investor an opportunity to acquire investment grade property, obtain a consistent monthly cash flow, and participate in any appreciation without the necessity of purchasing the entire parcel. A TIC investment is passive and the property is professionally managed. Financing, negotiating leases, payment of taxes and other responsibilities of ownership are all performed by the property manager. The investor need not be located in the same geographic region as the TIC property.

TIC ownership has been around for many years, but its use as a replacement property solution in a §1031 exchange is relatively recent. In recognition of the increased interest in TIC's, the Internal Revenue Service issued 15 guidelines to assist taxpayers in determining if their TIC ownership will qualify as replacement property in an exchange under Revenue Procedure 2002-22 (2002-14 IRB 733). These guidelines address items such as: the allowable number of co-owners; the right to transfer or encumber the interest; the proportionate sharing of profits, losses, and debt; and, the ability of the co-owners to enter into a management or brokerage agreement for the property. An investor considering the acquisition of a TIC interest to complete a tax deferred exchange should select a sponsor whose TIC program either complies with these guidelines or a sponsor for the TIC program that provides an opinion of legal and tax counsel that the structure of the TIC arrangement complies with the requirements of §1031. Investors purchasing TIC's should consult with their own tax

counsel to assure that the acquisition of a particular TIC interest as replacement property qualifies for a §1031 exchange.

Michael J. Yest, Esq. is Vice President and Regional Manager of Investment Property Exchange Services, Inc. www.ipx1031.com (510) 645 6100 (866) 228-1031 Listen to Michael Yest every Sunday Morning at 10:00 am on Rock, Roll and Real Estate 910KNEW



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Newly Accredited / Professional Advancement Committee

The Chapter is still looking for a co-chairperson to represent the Accredited Farm Manager candidates on the committee as I am not qualified to properly advise candidates for AFM. It would be greatly appreciated and the chapter would be much better served.

We are still in need of accredited members that would be willing to "mentor" a candidate member. You will be paired up and hopefully it will facilitate and shorten the time in getting candidate member to accredited members. Let me know if you are interested.

Lastly, I want to again remind the candidate members that the hours of education requirements will be changing starting January 1, 2008. Now is the time to get going and get it done. Applications have to be submitted by January 1, 2007 in order to set for the ARA and RPRA exams in 2007.

For 2008, applications must be submitted by January 1, 2008. The education classes will remain as they currently stand. The appraisal candidate must have five years of appraisal experience prior to the accrediting exam date. So, their appraisal work during 2008 can count toward the five years experience needed as long as it totals five or more years prior to the exam. They are considering holding the exam later in the year so more people can qualify.

Please let me know if you have any questions.

Lyle Wilkinson, RPRA

Chairperson

559.277.7474 x117



■ ■ ■ JOB OPPORTUNITIES ■ ■ ■

AGRICULTURAL APPRAISER - CENTRAL VALLEY ■■■■■■■

The Agribusiness Department has an immediate opening for an Agricultural Appraiser. The successful candidate for this position will be responsible for the physical inspection of all relationships including wholesale dairy farms, livestock raisers, farming operations, etc. plus the subsequent reporting of the required inspections and budget preparation. In addition to the inspection of the operating assets as collateral, the Agricultural Appraiser will also be responsible for various selected real estate and construction appraisal projects. Livestock and crop appraisal experience plus budget preparation as well as real estate appraisal experience are required. Must have a Certified General Real Estate Appraiser License and an Accredited Rural Appraiser Designation or equivalent experience, education and training. A history of superior performance and tangible results are essential. The ability to prioritize, handle a high volume of work and make decisions is required along with excellent written and verbal communication skills. Good to excellent personal computer (PC) skills is also a plus. The ability to travel within and out of state is required.

Qualified candidates should send a resume in confidence to:

Human Resources • Michael Wilson
VP, Employment Officer, Citizens Business Bank
701 N. Haven Avenue, Suite 140 • Ontario, CA 91764
FAX (909) 481-2131 • human@cbbank.com
EOE-ADA

EXPERIENCED FARM MANAGER ■■■■■■■

Experienced farm manager needed in Bakersfield office of Bank of America. Ag related degree is a requirement, preferably from a California university. Must have at least 10 – 15 years experience in farm/ranch management, rural appraisal or agricultural lending. California, Arizona and Nevada are primary work areas. Excellent salary commensurate with experience and skill level with definite advancement possibilities for the right individual.

