



CALIFORNIA CHAPTER

NEWSLETTER



AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS

SUMMER ~ 2008

A Message from the President



David Moore, AFM

Well, summer is winding down but it did manage to hit California with a vengeance. When I started this column it was 112 degrees with air you couldn't see through. Ahh, but it's a dry heat. What does fall have in store??

A lot has happened on the California Chapter front since the last newsletter with lots of activities to report on. The National meeting at San Diego was well attended and worth the trip - despite the cold and rainy weather. (Do you detect that I'm grouchy about climate change!) Kudos goes out to our national leader, Steve Runyan, ARA, who honchoed a very successful national meeting event. And don't forget, the next national meeting will soon be upon us - November 11-14 in San Antonio!

The Chapter's co-sponsored Dairy Facility Appraisal class was launched at San Diego with the hard work and efforts of Russ Cremer, Randy Edwards, ARA, David Gracia, ARA

Continued on page 4 ...

Fall Meeting Offers Ag Tour October 2-3

Coupled with the Chapter's 'changing of the guard' for the coming year, the 2008 Fall Meeting will offer an excellent ag tour on the Central Coast. The headquarters hotel will be the Cliffs at Shell Beach, a popular chapter fall meeting site in years past. Meeting chair, Mark Clarke, with the assistance of Dave Hamel, ARA, has put together an excellent ag tour which will feature visits to a Santa Maria Valley berry farm, a berry processing plant and freezer, a winery services facility, and a local flower grower. Lunch will be at the beautiful Fess Parker Winery, complete with a tour, tasting and souvenir wine glass. Once back at the Cliff's, meeting attendees will attend the Banquet and Officer Installation which will feature an enticing buffet and more! The Fall Meeting is being planned in conjunction with the annual Central Coast What the Heck BBQ, held each fall at White Hills Vineyard (don't miss this!). The dates for the meeting are October 2nd and 3rd. Registration materials are available on-line at www.calasfmra.com. Or call the chapter office at 209.368.3672.

Elections for 2008-2009 Board Positions

Officers for the 2008-09 fiscal year for the California Chapter, ASFMRA will become official at the chapter's Annual Membership Meeting in Shell Beach in October. In accordance with the chapter bylaws, if the slate of nominees runs unopposed, a physical election is not required and nominees are elected by acclamation. The Nominating Committee is securing the final nominee for the First Year Board Member position. A notice will be emailed to all members with the full slate of nominees for 2008-2009. Nominations may also be accepted from the chapter and must be submitted in writing by three members in good standing. We thank those chapter members who have agreed to serve in the various board positions as it is a commitment over and above one's daily profession. Nearly all board members who agree to serve at the First Year Board level, work their way through the chairs to the office of President. The entire process involves a 7 year commitment on the Executive Committee. Election ballots will be emailed soon.

Contents this issue...

President's Message	1
Executive Board and Committee Directory	2
Water Tour / Trends	3
Member News & Calendar	4
Committee News	5
Member Benefits & National Meeting	6
2008 Spring Ag Outlook Photos	7

2008 CA Chapter Executive Committee

President

David L. Moore, AFM
Hartford Agri Finance
559.436.2566
david.moore@himco.com

President Elect

Michael G. Ming, ARA
Alliance Appraisal, LLC
661.343.2367
mming@allianceappr.com

First Vice President

Ralph Pavey, ARA
916.687.8658
rpavey@frontiernet.net

Second Vice President

David Gracia, ARA
Citizens Business Bank
559.636.0154
dagracia@cbbank.com

Board Member 2nd Year

Dorothy Bell, ARA
775.747.0939
lazyjy@sbcglobal.net

Board Member 1st Year

John K. Maus, ARA
Sacramento Valley Farm Credit
530.666.3333
john.maus@sacagloan.com

