



# CALIFORNIA CHAPTER

# NEWSLETTER



AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS

SUMMER ~ 2007

## A Message from the President



*Randy Edwards, ARA*

Believe it, or not, we are already nearing the midpoint of 2007. The Spring Outlook Conference is behind us and the Land Value Survey post distribution efforts are in full force. I thank those who attended, participated, sponsored and supported the Spring Meeting activities in Sacramento. Special thanks go to John Meek, AFM/AAC (Spring Meeting Chairman), Russ Cremer (Education Chairman), Allan Barros, ARA (Land Value Survey Chairman), John Maus, ARA and the Sacramento Valley Farm Credit Appraisal Department (BBQ Chairman), their respective committees and of course, Suzie Roget for their tireless efforts. The event was fun and informative focusing on hot button livestock issues here in California, in addition to presenting our famed Land Value Survey. The Water Seminar & Tour was well received and attended. The ever popular BBQ and scholarship auction were a success. The evening's entertainment was highlighted by our

*Continued on page 3 ...*

## An Excellent 2007 Spring Conference Focuses on Livestock, Air and Water

The 2007 Spring Ag Outlook Conference in Sacramento in April drew more than 200 agribusiness professionals together for a very informative day centered around Livestock...Lifeblood of California Agriculture. The lineup of speakers was once again stellar, with industry experts Michael March, CEO of Western United Dairymen; Tony Toso, cattleman, appraiser and Director of Producer's Livestock Marketing Association; and Bill Mattos, President of the California Poultry Federation rounding out the morning program session.

Lunch included the presentation of the Agricultural Stewardship Award to Magneson Farm of Merced County followed by the honoring of George J. Gomes as the California Distinguished Agriculturalist for 2007. Following comments by the award recipients, conference attendees reconvened for the afternoon programming.

Pamela Creedon, Executive Officer of the Central Valley Regional Water Quality Control Board; Dale Shimp, Manager of the Environmental Justice and Special Projects Section of the California Air Resources Board; and Ben Higgins, State Director of USDA Rural Development in California had much to say about water, air, policy and politics. The conference concluded with the highly popular Trends in Ag Land and Lease Values presentation and distribution of the 2007 publication.

According to conference chair, John Meek, AFM, AAC, "Comments on this year's meeting have been very positive. We are addressing issues that are important to California agriculture today and that are affecting so many of us involved in agribusiness. Seeing over 200 people in attendance tells us we are doing something right."

The California Chapter will head south to Bakersfield for next year's conference which is scheduled for Thursday, April 24, 2008.

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## 2007 CA Chapter Executive Committee

### President

Randy Edwards, ARA  
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### President Elect

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### First Vice President

Michael G. Ming, ARA  
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### Second Vice President

John Meek, AFM, AAC  
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209.333.8146  
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### Board Member 2nd Year

Ralph Pavey, ARA  
916.687.8658  
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### Board Member 1st Year

David Gracia, ARA  
*Citizens Business Bank*  
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### Immediate Past President

Lorrain J. Friant, AFM, AAC  
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### Treasurer

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### California Chapter, ASFMRA

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## 2007 California Chapter Committees

The California Chapter thanks those members who have committed to serve in 2007 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.

### Appraisal Review

Gary Helin  
Wells Fargo Bank  
559.625.4294  
[helinw@wellsfargo.com](mailto:helinw@wellsfargo.com)

### Audit

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### Awards

Martin Seanez  
Fresno Madera Farm Credit  
559.276.4825  
[martin.seanez@fmfarmcredit.com](mailto:martin.seanez@fmfarmcredit.com)

### Bylaws/Government Relations

Lynn Rickard, ARA  
Rickard Appraisal  
661.328.9950  
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### Continuing Education

Russ Cremer  
Bank of America  
707.994.9288  
[rcremer@mchsi.com](mailto:rcremer@mchsi.com)

### Ethics/Professional Standards

Ken Brown, ARA  
Fresno Madera Farm Credit  
559.277.7000  
[kenneth.brown@fmfarmcredit.com](mailto:kenneth.brown@fmfarmcredit.com)

### Farm Management/Consulting

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[jmeek@jmeek.com](mailto:jmeek@jmeek.com)