Contact Gene L. Dunbar at 210 270-5419.

COMMERCIAL BANKING AGRICULTURE CONSULTANT ■■■■■■■

Duties

Position involves client contact to develop or analyze enterprise budgets, evaluate management in connection with crop and livestock loans, field inspections of growing crops, valuation of livestock and commodities, and familiarity with agri-business equipment. Training in real estate appraisal is a plus. Position will require some travel. Ongoing awareness of market trends, commodity prices, compliance issues and other factors influencing agri-business is required

Qualifications

Bachelor's Degree in Agriculture or related field and with agricultural production/field experience or background. Candidate must display strong personal relation skills with the clients and Bank associates. Written and oral communication must be accurate and will have a high decision making impact. Ability to work independently and objectively assess management capabilities and success of ag operations

Interested applicants can contact Theresa at 562.943.4223
Bank of America is an Equal Opportunity Employer, M/ F/ D/ V.

2006 Trends on the Street!

The Land Value Survey, or “Trends”, is hot off the press and selling well. Thanks to our dedicated sponsors who help us create the publication, along with the tireless hours of work provided by the regional chairs and their committees, Suzie Roget and Nancy Clemmensen, the Survey has truly become one of our best advertising tools ever. More people know about the California Chapter of the American Society of Farm Managers and Rural Appraisers now than they did in the past and the Trends book is one reason why. They know that they can count on us to provide the information they need to run their business. We have the best farm man-

agers and rural appraisers in the nation and this publication so proclaims.

We are selling more surveys today than ever before. We are already ahead of what we sold off in early 2005 and are well ahead of the 2004 season! Because it is such a great looking product we are opening more doors and creating new inroads with professionals throughout the state. As we build a larger readership, we will advertise to an even broader group of people, both in and out of the state. The Survey literally sells itself. All we have to do is to get it in front of those that need it. Every time you get a chance, ask a client if they wouldn't like to see the best source of general land values and rents in the state with our award winning publication.

As well as we are doing now, with your help we can do even more. We are excited about the 2007 edition of this publication. With land values moving as much as they are, next year's publication will be as fun to put together as it will be to read.

Please remember, every time you get a chance to do so, tell those who need general information about the state's agricultural land values and rents, about *Trends*. Let them know what we have and help them be better informed about land values in the state.

Allan J. Barros, ARA



Notice: The IRS has its new Form 8283 out. This form includes some new requirements for appraisers. For more information, see: http://www.lta.org/publicpolicy/adv_010606.htm

California Chapter Continues Long Range Planning

The California Chapter held a Long Range Planning Meeting at the Tenaya Lodge in Yosemite in early February. A total of 17 chapter members were in attendance for two very productive days of meetings.

The group worked diligently on the chapter's mission statement and goals, measuring the progress of past goals and setting direction for the future. A common theme of the meeting was the belief that the California Chapter needs to position itself as the leader in education for farm management, appraisal and consulting and needs to work toward that goal within the state. Another area where work must be done is increasing the awareness of ASFMRA, its members, and its designations.

A Marketing Task Force was developed and this group took their assignment seriously! They have already presented a skeleton Marketing Plan to the chapter board and should be finished with the complete plan by the end of June. Many thanks to Dan Whisenhunt, Susan Weidemann, Janie Gatzman, Stacey Meneses and Tiffany Giacomini who have stepped up to the plate and committed themselves to this project.

Other areas that were discussed at length over the two day planning meeting included finances and the need to continue to build up reserves for the chapter; reestablishing “What the Heck Barbecues” to encourage networking and membership interaction; encouragement of members to pursue accredita-

tion; work on the Farm Managers education courses to make them more applicable to California; expanded opportunities for chapter education; increasing the benefits of chapter membership; and improving member participation. Once complete, a copy of the chapter's updated Long Range Plan will be posted on the web site.

Our Mission:

The California Chapter, ASFMRA, is the source of the finest quality education, financial analysis, valuation, consulting, management and leadership of agricultural professionals.