Immediate Past President

Randy Edwards, ARA
Edwards & Lien, Inc.
209.634.9484
randy@edwardsandlien.com

Treasurer

Erik Roget, ARA
Rabo AgriFinance, Inc.
209.472.3900
Erik.Roget@raboag.com

Newsletter Editor: Suzie Roget
secretary@calasfmra.com

California Chapter, ASFMRA

P.O. Box 838
Woodbridge, CA 95258
209.368.3672 / FAX 368.3602
www.calasfmra.com

2008 California Chapter Committees

The California Chapter thanks those members who have committed to serve in 2008 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
helingw@wellsfargo.com

Audit

Dorothy Bell, ARA
775.747.0939
lazyjy@sbcglobal.net

Awards

Martin Seanez
Fresno Madera Farm Credit
559.276.4825
martin.seanez@fmfarmcredit.com

Bylaws/Government Relations

Lynn Rickard, ARA
Rickard Appraisal
661.328.9950
lrickard@rickardappraisal.com

Continuing Education

Russ Cremer
Bank of America
707.994.9288
rcremer@mchsi.com

Ethics/Professional Standards

Ken Brown, ARA
Fresno Madera Farm Credit
559.277.7000
kenneth.brown@fmfarmcredit.com

Farm Management/Consulting

John Meek, AAC, AFM
JMeek Agribusiness Management
209.333.8146
jmeek@jmeek.com

Land Values Survey

Allan Barros, ARA
Fresno-Madera Farm Credit
559.276.4826
allan.barros@fmfarmcredit.com

Spring Meeting 2009

Ralph Pavey, ARA
916.687.8658
rpavey@frontiernet.net

Fall Meeting 2008

Mark Clarke
Rabo AgriFinance
805.938.7212
mark.clarke@raboag.com

Membership & Marketing

Allison Renz
American AgCredit, FLCA
831.753.1844
arenz@agloan.com

Tiffany Holmes

American AgCredit, FLCA
209.931.3770
tholmes@agloan.com

Nominating

Randy Edwards, ARA
Edwards & Lien, Inc.
209.634.9484
randy@edwardsandlien.com

Professional Advancement

Lyle Wilkinson, RPR
Correia-Xavier, Inc.
559.277.7474 X117
lylew@c-x.com

Retired Members

Tom Coultas
916.791.1198
coultastrc@yahoo.com

Scholarships

Michael J. Iloff, ARA
559.276.4876
mike.illoff@fmfarmcredit.com

Sponsorships

Suzie Roget
California Chapter, ASFMRA
209.368.3672
secretary@calasfmra.com



Water Tour II ... Home Run for Chapter

The second in a series of Water Tours developed by the California Chapter hit a home run in Bakersfield preceding the 2008 Spring Ag Outlook Conference. Attendees enjoyed an excellent two day tour that provided them with top notch education. From their visits to the Kern County Water Agency, Water Bank Authority and Wheeler Ridge-Maricopa Water Storage District to the Friant-Kern Canal and Paramount Farming Company, they were kept on the go. Follow up surveys gave the event exceptional marks. Special thanks to Brian Hauss, AFM and Kirk Sagousse', ARA for their work in organizing this education offering. Water Tour III has been tentatively scheduled for the Delta in 2009.

Demand for *Trends* Continues with 2008 Publication

Even before the 2008 issue of *Trends* was released in April, orders were on the books waiting to be processed. Over the past seventeen years, this publication focusing on land and lease values in California has become a hot ticket. Increased exposure of the book has broadened its circulation and each year, new people are placing orders. It is a value at just \$15 for 84 pages of current and historical land value data.

Trends is the culmination of many hours of hard work on the part of a large number of chapter members. Under the direction of Allan Barros, ARA, this publication has become a highly regarded tool for many in the agribusiness profession in California. In addition to being an excellent resource, it provides great exposure for the California Chapter, ASFMRA and its members.

Copies of the 2008 issue are still available through the chapter office. Make a point of having a few extras on hand and pass them out to friends, associates and business contacts. And remember, if you are a chapter member attending or speaking at an industry function where you think complimentary copies of *Trends* would have an impact, contact Suzie in the chapter office. There are many excellent opportunities for exposure that we will only hear about through you. (Chapter office: 209.368.3672 or secretary@calasfmra.com).



