



CHAPTER CHALKBOARD

An Electronic Member News Update from the California Chapter, ASFMRA

May 8, 2018

You are receiving this email news update as a Member or Friend of the California Chapter of ASFMRA. Mark the important dates on your calendar and watch your Inbox and the chapter web site for reminders and more information...

Long Range Planning Meeting Looks to the Future of the CA Chapter

A group of nearly twenty past and present Chapter leaders met for a day and a half in late April to discuss the strategic plan for the California Chapter. While we continue to operate as a leading Chapter within the ASFMRA, there is always room for progress and improvement. The Mission of the Chapter and the areas of Infrastructure, Governance, Membership, Products and our Relationship with National were the focus of the meeting with a review of the 2015 Long Term Goals and brief look at accomplishments (Long Range Planning Meetings are held every three years). The group spent the majority of its time looking at Ongoing and New Priorities to meet the Long-Term needs of the Chapter through 2021. We thank Tony Toso, ARA, Immediate Past President, for an excellent job of moderating the meeting, to Brian Stockman, EVP/CEO, from the national office for his participation and input, and to all who took the time out of their busy schedules to engage in an active role in shaping the Chapter for even greater success moving forward. If you have questions about the Long Range Planning Meeting, you are welcome to contact the [Chapter Office](#) of one of your [Board of Directors](#).

A Message from your Chapter President, Dan Whisenhunt – Request for Volunteers

While we all have plenty to do in our 'day jobs' and with our families, we hope that you can carve out a little time to do something constructive for your California Chapter. As Blue Diamond proposed in their 'A can a week, that's all we ask' advertising campaign, how about 'an hour a week' for the California Chapter. What are some things you can do in one hour a week? Make three phone calls to agriculture professionals who are not members and talk to them about why you are a members of ASFMRA; share the new [Chapter promotional video](#); like the Chapter's [Facebook](#) or comment on [Instagram](#) pages; join a Chapter Committee or call a [Committee Chair](#) and ask if there is a project you can assist with; contact the [Chapter Office](#) and let Suzie know you want to get more involved... The Chapter is embarking on an Ambassador Program to help grow our membership. Can you spare some time to join the Membership Committee and become a Chapter Ambassador? We will equip you with everything you need to promote our organization! If you'd like to talk more about the goals for this program and the ideas behind it, please feel free to contact me @ (209) 605-1363 or danwhisenhunt@yahoo.com or Suzie at the Chapter Office @ (209) 368-3672.

Education Week to be Held in Des Moines, IA June 24 - 29

If you have never been to an ASFMRA Education Week, the 2018 meeting is offering a wide variety of education classes for Appraisers, Managers and Consultants. Both core education and interesting new seminars are on the program as well as a great opportunity for networking with fellow professionals from around the country. [Click here](#) to see the full Education Week Program and registration options.

Sign up Now to Sponsor the CA Chapter Fall Meeting

The annual California Chapter Fall Meeting signals the start of a new membership year and a new Board of Directors taking the reins of leadership. The 2018 meeting will be held November 13 – 15 at the beautiful Wine & Roses Hotel & Spa in Lodi. Continuing Education, an Ag Tour and much more is in store as leadership looks to put a new twist on the annual event. Sponsorships are now available, offering you an

excellent opportunity to support the organization and put your name in front of the many who see the promotional material on this meeting months ahead of time! For sponsorship opportunities, please contact Suzie in the chapter office at info@calasfmra.com.

Governance Changes in the Works at both the National and Chapter Levels

Keep your eyes and ears open for news of Governance Changes being considered at both the National and Chapter levels. These changes are being recommended to improve the leadership of the organization and member involvement at both levels. ASFMRA will be sending out information to the membership for your consideration and comment, prior to a vote on the national changes at the annual meeting in Chandler, AZ in November. At the Chapter level, your Board of Directors has voted on to adopt a change to the structure of the Board to lessen the number of years of commitment in the leadership positions and reducing the size of the board by one member. Bylaws changes are currently being reviewed and a complete explanation of the changes will be forthcoming. This is great news!

Are you on Facebook and/or Instagram?

The Chapter is working on increasing its presence on Social Media and will soon have a Twitter account for those of you who 'Tweet' and will be working on its LinkedIn presence! Are you on [Facebook](#) and/or [Instagram](#)? These two platforms can be used to help spread the word about our organization and the great things we are doing. Please take the time to Like/Share/Post and let's work together to let more people know who we are and the great things we are doing!

Trends® and Water Maps – Great Exposure Vehicles for you and the Chapter

If you're looking for vehicles to help market yourself, your business, and the California Chapter, copies of Trends® in Agricultural Land & Lease Values and the Water & Irrigation District Maps are always available. The newest issue of Trends® is outstanding and always looked at with respect as a highly regarded resource in the industry. Ordering is easy on the Chapter website... [Order Trends®](#) or [Order Water Maps](#) with a click of a button and a few keystrokes!

SAVE THESE DATES!!!

June 24-29 ASFMRA Education Week – Des Moines, IA
August 10 California Chapter, ASFMRA Board of Directors Meeting - Turlock
Sept 11-15 ASFMRA Leadership Institute – Washington D.C.
Oct. 29–Nov. 2 ASFMRA Annual Conference – Chandler, AZ
Nov 13 – 15 California Chapter, ASFMRA 2018 Fall Meeting - Lodi

Please don't hesitate to contact the chapter office for more information on any of the items included in the Chapter Chalkboard.

Suzie Roget

Executive Vice President
California Chapter, ASFMRA
Tel: 209.368.3672 FAX: 209. 368.3602
www.calasfmra.com