Leadership Institute – Washington Forum...Should you attend?

If you're member of ASFMRA, you've read about the Leadership Institute – Washington Forum coming in September. If Denver has your email address, you've received information electronically about this exciting event. Now, your local chapter is encouraging to attend.

Why should you attend? Because this is a once in a lifetime opportunity. The September Leadership Institute – Washington Forum will be like no other LI trip of the past. The week will be packed full of speakers; visits to the Hill; a night tour of the Monuments; networking; dinners and so much more! You will learn more in these four days about the workings of our government than you ever thought possible.

The 2006 Leadership Institute will be held September 16 - 21 at the Holiday Inn on the Hill in Washington D.C. just

two blocks from the capital. Attendance is limited to the first 200 registrants and spots are filling quickly. Early registration fees are \$475 which includes all scheduled meals, program sessions and the Monuments tour. You must register early to secure your space! Register on line at www.asfmra.org. Programs at the beginning of the week vary for Appraisers and Farm Managers. A full schedule can be viewed on line. There is also a link on line that will take you directly to the Holiday Inn reservation page so that you can book your accommodations at the time you register. Room rates are \$215 per night, single or double occupancy.

California is the second largest chapter in the ASFMRA and one of our own, Steve Runyan, ARA, is co-chairing this event. We need to be represented in Washington...sign up today!

- *Learn about the inner workings of our national government*
- *Meet the people responsible for passing the laws*
- *Meet one-on-one with the congressional representatives from California*
- *Visit the Hill – see congress at work*
- *ASFMRA Board of Directors / Membership Meeting*
- *Update on Unification*
- *Invited speakers: Secretary of Agriculture Johanns, Senator Chambliss, Jim Wiesmeyer, Macon Edwards*



CFCP Releases Advisory Guidelines on Agricultural Conservation Easement Appraisals

The California Farmland Conservancy Program has released its "Guidelines for the Preparation of Agricultural Conservation Easement Appraisals." The advisory guidelines are intended to be a resource for appraisers and grant applicants to use when developing appraisals to submit as part of a CFCP grant funding request.

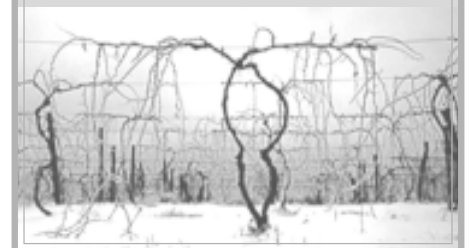
These appraisal guidelines are not intended to be the final word on the conduct of agricultural conservation easement appraisals, but rather address some of the unique issues associated with appraising easements on California farmland. Other resources such as the *Uniform Standards of Professional Appraisal Practices* (USPAP) of the Appraisal Foundation and the Land Trust Alliance's publication, *Appraising Conservation Easements* serve as important resources for appraisers and entities seeking to acquire conservation easements.

A number of independent appraisers critiqued and contributed valuable input to the appraisal guidelines. The "Guidelines for the Preparation of Agricultural Conservation Easement Appraisals" is currently available on the CFCP's Web site. The document is available as an Adobe Acrobat file, and it can be found at www.conservation.ca.gov/DLRP/cfcp.

Summer Appraisal Humor...

If you've ever questioned whether or not there's value to being an agricultural appraiser, read on...

An L.A. appraiser was hired to appraise a vineyard in Arvin in the middle of Winter. He traveled to the property and promptly went back to the customer telling him there was no collateral on the property - all the vines were dead.



California Chapter Member Benefits

Members of the chapter, under the direction of the executive board, have shaped the core of a Member Benefits Package. It was brought to the board's attention that an increase in the value of membership in ASFMRA could assist the chapter to attract and retain members. The board's decision to pursue a benefits package was validated by the recent member survey. That survey revealed 44% of all respondents in the California Chapter were likely to join an association based on an attractive benefits package. The authors of the survey feel that our members responded much like non-members would.

Beginning June 1 your membership in Cal-ASFMRA will pay you! The first four components of the new member benefits package will now be available to chapter members. The benefits were chosen to give the member value for their membership dollar, as well as being items that would be useful to a large portion of the membership.

