

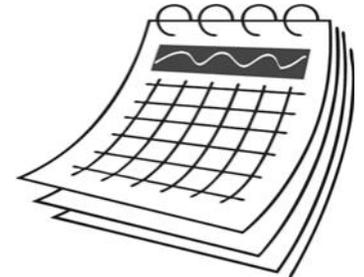


American Society of Farm Managers and Rural Appraisers Iowa Chapter

The Iowa Chapter of the American Society of Farm Managers and Rural Appraisers works to inspire its members to professional competence, high ethical standards and educational excellence while enhancing networking opportunities and public awareness.

Mark Your Calendars

- ASFMRA IA and MN Chapters Joint Meeting: June 19-21, 2019 —Okoboji, IA
- ASFMRA Education Week: July 21-26, 2019—La Vista, NE
- ASFMRA Leadership Institute: September 8-13, 2019-Washington D.C.
- ASFMRA Annual Conference: November 16-22, 2019—Louisville, KY
- USPAP: December 2019—TBD
- ASFRMA Annual Meeting: February 5-6, 2020—Ames, IA
- ASFMRA/RLI Spring Seminar: March 25, 2020—Ames, IA



President's Comments, Adam Thien, AFM

While the growing season has been slow arriving in Iowa, the Iowa Chapter has been busy planning events for our membership to attend. In addition to the **Iowa/Minnesota Joint Summer Meeting** this June there are other opportunities to enhance your professional development with networking, education, and leadership training.

Education Week July 17-24 is being held in Omaha, NE and offers many core classes, for those working toward accreditation, along with classes geared for accredited members.

Leadership Institute in Washington DC is held in September and offers members communication training followed by visits on Capitol Hill with members of Congress and other national leaders. I would encourage anyone who has not attended this unique opportunity to consider attending, it is well worth the time.

The **ASFMRA National Meeting** is being held in Louisville, Kentucky November 17-22, 2019. This will be the first meeting under the new national governance. For this meeting we have selected two members to be Membership Advisory Group members. These individuals will provide ideas and insight to the national organization on how the Iowa Chapter thinks the AFMRA should move forward in the future. If anyone would like to be a Membership Advisory Group member in the future, please reach out to any Iowa Chapter Board member.

The final education opportunity planned for 2019 is designed for our appraisers. The Iowa Chapter will be hosting the **USPAP** update in the first week of December in Ames, and exact date and time will be announced as the details are finalized.

In addition to the educational opportunities the board has developed an updated Strategic Plan for the chapter. To develop the new plan, we first reviewed the previous plan. After some thought and discussion, we identified five key goals for the chapter. Those five goals are as follows:

1. Conduct educational activities for the exchange of ideas and information, promote and support the ASFMRA accreditation program and provide current, relevant education that establishes sound business practices, principles and procedures for the rural agricultural property profession.



2. Provide value in membership in order to recruit new members and retain current membership.
3. Create more public awareness of the profession, membership designations and recognize members/organizations for their accomplishments and contributions to the agriculture industry.
4. Work in conjunction with the education foundation's fundraising efforts to support education and outreach/public relations programs of the chapter.
5. Create initiatives to support leadership development of our chapter members to help with succession planning and membership development.

After selecting the goals, specific tactics, and deadlines, responsibilities were assigned to various board members. This plan will guide the board throughout the year as we work to achieve our goals. If you have any ideas that may help us achieve our goals or if you would like to help with any of the goals, please reach out to me.

Advertise your Designation

A note from ASFMRA President, Tim Fevold, AFM:



A common concern for some members is that the ASFMRA is not doing enough to promote our designations. If money was no object, I can guarantee you that our staff could put together a wonderful marketing campaign. Unfortunately, major marketing campaigns are horribly expensive and take years to build a brand. What we can do is provide resources and ideas for members to promote themselves. For instance:

Do you ever look for opportunities to write articles for local publications? Do you include your designation whenever your name is used?

Does your voicemail message state that you are an Accredited Rural Appraiser, Accredited Farm Manager, Accredited Agricultural Consultant, etc?

Is your profile on our website up to date and appealing? The National office receives at least one call a week from someone looking for one of our professionals. Is your profile more appealing and informative than your competitors?

Do you use your designation on the signature of your emails, your letterhead, and business card? These are all great opportunities to promote brand awareness. The National office will continue to look for opportunities to feature our members and their designations.