Photos Wanted! We are already working on the **2009 Trends** publication and are looking for top notch photos from each region. Submit your photos to secretary@calasfmra.com today! You will receive credit in print for all photos used. Photos must be minimum 300 dpi, RGB or CMYK (color) and we will accept tif, jpeg or eps formats. Please include a description of the photo and where it was taken. Photos may also be mailed on disc to the chapter office in Woodbridge.

President's Message -

Continued from Page 1...

and their blue ribbon committee. Many positive responses were received on the class, so much so, that the Chapter scheduled another offering just a few months later. Soon after San Diego, the Chapter presented its 2008 Spring Outlook Forum in Bakersfield. I was very pleased with the quality of the events surrounding this meeting. The Water Tour, Meeting and BBQ were all well attended. The General Forum had over 200 in attendance while the Water Tour had about 40 attendees over the two days. Many people contributed to these successes: Mike Ming, ARA, Spring Meeting Chair, and his crew are deserving of recognition for presenting a great Meeting and BBQ while Brian Hauss, AFM (the Water Agency), Russ Cremer, and Kirk Sagouspe', ARA did the heavy lifting for the Water Tour. The California Classic BBQ the night before the Spring Outlook Forum was a success with great food and libation topped of with another successful scholarship auction which raised just over \$5,000. As part of the meeting, the 2008 *Trends in Agricultural Land and Lease Values* (Land Value Survey) was unveiled and presented by Mark Clarke and Mike Iliff, ARA. The Land Value Survey continues to improve in quality and size and is the envy of the ASFMRA. Many thanks and congratulations go out to Allan Barros, ARA and his committee members for continuing to push this presentation to greater heights.

It seemed that just as the Spring Outlook Forum was concluding the Chapter embarked upon its first ever Education Week, held in Fresno. In response to our members' comments in the education surveys, four classes were presented: the second offering of Dairy Facility Appraising, Efficient Use of Word/ Excel in Evaluating Property Economics, Appraising Permanent Plantings in Changing Markets and a USPAP update seminar. Again, Russ Cremer, our Education Chairman, is to be applauded for his efforts in orches-

trating Education Week. A casual "networking" dinner was held mid week during the classes, hosted at BenSlaughter, ARA's ranch, with good Mexican food and wine enjoyed by all.

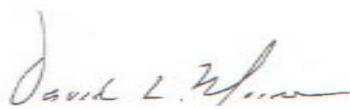
What's on tap for months ahead? Several of our Chapter members are hard at work on the Fall Meeting to be held in Shell Beach during the first week in October. Mark Clarke is our Fall Meeting Chairman and has lined up a great Ag tour which will have stops at a berry growing operation, a berry processor/freezer, a custom crushing wine facility, a lunch/wine tasting at a well known Santa Maria winery and a tour of a local flower nursery.

Other Chapter activities worthy of note are that the chapter is in the early stages of talking with Ag Lenders to co-create a revised version of the SJV Water District Boundaries Map with the thought to expand it to include the Sacramento Valley. Additionally, Suzie Roget has just completed an 'overhaul' of the Chapter website. It is up and running at www.calasfmra.com. We will soon have on-line registration and purchasing capabilities!

A reoccurring theme in all of the above described activities is our tireless and ever vivacious Chapter Administrator, Suzie Roget. Without Suzie's "Woman behind the Green Curtain" efforts and support, several of us scarecrows, lions and tin heads would be bogged down at the side of the road. Thanks Suzie for all of your insight and hard work!

I hope you are enjoying a pleasant summer and I look forward to seeing many of you at Shell Beach in October.

Sincerely,



David L. Moore, AFM
Chapter President
david.moore@himco.com

Member News

IN MEMORIAM...

The chapter is sad to announce the passing of two members in recent months...Richard (Dick) Jones of West Sacramento and Mark Hackett of Live Oak. Dick had been a chapter member since 1978 and worked with Agriculture Industries Inc. Mark was an independent appraiser under the banner, Hackett Appraisal Service. He had been a member of ASFMRA since 1986 and was an instrumental part of the Land Values Survey committee. Both were exceptional individuals and will be missed by all who knew them.

