



California Chapter
ASFMRA
Western Ag Professionals



2021 Fall Meeting

November 18 & 19, 2021
Harris Ranch Inn • Coalinga, CA



The California Chapter, ASFMRA is excited to bring back an in person meeting for Fall 2021. Our goal is to offer industry professionals the opportunity to meet safely together in a casual setting for education, networking and a time of socializing. This year's Fall Meeting includes an Ag Tour, Reception and Installation/Awards Dinner in addition to a new education offering, the Ag Pros Learning Lab. We hope that you will find time in your schedule to join us at Harris Ranch in Coalinga in November!

Schedule:

Thursday, November 18	
10:00 am – 4:30 pm	Harris Farms Ag Tour
5:30 – 6:30 pm	Networking Reception
6:30 – 8:30 pm	Member Meeting / Installation & Awards Dinner
Friday, November 19	
8:00 am – 12:00 pm	Ag Pros Learning Lab
8:00 am – 12:00 pm	Board of Directors Meeting

California Chapter, ASFMRA

P.O. Box 838 • Woodbridge, CA 95258 • (209) 368-3672 • info@calasfmra.com • www.calasfmra.com

Ag Tour

November 18 (10:00 am – 4:30 pm)

\$179 Members* / \$229 Non-members

The Fall Meeting Ag Tour will include visits to various Harris Farms entities including the Thoroughbred Horse Division, Farming Division and Harris Woolf Almonds. The group will also have the opportunity to hear from representatives of the California Water Alliance who will provide the latest updates on this all-important agricultural topic. The tour will depart from the Harris Ranch Inn at 10:00 am via charter bus and will include lunch.

CE: The Ag Tour is pending approval for 6.5 hours of Continuing Education Credit with BREA and ASFMRA..

Reception / Meeting / Installation &

Awards Dinner

November 18 (5:30 – 8:30 pm)

\$60 per Person

Don't miss this opportunity for an evening of networking, socializing and recognition as the California Chapter begins a new year. The event will include a cocktail reception, delicious Harris Ranch Prime Rib Dinner, presentation of year-end awards and the installation of officers for 2021-2022. (Dinner price includes two complimentary drink tickets). We invite you to join us in thanking outgoing President, Jim Pisani, ARA, for his leadership and welcoming Mike Merkley, ARA who will take the reins for the coming year.

Ag Pros Learning Lab

November 19 (8:00 am – 12:00 pm)

\$129 Members* / \$179 Non-members

The Ag Pros Learning Lab is a new education offering that will include four separate presentations on different topics related to the rural property profession. Coffee and pastries will be provided in the morning as well as a box lunch at the conclusion of the class.

Sustainable Certifications for Vineyards: The Who, What, When, and Why

Presenters: Oliver Matthews, VP of Sustainable Integration for Vineyard Professional Services of Paso Robles; Randy Heinzen, President of Vineyard Professional Services of Paso Robles

This seminar aims to give a brief overview of the main certifications available to vineyard properties, the degree of difficulty and cost in obtaining these certifications, the winery and consumer forces behind their growth, and a discussion on future opportunities and growth in sustainable certificates. Oliver and Randy will discuss their experiences with the certification programs, the farming adaptations and challenges, and the economic considerations for Farm Managers in converting or certifying. Certifications likely to be discussed include CSWA, SIP, Lodi Rules, Napa Green, FFF, CCOF, and Leading Harvest.

Operating a Drone 101

Presenter: Kody Kester, Appraiser, AgVisory LLC

This session will cover the cost and availability of Drones as well as useful accessories. Product specification and safety protocols will be covered as well as takeoff and landing procedures. Kody will provide tips on the information to monitor during flight and how this information is managed given the adaptations of using a Drone in appraisal, management, farming, etc. A flying demo will be part of the session as well as a review of the flight data post flight.

Conservation Easements – Market Value?

Greg House ARA, AFM – House Agricultural Consultants; Henry House – House Agricultural Consultants; Charlotte Mitchell – California Farmland Trust

This session of the lab will discuss current trends in the conservation easement market, and explore new ideas about appraising conservation easements.

Using examples from work done in northern California, the presenters will the focus on:

- How the demand for land suitable for nut planting has impacted conservation easement values.
- The emergence of a large enough set of sales suggest the possibility of using easements as comparable sales in a direct sales comparison approach.
- Since most easements involve government grants and are appraised using the before and after method, appraisers seem to be right in the middle of establishing market value for easements.