The following are the first four pieces of your membership benefits:

Alphagraphics of Modesto will provide printing services, graphic design, design consulting and direct mail services. All services are at special Cal-ASFMRA prices. In early 2007, all ordering will be available on-line.

County Bank with offices from Sacramento to Fresno will provide an array of banking services. These services include business and personal checking accounts, savings accounts, loans, cash management services as well as online banking. These services will be provided by designated County Bank staff that are familiar with the benefits and familiar with the California Chapter.

The **Mutual of Omaha Companies**, represented by Rich McDaniel and three of his associates will offer chapter members a special line of personal insurance services that include Disability Income protection, life insurance, long-term care coverages, investments and retirement plans. All of these services are discounted, or contain additional benefits for Cal-ASFMRA members.

Steve's Chevrolet Buick, Inc. of Oakdale and **Stevens Chevrolet of Chowchilla** have generously extended special Cal-ASFMRA fleet pricing on all new vehicles to all members. Contact Chuck Benson, Fleet

Manager in Oakdale at 1-800-660-2261 and in Chowchilla contact Wayne Chapman, General Manager at 1-800-862-3288 to receive Cal-ASFMRA pricing.

These vendors were hand picked based on their honesty and integrity as well as the benefits they have agreed to offer to Cal-ASFMRA members. They will be contacting you in the coming weeks to introduce themselves and introduce you to your member benefits. Please afford them the courtesy of a small amount of your time, so they can show you how to take full advantage of these benefits. It is very important that all of us support these vendors to show our appreciation and make the program an ongoing success. Watch your email for more information on your new member benefits.

The Chapter is in discussions with several other organizations about additional benefits including commercial lines of insurance. These plans include errors and omissions coverage as well as other commercial products.

If you have any questions or if you don't have email, you are welcome to contact Dan Whisenhunt by phone at (209) 874-1866 or (209) 605-1363.

2006 Spring Ag Outlook



From the President,

continued from page 1...

expose one new person to our Chapter this year...bring a potential member to our barbecue, spring or fall meeting; invite someone to a Board Meeting — something so that new people within our sphere of influence are introduced to us and learn what we do. That person may not become a member, but they may know someone who will.

I know we are all busy. Start simple. Think of that person you have always meant to invite and do it. Send them our meeting notices. Since spring meeting has passed, ask them to join you at a board meeting. Take them to coffee and explain who we are. Ask Suzie to put them on our mailing list, but be sure to follow up in person. The personal contact is the best seller. I challenge each of you to one new member this year.

Next, I'd like to thank you all for your support and attendance at Spring Ag Outlook Conference this year. Everyone had fun and enjoyed socializing at the barbecue held at the Ritchie Barn. Visalia icon and property owner, Clarence Ritchie put in an appearance. I have to mention that I was very proud of my daughter, Camille, who asked to salute the flag during dinner. Our auction raised \$4,385 for the scholarship fund—thank you donors and bid winners! The Conference was well attended by approximately 220 people. ASFMRA President-Elect, Ray Brownfield, ASFMRA Executive VP, Brian Stockmen, and Realtors Land Institute President, Randy Hertz, were among our distinguished guests.

Dave Moore and Kirk Sagouspe did an excellent job planning our program on conservation and sustainability. Kirk also worked hard to present two classes: Conservation Easements and Tax Deferred 1031 Real Property Exchanges. Both classes were attended by approximately 45 people each. My heart-felt thanks to my spring meeting

committee members; our speakers; moderator Darrell Atkinson; the Land Value Survey regional chairs and their committees; Allan Barros and Nancy Clemmensen for their dynamic efforts on the Land Value Survey; our sponsors and donors; auction coordinator Susan Weidemann, Erik Roget, Tony Correia and Jerry Fisher for their contributions to the barbecue; and of course Suzie Roget, who always pulls it all together for us. I'm sorry, I'm sure I've forgotten someone.

Dorothy Bell and I are still working on fall meeting. So far the plan is to hold it in Auburn north east of Sacramento. I hope to see you there.

Again, my thanks to everyone on a great spring meeting.