CALENDAR

2008

October

- 2 Board of Directors Meeting - Shell Beach
- 2-3 Fall Meeting - The Cliff's Resort / Shell Beach

November

- 11- ASFMRA Annual Meeting - Marriott Rivercenter / San Antonio, TX

2009

April

- 22 CA Classic BBQ & Scholarship Auction*
- 23 Spring Ag Outlook Conference - Sacramento*

* Dates/location subject to change.

**Check out the new
chapter web site at
calasfmra.com.**

Committee News

NEWLY ACCREDITED -

Well the time has expired under the "old" system regarding the number of hours of education needed to qualify for accreditation from 259 hours to 415 hours starting in 2009.

Nationally there were 31 ARA applications and 6 RPRAs applications in January for the June Exam. For the June application deadline and the October examination, there were 35 ARA applications and 6 RPRAs applications with seven from the California Chapter.

Seven of our member passed the accreditation exam given on June 30 and July 1. They are Richard A. Bell, ARA; Jamie L. Bigham, ARA; Jerry A. Furtado, ARA; Richard M. Mercier, ARA; Michael Merkley, ARA, Robbin Peterson, ARA; and Anthony J. Toso, ARA. Our congratulations go out to each of them for their hard work and great accomplishment.

For members considering accreditation in 2009 and beyond, applications must be submitted by January 1. The Demonstration Report must be submitted with the application and the education classes and hours must meet the new requirements. Also, members must have five years of appraisal experience prior to submitting an application for accreditation.

Who is going to be the first California Chapter member to receive their accreditation under the "new" requirement? Is it going to be you??? Please let me know if you have any questions.

Lyle Wilkinson, RPRAs/Chairperson
559.277.7474 x117 / lylew@c-x.com

**Don't miss the
Scholarship Article
on Page 6!**

AWARDS -

The Awards Committee is soliciting nominations for the chapter's 2009 key industry awards: Distinguished Agriculturalist of the Year and Agricultural Stewardship (co-sponsored by Western Agricultural Services). Chapter members are encouraged to read the qualifications below and to submit nominations to Awards Committee Chair, Martin Seanez, ARA. Nominations must include a letter of recommendation and background information on the nominee. (Martin Seanez, ARA - Fresno Madera Farm Credit, P.O. Box 13069, Fresno, CA 93794. 559.276.4825 / martin.seanez@fmmfarmcredit.com).

Distinguished Agriculturalist- Honors an individual who has, through accomplishment, contributed in a significant and highly visible way to the betterment of California agriculture throughout his or her career.

Agricultural Stewardship Award - Gives recognition to an agribusiness in California that has demonstrated excellence in conserving, maintaining and improving our natural resources and environment by using innovative and progressive business practices.

The California Chapter honored the following individuals in 2008:

Distinguished Agriculturalist of the Year - presented in memoriam to Rod and Bob Grimm of Grimmway Farms. These brothers were revolutionaries in the field of agriculture, growing their business from an Orange County fruit stand to the world's leading carrot grower, packer and shipper.

Agricultural Stewardship Award - Presented to William 'Bill' Lyons, Jr., a rancher, conservationist, investor and community leader who brought three decades of leadership and business expertise to the

EDUCATION -

The past year has been an eventful one for the California Chapter's education committee. Beginning with the initial presentation of the Word/Excel Workshop at the 2007 Fall Meeting and continuing through our first Education Week in May, the Chapter presented seven educational offerings. They included the Word/Excel workshop (presented twice by Ben Slaughter, ARA); the Dairy Seminar (twice including at the National Meeting, by Randy Edwards, ARA, David Gracia, ARA & committee); Permanent Plantings in Changing Markets (presented by Dorothy Bell, ARA), USPAP 7-Hour Update (presented by Dave Snook); and the Water Seminar & Tour (presented by Brian Hauss, AFM & Kirk Sagoupe', ARA).