Reverse Osmosis (RO) Systems in Agricultural Wells

Presenter: Janie Gatzman, ARA – Gatzman Appraisal

Using an assignment in Westlands Water District where the landowner has installed a Reverse Osmosis (RO) system in their well, Janie will discuss the system's cost, the cost of producing RO well water, and how that was taken into account for the valuation of the property. Well water in Westlands is typically high in salts/heavy metals and has to be blended with surface water in order for it to be used on almonds. The RO system purifies the well water so that it is actually better quality than the surface water in Westlands. The total water available to the RO well property verses a comparable property with a typical well in Westlands will be examined as will the reasons contributing to the differences.

CE: The Learning Lab is pending approval for 4 hours of Continuing Education Credit with BREA and ASFMRA.

Continuing Education

The 2021 Fall Meeting Ag Tour has been submitted for 6.5 CE hours and The Ag Pros Learning Lab for 4 hours of CE with BREA and ASFMRA.

Board of Directors Meeting

November 19 (8:00 am – 12:00 pm)

Chapter Leadership – the Board of Directors and Committee Chairs – will hold their first meetings of the fiscal year at the Fall Meeting. Both the Chapter Board of Directors Meeting and the Foundation Board Meeting will be part of the morning schedule. Chapter members are welcome to attend but are asked to please let us know in advance by calling the Chapter Office at (209) 368-3672 so that adequate seating may be arranged.

Harris Ranch Inn Hotel Reservations

A Group Block of sleeping rooms has been reserved at the Harris Ranch Inn for the Fall Meeting. The rates are \$159 for a Double Queen and \$169 for King (limited availability). The Group Block is under the CA Chapter ASFMRA and Group #2TI35C. You must use this information when making your reservation. For reservations, please call (559) 935-0717.

Registration Information:

	Members*	Non-Members
2021 Fall Meeting Ag Tour	\$179	\$229
Reception/Installation & Awards Dinner	\$ 60	\$ 60
Ag Pros Learning Lab	\$129	\$179

**Member pricing includes ASFMRA, AI, ASA, Friends of the Chapter and Spouses. Please contact the Chapter office for discount code to be used when registering on-line if you are not an ASFMRA member.*

How to Register:

- Register On-Line (preferred) – [Click Here](#)
- Register Using Form (see below)
- Register by Phone – Call Deanna Ilk at (303) 692-1222

Questions? Contact Suzie Roget at info@calasfmra.com or (209) 368-3672.

Cancellation Policy

Cancellations received more than 10 working days prior to the Fall Meeting will receive full refund, less a \$45 administrative fee. Those received 5 - 10 working days prior will receive a full refund less \$60. Fees are forfeited if registrant cancels within 5 days of event or does not appear. Registrants may send someone to take their place, with notification to the California Chapter without penalty.

Fall Meeting Sponsors ... (as of 9/28/21)



2021 FALL MEETING REGISTRATION

Register online (preferred) – [click here](#)

Name _____

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Member: Yes No If yes, please check those that apply: ASFMRA ASA AI RICS

Please list your designation(s), if applicable (i.e. ARA, AFM, AAC, RPRA, etc.) _____

State License # (if applicable) _____

REGISTRATION FEES:	Members	#	Non-Members	#	Total \$
2021 Fall Meeting Ag Tour	\$179	_____	\$229	_____	\$_____
Reception/Installation & Awards Dinner	\$ 60	_____	\$ 60	_____	\$_____
Ag Pros Learning Lab	\$129	_____	\$179	_____	\$_____
Donate to the CA Chapter Scholarship Foundation (include amount at right) <small>(Donations to the Foundation are tax deductible).</small>					\$_____
Late Fee (<i>\$35 Late Fee will be applied to registrations received after 11/10/19</i>).					\$_____
					Total Fees = \$_____

PAYMENT INFORMATION:

Payment by: Check # _____ Credit Card: Visa MC AmEx Discover

Card Number: _____ Exp. _____

Name on Card: _____ Security Code _____

Billing Address (if different than above) _____

Signature _____

Register by phone – Call Deanna Ilk • (303) 692-1222

Conference questions – Call Suzie Roget • (209) 368-3672 or info@calasfmra.com