Lorraine

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Continuing Education

If you didn't attend this year's educational offerings, you really missed two great classes. The first class was a first time offering of the Tax Deferred 1031 Exchanges Seminar. The California Chapter was fortunate enough to purchase the royalties to this timely seminar, which was developed by the Realtors Land Institute. Instructor, Michael Yesk, kept the students entertained with his "in your face" humor. The total enrollment was 44, with 20 of our own members attending. Two students made their way from Massachusetts. Eleven students stayed for the second day, which

included an exam for those perusing their RLI designation. The seminar and instructor evaluation was very positive.

On the second day, the California Chapter's own Conservation Easement Seminar was offered, with 43 students attending. Seminar developers and instructors, Mike Iliff, ARA and Allan Barros, ARA provided the students with a broader knowledge of conservation easements and the valuation of easements. The afternoon session included four panelists who were involved in a landmark conservation easement known as the "Madera 8." Greg Kirkpatrick, Elizabeth Steinhauer-Clark, Denis Prospero, and Matt Angell all discussed their experience and involvement in this series of successful easement donations.

The Education Committee is constantly striving to bring the classes and seminars of most interest to Chapter members. Towards this end, we once again conducted an education survey at the courses and Spring Meeting. Over 80 surveys were collected during the three-day event. The results of the survey once again confirmed our direction of developing new seminars on topics which are of most interest to our professionals. Nearly 50 percent of the surveys indicated demand for another Water Rights Seminar. Other strong contenders were the Appraisal of Fractional Interests, Appraising Permanent Plantings in Changing Markets, Ag Business Valuation, Dairy Facility Valuation Seminar, Lease Valuation, and Appraising Permanent Plantings.

If you have any suggestions on timely topics or the need for existing courses or seminars, please email Kirk Sagouspe, ARA at kirks@c-x.com or Suzie Roget at the Chapter office at secretary@calasfmra.com.

Kirk Sagouspe, ARA
Chairperson
559.277.7474 x106

Membership Survey a Success

In the course of creating a new marketing plan for the California Chapter, the members of the Marketing Plan Task Force discovered the need for a membership survey to get a snapshot of the California Chapter: who we are, what we do, and where we're headed in the future.

We'd like to send out a big "Thank you!" to all of the members who replied to the e-mail and phone survey. Your participation helped chart the course of our Chapter's future, and your involvement was greatly appreciated! The results of the survey and the corresponding recommendations by the Marketing Plan Task Force were presented to the Board at the May 24th Board Meeting, and overall they were very well received.

Since the responsiveness of the membership made our research and recommendations possible, we would like to share some of the survey results with you. Overall about 60% of the members contacted for the survey responded, which is an excellent response rate considering we contacted over 300 members by phone or e-mail.

One of the biggest concerns for the future of the Chapter, and of our profession, is the "graying" of the membership. 50% of our members are fifty years of age or older, while 80% are forty years or older. This group continues to provide the greatest level of leadership and experience to the Chapter, but it is imperative that we attract and develop more young people into this Chapter and into our profession. The good news is that the thirty and younger group is a third larger than the thirty to forty-year-old group, so it appears we are making progress.

On a related note, 60% of our membership has been in the real property profession for 21 years or more, while nearly 20% have been in

the profession for less than five years. This indicates both that we have a richly experienced membership, and that we're not doing too badly in attracting new people to the industry. We're also a highly educated group: 95% of our members have a Bachelor's Degree or higher level of education.

Only 35% of our members belong to other real property professional organizations. Of those organizations that share our members, the Appraisal Institute and Realtor Associations (national and local) ranked highest, each with 13% of our membership.

Our Chapter is doing a good job advancing members through the designations, as 40% of our members currently have a designation through the ASFMRA. Of those who do not, 53% are working towards an ASFMRA designation. Of those who are not working in this direction, 30% said they did not have enough time to pursue a designation. Another 15% said their clients did not recognize the designation or they felt there was no benefit, and 12% said they were too old or didn't need a designation because they already have too much work.

Overall, 90% of our members feel ASFMRA educational offerings benefit them professionally, which is a great compliment to our Education Committee. Of suggested improvements to courses, 50% felt the classes should be more specific to California, 35% felt classes should be offered in more locations, and 30% felt they should be offered more frequently.