The Education Week also included a *What the Heck Mexican Fiesta* hosted by Ben Slaughter at his home. This social gathering was attended by both seminar attendees and other members just looking for a great meal and friendly gathering of friends and colleagues.

The seminars were very successful, both in terms of the excellent education opportunities afforded our members and financially to the chapter. The income earned will in turn go back into development of future offerings. The Chapter owes a debt of gratitude to the people who gave of their time and expertise to develop and present these seminars.

Going forward we will be looking at the Education Surveys to determine future offerings. Offerings being considered include a Rural Residential Appraisal Seminar, a Lease Seminar and Recreational Uses in Agricultural Operations Seminar. Planning has also already begun on the next in the Water Seminar series. With the 2009 Spring Meeting intended for the Sacramento area, the seminar is being planned around a Delta tour. In terms of California's water fu-

Continued on page 6...

EDUCATION

Continued from page 5...

ture, the Delta is of critical importance in both short and long term planned water supply. The seminar and tour will be designed to provide the attendee a better understanding of all the issues both through the presentation of information and visitation to the area.

An education survey will also be distributed in the near future, specifically to our Manager and Consultant members. The goal is to begin developing more educational opportunities for this sector of our membership. National has developed a number of 'modules' that will be included on the survey. If an offering that you would like to see is not on the survey, please write it in. We need your help to continue to develop the kind of educational opportunities that are important to you – as a member of the California Chapter. *Russ Cremer*

SCHOLARSHIPS -

The Scholarship Committee would like all candidate members to know that there are funds available for anyone needing a scholarship. To obtain a scholarship the applicant must request assistance to attend a class that is in the accrediting tract of the designation the applicant is pursuing.

Two types of funds are available. If you are self-employed or an employee that will not receive any financial assistance from you employer the tuition cost will be awarded. If you are an employee that will not be reimbursed until you get your grade, to make sure you passed, a short-term, no-interest loan will be awarded. Applicants can apply for as many scholarships as they want, as long as each course is required for the designation you are pursuing.

For a scholarship application contact Mike Iliff, ARA at 559/276-4876 or mike.iliff@fmfarmcredit.com. Applications are also available at www.calasfmra.com.

Member Benefits

Learn how your membership in the California Chapter, ASFMRA can pay you! The first four components of the chapter Member Benefits Package are in place. These benefits were chosen to give chapter members value for your membership dollar and are items that could be useful to a large portion of the membership.

Alphagraphics of Modesto - Printing services, graphic design, design consulting and direct mail services. All services are at special Cal-ASFMRA prices. Contact Art Batchelder in Modesto at 209.577.2222 or abatchelder@alphagraphics.com/us481.

County Bank - Provides an array of banking services including business and personal checking accounts, savings accounts, loans, cash management services as well as online banking. Contact any County Bank Branch Manager for benefits information.

The **Mutual of Omaha Companies** - 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. Contact Rich McDaniel at 888-464-7600.

Steve's Chevrolet Buick, Inc. of Oakdale and **Steve's Chevrolet of Chowchilla** - Offer fleet pricing on all new vehicles to all chapter 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 may be contacting you in the future 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.

Watch for more information on additional member benefits coming!

Ag Pro Outlook 79th Annual Meeting of ASFMRA

November 11-14

Marriott Rivercenter
San Antonio, TX

Excellent Program
Sessions

Keynote -
Dr. David Kohl

Pioneer Ag Tour

Ag Innovations

Trade Show

AgWare UAAR
Training Seminar

Code of Ethics

Instructor Workshop

Texas BBQ

Foundation Auction

Much More!!!

**Register today at
www.asfmra.org**



Spring Ag Outlook Draws More than 200 to Bakersfield!

Bakersfield was a winning location for the 2008 Spring Ag Outlook Conference in April as more than 200 agribusiness professional were in attendance. A top notch slate of speakers provided informative and insightful comments on California agriculture and key commodities.

Meeting chair, Mike Ming, ARA, is to be commended on a job well done with both the meeting and the barbecue.

This page captures just a few of the meeting highlights...