### Land Values Survey

Allan Barros, ARA  
Fresno-Madera Farm Credit  
559.276.4826  
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### Spring Meeting 2008

Mike Ming, ARA  
661.343.2367  
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### Fall Meeting 2007

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831.759.1322  
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### Membership & Marketing

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### Nominating

Lorrain Friant, AFM, AAC  
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530.870.2008  
[Lorrain.Friant@cushwake.com](mailto:Lorrain.Friant@cushwake.com)

### Professional Advancement

Lyle Wilkinson, RPRA  
Correia-Xavier, Inc.  
559.277.7474 X117  
[lylew@c-x.com](mailto:lylew@c-x.com)

### Retired Members

Tom Coultas  
916.791.1198  
[coultastr@yahoo.com](mailto:coultastr@yahoo.com)

### Scholarships

Susan Weidemann  
707.343.1112  
[scweidemann@yahoo.com](mailto:scweidemann@yahoo.com)

### Sponsorships

Suzie Roget  
California Chapter, ASFMRA  
209.368.3672  
[secretary@calasfmra.com](mailto:secretary@calasfmra.com)



## President's Message, cont.

own Allan Barros, ARA doing a well rehearsed dance number (children do not try this at home). This was Allan's punishment for betting Suzie Roget that we would not exceed \$50,000 in ad sales for the Land Value Survey. Well, I'm proud to report that we did.

Committee efforts continue on implementation of the Marketing Plan, spear headed by Janie Gatzman. Co-chair of the Membership-Marketing Committee, Stacy Meneses, has moved to Oregon. We are sorry to see her leave us, however wish her the best of luck in her endeavors and know that she will remain active in ASFMRA. Development of the Dairy Seminar is getting back on track. Look for the offering - hopefully - early 2008. The Fall Meeting is slated for October in the Monterey area. JoAnn Wall is already starting the planning process and details will be forthcoming.

I applaud those just returning from taking the accrediting exam and those trying to beat the 2008 clock by taking courses and writing demonstration reports for their ARA quest. Keep up the good work, it's absolutely worth it! California is going to have another national ASFMRA President come 2008, Steve Runyan, ARA. The national's annual meeting will be held in San Diego in February 2008. We hope to have a strong California showing to usher in Steve and likely our newly accredited members.

Respectfully submitted,

Randy Edwards, ARA  
*President*  
*California Chapter, ASFMRA*



## Thank you to our Sponsors!

Thank you to the following companies who generously sponsored the 2007 Spring Ag Outlook Conference...

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Bank of America - Agribusiness  
Hilmar Cheese Company, Inc.  
Wells Fargo Bank, Ag Industries Dept.

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### California Classic Barbecue Sponsors

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### Other Ag Outlook Donors

California Milk Advisory Board  
Producers Livestock Marketing Association

## Allan Barros Takes a Bow...



Following a lively and very entertaining rendition of "The Lambada", Allan Barros, ARA, takes a bow before the audience at the 2007 California Classic Barbecue. Chapter Administrator, Suzie Roget, and Allan had ongoing discussions as sales of *Trends* ads continued to climb. It was Allan who stated, "If sales surpass \$50,000 this year, I'll dance the Lambada at the BBQ!" The challenge was set and the rest, as they say, is history. Thank you, Allan, for an excellent job chairing the production of *Trends* and producing the best book yet. Now...how do you top that??!

# California Chapter Proud to Honor George Gomes and Magneson Family at Spring Conference



*George Gomes receives Distinguished Agriculturalist Honor from Jim & Mary Rickert and Chapter President, Randy Edwards.*

The 2007 Agricultural Stewardship Award was presented to the Magneson Family in recognition of their tireless and ongoing efforts to preserve and enhance the productive capability of their farm. The family's eight hundred cow dairy operation is located in Merced County along the river where the family has embarked on a number of environmental improvement projects. The Magneson Family Farm has been placed under an agricultural conservation easement so that it is forever protected for agricultural use only. The Magnesons are the second recipients of this new annual award co-sponsored by the California Chapter, ASFMRA and Western Agricultural Services.