The best month to offer courses, seminars and Chapter activities is February, closely followed by March and then January. The worst month by far is December with 50% of the votes, and then November with 30%.

The membership is also interested in benefits that will soon be offered to California Chapter members, with 30% interested in discounted insurance programs and 21% interested in fleet vehicle pricing.

The most encouraging result from the survey overall was the fact that 60% of our members would like to dedicate their time and/or talents to the California Chapter. There are many new programs and changes coming for the Chapter in the next few years, and all of your hard work will be needed and greatly appreciated! If you responded that you'd like to be more involved, look forward to hearing from us soon!

Janie Gatzman
Membership Committee Co-Chair

The Marketing Plan Task Force members include: Dan Whisenhut, Director of Sales and Marketing for Monte Vista Farming Company in Denair; Susan Weidemann, Chair of the Scholarship Committee and Farm Manager in Bakersfield; Stacey Meneses and Janie Gatzman, Co-Chairs of the Membership Committee and appraisers with American AgCredit in Stockton and Oakdale; and Tiffany Giacomini, Membership Committee member and appraiser with American AgCredit in Turlock.



Don't forget to call, fax or email any contact changes to the Chapter, i.e. change of employment, address, phone, fax or email.

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Trends for Christmas!

Everyone who is exposed to what is inside the Land Value Survey, published by the California Chapter, ASFMRA likes what they see. Because of the diligent efforts on the part of professionals throughout the state, the data found in each copy of the Land Value Survey is not only interesting but can be depended upon. Each year the committee tries to put forth a product that would make anyone proud to have, and so far they have done a great job.

The challenge now is to get a copy of the survey into as many hands possible. For the first time ever, in 2005, the Chapter sold out all copies printed, which is a major milestone. We recently distributed the 2006 edition with the hope of selling out yet again. The Chapter office indicates that phone calls come in each and every week for the survey, which is very rewarding. We as members need to keep up the good work and get this publication out to

everyone who can use it. It shows attorneys, accountants, lenders, farmers, investors and simply the public at large, who we are and how professional we can be.

Over the Holidays last year, one of our past presidents came up with the idea that will help to make the Land Value Survey available to even more people. Though the idea is a good one, we did not have the time to implement it properly for this past season, but will have it ready for this year.

A Christmas Card/Flyer will be developed by the chapter. We will let you know what it looks like in up-coming editions of the newsletter. You, as a member of the California Chapter, ASFMRA can purchase as many copies of this flyer as you want. The flyer will be sent from the Chapter office on your behalf to those clients that you designate. The flyer announces that a copy of next year's survey will be sent to them free of charge, as a gift from you. This act of kindness on your part solves two problems: 1) what to give your best client for the Holidays

and 2) expands our circulation. If the client likes what they see, they will take the opportunity to purchase their own copy in the future. If you are just a really nice guy or gal, you will send them a free copy again for the next Holiday. More details will follow on how this program will work.

Again, thank you all for all that you do to help get the word out about the *California Chapter of the American Society of Farm Managers and Rural Appraisers*. More and more professionals are looking to us for their management and rural appraisal needs. One of the goals of the Chapter has always been raising the visibility of the chapter and its members. The Land Value Survey is just one of the tools that have been used with great success.

Help us move the work forward even more!

Sincerely,

Allan Barros, ARA & *The Land Value Survey Committee*



2006 - 2007 CALIFORNIA CHAPTER, ASFMRA Calendar

August 2006

24 Board Meeting - Rabo AgriFinance, Stockton

September

17 - 21 Leadership Institute- Washington Summit
Holiday Inn on the Hill, Washington D.C.

October

4 - 5 Fall Meeting; Auburn Holiday Inn, Auburn, CA

February 2007

14 - 17 ASFMRA and NAICC Joint Annual Meetings & AG PRO EXPO Trade Show
Hyatt Regency Hotel - Atlanta, GA

April

24 - 25 Spring Ag Outlook Conference; DoubleTree Hotel, Sacramento, CA



Please direct any additions to the chapter calendar to secretary@calasfmra.com or call 209.368.3672.