



California Chapter
ASFMRA
Western Ag Professionals



The American Society of Farm Managers and Rural Appraisers

2025 Fall Meeting

October 7 - 9, 2025

The Ava Hotel • Paso Robles, CA



Join the California Chapter, ASFMRA for the 2025 Fall Meeting at the brand-new **Ava Hotel** in the heart of downtown Paso Robles. Located just off the square, this exciting new property offers a modern retreat for the Fall Meeting. The three-day event has a little bit of everything - from education to social events to the ever-popular Chapter Ag Tour. The Fall Meeting is an excellent opportunity to network with friends and colleagues, catch up on Chapter business, and take advantage of outstanding education opportunities! See the Schedule at a Glance below and read on for more detailed information...

Schedule at a Glance:

Tuesday, October 7	
8:00 am – 12:00 pm	Chapter Board of Directors and Foundation Board Meetings
9:00 am – 12:00 pm	Financial Modeling of Agricultural Investments Seminar
1:00 – 5:00 pm	Ag Pros Learning Lab - Trends® Mid-Year Update and More!
5:30 – 7:00 pm	Welcome Reception
7:00 pm - ???	YPN Networking Event
Wednesday, October 8	
8:00 am – 5:00 pm	Data Analytics for Appraisers Seminar
6:00 – 10:00 pm	Member Meeting / Installation & Awards Dinner
Thursday, October 9	
8:00 am – 4:30 pm	2025 Fall Ag Tour

California Chapter, ASFMRA

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

Tuesday, October 7

Board of Directors Meetings

October 7 (8:00 am - 12:00 pm)

Both the Chapter Board of Directors and Foundation Board Meetings will be part of the morning schedule on October 7th. All Chapter board members and committee chairs for 2024-25 and 2025-26 are encouraged to attend. These meetings will close out the current fiscal year and open the new year which begins on October 1st.

Financial Modeling of Agricultural Investments

October 7 (9:00 am – 12:00 pm)

\$149 Members / \$199 Non-members

This in-person seminar is a presentation of the California Chapter, ASFMRA, led by the Farm Management and Ag Consulting Education Committee. It will offer a deep dive into cash flow modeling, different return measures, data sources, and real-world case studies. Attendees will come away with a detailed understanding of Net Present Value, Internal Rate of Return, and other return measurements along with data sources that can be used to populate financial models. Real world case studies will be completed as part of the seminar. Attendees should bring their laptop with access to Microsoft Excel or a similar spreadsheet application. Throughout the seminar attendees will have the opportunity to ask questions and deepen their understanding of financial modeling.

Presenters: Scott Bozzo, AFM / Jeff Hillberg, AFM / Ben Jertberg, AFM / Vincent Sorena

CE Credit: 3 hours pending with BREa and ASFMRA.

Required Equipment: Laptop with Excel or equivalent downloaded.

Break Sponsor – California Farmland Trust

Ag Pros Learning Lab – Trends®: A Mid-year Update & More

October 7th (1:00 - 5:00 pm)

\$149 Members / \$199 Non-members

Don't miss the Ag Pros Learning Lab - an education offering that includes separate presentations on topics related to the rural property profession. This Fall's offering will provide a mid-year land values update to review what has transpired throughout the state since the release of the Chapter's most current Trends® Report. The lab will also include a presentation on orchard removal cost in leasehold valuations utilizing a discounted cash flow and a Land Conservation Appraisal Update. The lab is held in an interactive format with the opportunity for questions and discussions between presenters and attendees.

Presenters:

Janie Gatzman, ARA – *Gatzman Appraisal*;
Allan Barros, ARA – *Advanced Ag Realty & Appraisal*; Matt Pennebaker, ARA – *Advanced Ag Realty & Appraisal*; JoAnn Wall, ARA – *Above & Beyond Real Estate Services, Inc.*; Todd Murphy, ARA, MAI – *Central California Appraisals*

CE Credit: 4 hours pending with BREa and ASFMRA

Break Sponsors – Advanced Ag Realty & Appraisal; Clark Company

Welcome Reception

October 7 (5:30 – 7:00 pm)

Rooftop Courtyard / The Ava Hotel

\$50 per Person

Join fellow Chapter members, colleagues, and friends as we gather for a Welcome Reception in the Rooftop Courtyard at The Ava Hotel on Tuesday evening. The Registration Fee includes a complimentary beverage ticket and delicious appetizers in this stunning outdoor setting.