FFA Contest Committee

The 91st Iowa FFA Leadership Conference was held in Ames on April 14-16, 2019. Over 6,000 FFA members and guests from across the state gathered to learn about careers in the agriculture industry, compete for scholarships, volunteer in the community and shape the future of the Iowa FFA Association.

Six members of the Iowa Chapter judged approximately 12 schools in the "Agriculture Issues and Perceptions" contest. Our members are pictured to the right: Erin VanderHeiden, Deb Stanbro, Adam Pick, Matt Clarahan, Kraig Van Hulzen, Sam Harper.



In Memory—Dr. Paul Doak

Many of our members may remember Dr. Paul Doak from his time at Iowa State. Dr. Doak taught and advised students majoring in agricultural business from 1962-1992. He served as advisor of the Ag Business Club and taught agricultural marketing, agribusiness operations and career seminar courses. Dr. Doak passed away on May 12, 2019 in Columbia, Missouri at the age of 90. His obituary is available [online](#).

New Iowa Chapter Members

Welcome to the new ASFMRA Iowa Chapter **associate** members who have joined our group in 2019!

- Jolee Wessling - Farm Credit Services of America
- Michael Koenecke - Cotton & Graves Farm Management
- Austin Hively - Farmers National Company
- Jesse Lochman - Farm Credit Services of America
- John Airy - Agri-Management Services
- Alanda Meyer - Preferred Appraisal Services
- Tony Jennings - MetLife Agricultural Finance
- Jennifer Plate - Farm Credit Services of America

Welcome to the new ASFMRA Iowa Chapter **student** members who have joined our group in 2019!

- Riley Bauling
- Alexis Cook
- Cody Wernimont

Iowa/Minnesota Summer Meeting



New this summer, we are hosting a joint summer meeting with the ASFMRA Minnesota Chapter in Okoboji, Iowa. This two day event will be held on **June 20-21, 2019** at Arrowwood Resort.

On Thursday, June 20—classroom education will be offered for Appraisers and Farm Managers. Appraisers are invited to attend “Valuing Rural America,” presented by Justin Bierschwale. Farm Managers will have a day filled with a variety of speakers including afternoon presentations on water quality and wind energy.

Friday, June 21 will consist of visiting businesses for tours. Tours will be given at Indian Motorcycle of Okoboji, Spirit Lake Fish Hatchery, AGCO and the Pioneer Seed Production Plant.

Register online today: <https://www.asfmra.org/education/education-calendar>

YPN Event at Summer Meeting

The YPN groups for both the Iowa and Minnesota Chapters will host a social prior to the summer meeting at the Arrowwood Resort in Okoboji. You do not have to attend the summer meeting to attend the social. Drinks and meals will be available for purchase.

When: Wednesday June 19, 2019

Where: Arrowwood Resort, Lake Okoboki, IA (Brooks Room)

Time: 7:00pm start

Register: <https://form.jotform.com/mnasfmra/ypnsummer2019>



NCAA Basketball Pool Fundraiser

Thank you to those who participated in our NCAA Bracket Fundraiser! This fun competition helped us raise \$260 for the Iowa Chapter Foundation.

Congratulations to **Kyle Walker** for coming in first place!! Our runner-up's were **Adam Thien** and **Max Evans**! Kyle will receive a free registration to our 2020 Annual Meeting. Adam and Max both receive a free registration to the 2020 Spring Seminar.

ASFMRA Member Focus

Danielle Peebler

Each issue of the ASFMRA Iowa Chapter newsletter will focus on one of our members. This month we introduce Danielle Peebler. Danielle is one of our new ASFMRA Iowa Chapter Directors.



Describe your experience and education related to the property professional field.

I began my career at Hertz Farm Management in Mt. Vernon. While I was there, I supported both the real estate and appraisal functions, as well as GIS. This was the first time I was exposed to the appraisal profession. In 2009, a position came open at Farm Credit Services of America in Cedar Rapids as a Sales Specialist with their appraisal team, which I chose to pursue. When I first started in that role, I wasn't sure if I really wanted to be an appraiser. This quickly changed once I started and I began actively pursuing an appraisal trainee role and began taking appraisal classes right away. In 2012, an appraiser role became available (also in Cedar Rapids), so I could officially begin the process of getting certified. I took classes with both the ASFMRA and the Appraisal Institute. In 2015, I sat for my appraisal exam (and passed!), completed my work product review and interview with the state board, and received my Certified General license. I had three great mentors along the way (and you probably recognize their names!) – Mike Tometich, John Kennedy, and Rod Bortz (as well as many others who supported me). Shortly after I got certified, my family and I made the decision to move to Washington, IA as there was a position open in our Mt. Pleasant office and I've been there ever since.