The California Chapter proudly recognized George J. Gomes as the 2007 Distinguished Agriculturalist of the Year at the 2007 Spring Ag Outlook Conference. A lifelong agricultural leader, George Gomes was recently appointed to the Schwarzenegger administration as Undersecretary of the California Department of Food and Agriculture. Mr. Gomes was presented with his award by Jim and Mary Rickert of Western Agricultural Services. The Distinguished Agriculturalist honor annually recognizes a Californian who, through accomplishment, has contributed in a significant way to the betterment of California agriculture. 2007 marked the 23rd year the award has been given.



*From L to R, James, Jim & Mary Rickert (Western Ag Services), Bill Martin (Central Valley Farmland Trust), Charles & Sally Magneson and Randy Edwards (Chapter President) pose for photos following the Ag Stewardship Award presentation.*

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## California Chapter Honors College Scholarship Recipients

The California Chapter Scholarship Committee was pleased to be able to award five scholarships to deserving students for 2006. Three scholarships were awarded through the California 4-H Foundation and three independently through the California Chapter. Recipients of the college awards included the following individuals:

### 4-H Scholarships:

- Kelly Bishop - El Centro, CA
- Janice Bridwell - Gazelle, CA
- Jacqueline Eldridge - Somis, CA

### California Chapter Independent Scholarships:

- Michele Bettiga - Coarsegold, CA
- Jessica Harris - Kerman, CA

The Chapter was recently notified that the 2007 4-H Scholarship Winners have been selected. They are:

- Kelly Bishop - Imperial County
- Samantha Downey - Merced County
- Stephanie Crawford - San Luis County

The Chapter will continue with the selection process for Independent Scholarship Recipients and is researching the process to award scholarships to deserving FFA students. All recipients, whether attending a Junior College or Four Year College or University must be pursuing a career in the field of agriculture. For more information on the chapter scholarship program, please contact Susan Weidemann at 707.343.1112 or email [scweidemann@yahoo.com](mailto:scweidemann@yahoo.com).

## Member News

### California Chapter Loses Two Long Time Members

#### Doyle Reed, 1974 California Chapter President, Dies at Age 90

Doyle Reed, an extension agricultural economist at Davis, was the 1974 President of the California Chapter, ASFMRA. He was a long time secretary-treasurer of the Chapter, perhaps even from its first years. He was also the person who began the farm cost studies that have proven to be useful to generations of management, appraisal and finance professionals.

Addison Doyle Reed was known to everyone as Doyle. He passed away in December in San Anselmo, Marin County, at the age of 90.

#### Chuck Nobbe, 1971 Chapter President, Passes Away in February

Charles J. Nobbe ("Chuck") passed away on Saturday, February 18, 2007 in Idaho. He was 81 years old. Born in Livingston, California, Chuck entered the Navy in 1944 during WWII and was discharged in 1946 as an Aviation Ordinance-man Third Class. Chuck was an avid farmer at heart. He extended this interest into the agricultural field with experience in the assessors' office, title company and as a Farm Real Estate Appraiser for Cal-Vet in Fresno in 1955. In 1962 he was hired by Crocker National Bank and rose to the rank of Vice President and Director of the Agricultural Field Department, retiring after over 24 years of service. He represented the International Banking Department and traveled to many foreign countries. He established an independent appraisal

business and continued working until leaving Fresno in 2004. Chuck was a 40 year member of the ASFMRA, past President of the Lions Club, Past President of the California Chapter, ASFMRA, member of SIRS, and numerous other service clubs. Ballroom dancing was a hobby he enjoyed and social gatherings with fellow retirees, classmates and coworkers. His family was especially important to him and he loved them very much. Chuck will be missed by all who knew him.

### 2007 Membership Directories Available

Copies of the 2007 California Chapter Directory of Members have been mailed to all members. Please check your listing carefully for accuracy and notify Suzie in the chapter office if anything is incorrect. As you may be aware, the board discussed the idea of publishing the directory every other year. With the many changes in membership and contact information, the directory will be published annually.

Don't hesitate to make suggestions as to any improvements that might make the chapter directory more helpful to you. Call or email changes and/or suggestions to: 209.368.3672 or secretary@calasfmra.com.



### California Chapter Members Serving on National Committees

The California Chapter has a number of members serving on national committees of ASFMRA. We would like to recognize their commitment to the Society and willingness to step up to the plate and get involved at this level.

**Mark Peterson, ARA -**  
Appraisal Review Committee

**Darrell Atkinson, AFM, AAC -**  
Chair/Consulting Education Committee  
Awards Committee; Education and  
Accrediting Coordination Committee

**Lynn Rickard, ARA -**  
Bylaws Committee; Government  
Relations Committee

**Steve Runyan, ARA -**  
President - Elect; Chair/Financial  
Review; Chair/Program Committee

**Lorrain Friant, AFM, AAC -**  
Management Education Committee

**Erik Roget, ARA -**  
Program Committee

**Michael Thompson, ARA -**  
Program Committee

**Russell Cremer -**  
Program Committee

**Mark Carlton, AAC -**  
Program Committee

**Karen Klonsky -**  
Editorial Committee

*Mark Clarke, Erik Roget and Kim Morgan at California Classic BBQ where the auction raised nearly \$2,700 for the chapter Scholarship Fund. Special thanks to Sacramento Valley Farm Credit and Chief Organizer, John Maus for another extraordinary dinner!*

# Comments from National ASFMRA Leadership...

The 2007 Annual Meeting in Atlanta was a first and perhaps a last for ASFMRA. While the trade show and program sessions were excellent, the joint meeting with NAICC and ASAC did not generate the profit that was anticipated. Member attendance from ASFMRA continued its declining trend. It is estimated that only about 265 members were in attendance in Atlanta, barely more than 10% of total membership. Waning member attendance informs the Executive Council that the current meetings are not addressing members' needs. The overall meeting was much larger, however, with approximately 750 attendees from the three organizations and 200 exhibitors with 100 booths at the trade show. The common complaint at the meeting was that there was too much to do and not enough time!

At this point everyone should understand that probably most of our Annual Meetings have lost money. Today, with improved accounting practices, we are in a much better position to identify projects that lose money as well as those that better support the society financially. This said, Annual Meetings will continue to be held because members still desire to have them and they are necessary for governance.

The meeting surveys that were completed after Atlanta indicated that our members are looking for change. The surveys indicated that February is okay for a meeting if the location is warm; however, November is probably the preferred date. Over the next few months a decision will probably be made to return our Annual Meeting to a November date. Keep in mind that it is essential to have the Annual Meeting in February next year because of long-term arrangements that have already been made and because some chapters have changed their own meeting dates to accommodate the Annual Meeting.

In response to members' requests and in consideration of the preceding situations the Executive Council has voted to move the Annual Meeting in 2008 from Seattle to San Diego. The San Diego meeting will focus on having fun, with the return of the golf tournament, spouse tours and special events for members. California's very own Suzie Roget is in charge of planning so you know it will be great.

In case any of you are not aware, I will be installed as National President for 2008 in San Diego. If you don't want to be put on a committee, you need to be at this meeting! If your spouse and family can't find an abundance of extra curricular activities to keep them occupied in San Diego, contact my wife or Suzie for maps to the nearest malls. Let's make our Chapter proud by having the largest Chapter membership ever at a national meeting! Stay tuned for more information on the California hospitality suite...

The Executive Council of ASFMRA is in the final stages of a new strategic plan for the future of the association. The strategic plan focuses on member services and assistance to the chapters. The immediate goal of having a new website for ASFMRA has already been accomplished and additional capabilities will be added before the end of 2007. The final strategic plan will be ready for publication in July.

The leadership of ASFMRA continues to explore opportunities to enhance the visibility of the ASFMRA. Ray Brownfield, Brian Stockman and I met with representatives from a Russian appraisal association in April. As a result of efforts by The Appraisal Foundation, ASFMRA and other appraisal organizations there is an opportunity to provide appraisal education to the emerging Russian association. I, and representatives from other US appraisal organizations

and TAF, will be in Russia the first nine days in July to advise and provide assistance in the structure of a Russian appraisal group.

Steve Runyan, ARA  
ASFMRA President-Elect

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## Thank You California...