Describe what led you to become a chapter member of the Iowa ASFMRA Chapter and why you remain a member.

It was suggested to me shortly after I started with Farm Credit that I become a member, mainly for the networking opportunities and to learn more about the real estate and appraisal professions. Once I began taking appraisal classes, it was clear that this was a great organization to receive that education from, especially when they have an agricultural spin to them. Now that I'm certified, I continue to use the Society for continuing education, but the networking opportunities are what keeps me here.

Describe personal background items that would be of interest to fellow chapter members.

I grew up on a farm in Cedar County near Tipton. My parents raised corn and soybeans and had a small cattle herd. I met my husband, Matt, when I moved to Cedar Rapids for college. We've been married for 11 years and have a son, Ethan, who is 10. We enjoy camping, boating, and fishing (in no particular order) and take a trip to Table Rock Lake in southern Missouri for summer vacation every year. My son recently joined 4-H and I'm one of Washington County's newest 4-H leaders! I was heavily involved in 4-H growing up, so this has been a great experience, especially seeing how much the organization has changed over the past 15-20 years.

Describe a couple memorable or unique experiences in your life.

This probably could have gone in the "personal experiences" section, but it's definitely a more unique experience that I've had. When I first moved to Cedar Rapids after high school, I enrolled at Kirkwood Community College in their Culinary Arts program and have an associate's degree in Culinary Arts! This didn't help me much when I went back to school as an adult to get my bachelor's degree, but we sure do make a lot of good food at my house. About halfway through the program, I decided it wasn't going to be the career for me, but I did finish it out. So, I've never formally worked anywhere as a chef, but it's a great hobby and I love to cook.

Anything else you would like to share...

You get out of the ASFMRA what you put into it. I highly recommend getting involved in a committee and getting to know your fellow society members. I've been involved in several and most recently had the opportunity to be elected to the Board of Directors for our chapter. I always learn something new through these experiences and it gives me a break from my day-to-day. I'm very excited for what the future will bring, not only to our chapter, but to the professions themselves. I see the appraisal profession changing over the next several years, especially as Alternative (Automated) Valuation Methods gain more confidence and I'm excited to be a part of it. I would challenge everyone to be aware of these changes and see how you fit into the bigger picture.

May and June Anniversaries

Congratulations to the following members celebrating anniversaries with ASFMRA!

Stephen Baade - 05/07/93	Calvin McBride, AFM - 06/04/15	L. Craig Harris - 06/21/85
Dennis Reyman, AFM, ARA- 5/7/93	Morgan Troendle, AFM - 06/04/09	Justin Bahr - 06/23/16
Tim Pick, AFM - 05/08/87	Chad Husman, AFM - 06/06/11	Calvin Dickson, AFM - 06/23/84
Mollie Aronowitz, AFM - 05/12/16	Troy Louwagie - 06/09/00	David Dodgen - 06/23/84
Michael Koopmans - 05/13/10	Mason Troendle - 06/13/14	Spencer Smith - 06/23/16
Travis Nissen - 05/18/12	Erin VanderHeiden - 06/13/14	John Cotton - 06/24/63
Colin Hogrefe - 05/26/16	Thomas Carlson, AFM - 06/14/99	Matthew Clarahan, AFM - 6/26/08
Adam Meyer, AFM - 05/26/16	Adam Sylvester, AFM - 06/14/99	Steven Johnston - 06/27/14
James Frevertv, AFM - 05/31/64	Benjamin Watson, AFM - 06/14/99	John Nissly, AFM - 06/27/51
David Thien, AFM - 05/31/96	Larry Fishback - 06/18/99	Brian Olson, AFM - 06/29/12
Charles Wearda - 06/01/76	James Rebhuhn, AFM - 06/20/80	Craig Welter - 06/29/18
Marvin Borcharding, AFM - 6/3/81	Kirk Weih, AFM - 06/20/80	

Veterans Outreach Task Force

The Appraisal Foundation's Veterans Outreach Task Force is working to create a page on the Foundation website for Veterans. They are looking for veterans (within ASFMRA) who are appraisers that would like to be a sounding board or contact for veterans looking to enter the appraisal profession. Please contact Arika Cole if you are interested.

Arika Cole, Board and Councils Program Manager
The Appraisal Foundation
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ASFMRA—Iowa Chapter

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