Thanks to the California Chapter, the best kept secret is now out and that is Suzie Roget who really was very instrumental in the planning and logistical master mind for the recent highly successful ASFMRA annual meeting at Atlanta, GA. This was an especially challenging, but rewarding meeting because for the first time ever we combined the trade show and educational opportunities as well as some social functions with the National Alliance of Independent Crop Consultants as well as ASAC. The trade show was virtually sold out as to space available because of bringing the two organizations together. We had, I believe the best speakers available under one roof at one activity. That is the good news. The challenge we have is attracting more members to this event. A tremendous amount of work goes into this and disappointedly, out of nearly 2,300 members, only a handful really attend. Your own Steve Runyan is chairing the 2008 annual meeting in San Diego. I know he and I would like your input as to what we can do to attract more members to take 2-3 days from their busy schedules to learn, network and have a little fun. Thanks for loaning Suzie to us.

Ray Brownfield, ARA, AFM  
ASFMRA President

*2007 Water Infrastructure Tour*



## ■■■ JOB OPPORTUNITIES ■■■

### AGRICULTURAL APPRAISER

Federal Land Bank Association of Kingsburg  
Kingsburg, California

Federal Land Bank Association of Kingsburg has an appraisal position opening in Kingsburg or Hanford, California. Position, grade, and salary commensurate with experience. BS Degree in ag economics, ag business, ag finance, ag accounting or other related field. Minimum 5 years appraisal experience in varied agricultural real estate properties and either California State Certified General Real Estate License preferred, or coursework and completion of state license within one year of employment. Knowledge of agricultural lending, appraisal, and real estate principles and practices required. Demonstrated proficiency in organizing and prioritizing work to meet deadlines. Strong verbal, written, analytical, and interpersonal skills, including the ability to interact with all levels of employees and management.

To be considered for this position forward a cover letter and resume marked "Confidential" to Dave Lehrman, ARA – Appraisal Manager, Kingsburg Land Bank, P.O. Box 68, Kingsburg, CA 93631 or send email to [dave.lehrman@kflba.com](mailto:dave.lehrman@kflba.com). If you have any questions, please call (559) 897-5814 and ask for Dave.



### LICENSED APPRAISER

American Ag Credit  
Stockton, California  
GRADE: 16 – 18 (DOE)

#### **RESPONSIBILITY:**

The Appraiser is responsible for performing functions required to provide accurate appraisals of the value of real property and, in some cases, personal property of increased and varied complexity, involved in a Farm Credit lending or related transaction. The Appraiser undertakes appraisal assignments of a broadening range of property use-types. They have full appraisal signature authority having earned the CA OREA Certified General license.

#### **EXPERIENCE:**

BA/BS degree in agricultural management, agricultural business, business administration, real estate or economics; or equivalent. CA OREA Certified General license required. At least 2 year previous Appraiser experience. Successful completion of 185 hours of Appraisal Foundation (AOB) qualified educational coursework. Knowledge of agriculture, agricultural lending, appraisal, and real estate principles and practices. Demonstrated ability to generate highly accurate work and make independent decisions. Must be proficient in organizing and prioritizing work to meet deadlines. Exceptional written and verbal communication skills. Exceptional persuasive and interpersonal skills. Proficient in the use of PC, including e-mail, word processing and electronic spreadsheet software.

To be considered for this position, send personal resume to John Voris, Regional Appraisal Manager, American AgCredit, PO Box 392, Merced, CA 95341. Please mark all correspondence "CONFIDENTIAL." If you have any questions, or need additional information, please contact John at (209) 384-1650 or [jvoris@agloan.com](mailto:jvoris@agloan.com). EOE/AA/M/F

**2007 Trends in  
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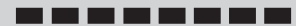
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## CALIFORNIA CHAPTER Calendar



### 2007

August Board of Directors Meeting (Date TBD)  
September 15-19 ASFMRA Leadership Institute  
October Fall Meeting - Monterey (Dates Soon...)

### 2008

February 17-20 Ag Pro Outlook - ASFMRA Annual Meeting  
*Sheraton San Diego Hotel & Marina*  
April 23 California Classic BBQ & Scholarship  
Auction - *Bakersfield*  
April 24 Spring Ag Outlook - *Bakersfield*

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

*Scenes from the CA Chapter's 2007 Water Infrastructure Tour & Seminar held in April.*



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