Reception Sponsors – Grattan Park; Lee & Associates/Alliance Ag; LIA Administrators & Insurance Services

YPN Networking Event

October 7 (7:00 pm - ?)

Esperanza on the Rooftop / The Ava Hotel

YPN Members (Chapter Members under age 40) are invited for an informal gathering following the Welcome Reception. Just a few steps from the reception venue is Esperanza, a vibrant destination featuring Baja-and Latin-inspired coastal fare, agave cocktails and golden hour vibes! Meet fellow Young Professionals Network members in what promises to be a fun social setting. No formal reservation required as this is a no host event.

Wednesday, October 8

Data Analytics for Appraisers

October 8 (8:00 am – 5:00 pm)

\$279.00 Members* / \$329 Non-Members

Dive into the world of data analysis with hands-on lessons in cleaning, visualizing, and making sense of real-world data. Material will focus on what is data analysis, acquiring data, basic cleaning of data, using charts and tools for visualization of data, and basic tools to turn data sets into information. Material will include step by step basics for the functions and methods presented. Examples will be focused around rural real estate and farm management case studies. Participants will complete the seminar with a basic understanding of data analysis, sources of quality public data and several techniques they can employ in practice. This is not a basic Excel class and an understanding of Excel is required.

Instructor: Raymond Wagerster, ARA

Required Equipment: Laptop with Excel downloaded.

Note: Member rate applies to all Farm Credit Employees. Please use Discount Code CACHAPTER when registering.
CE Credit: 8 hours with BREA and ASFMRA

Member Meeting / Installation & Awards Dinner

October 8 (6:00 – 10:00 pm)

\$95 per Person

A lively evening of networking, socializing and recognition is in store as the California Chapter concludes its 2024-25 fiscal year! The event will be held in the beautiful Tablas Ballroom at The Ava Hotel and will feature a cocktail reception in the ballroom foyer, a delicious dinner, presentation of year-end awards and installation of officers. The evening will also include the Chapter's annual Member Meeting and a live auction to benefit the Chapter Foundation. We invite you to join us in thanking Mike Ming, ARA, for his leadership this past year and welcoming Matt Pennebaker, ARA as incoming Chapter President.

Beverage Tickets Sponsor – Manulife Investment Management

Reception/Dinner Sponsors – Advanced Ag Realty & Appraisal; Edwards, Lien & Toso, Inc.; Gatzman Appraisal; Peoples Company.

Auction Sponsors: Lee & Associates/Alliance Ag; LIA Administrators & Insurance Services; Schuil Ag Real Estate

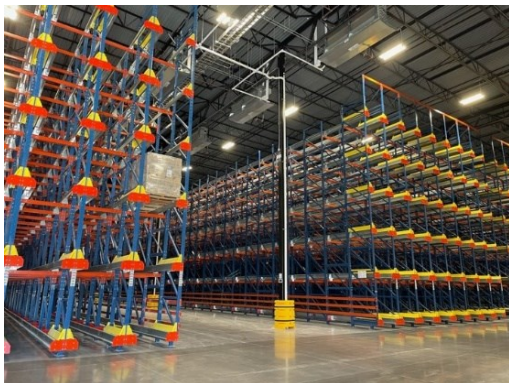
Thursday, October 9

2054 Fall Ag Tour

October 9 (8:00 am – 4:30 pm)

\$279 Members / \$329 Non-members

The 2025 Fall Meeting Ag Tour will be a treat for attendees with pending tour stops to include Hearst Ranch; Stepladder Ranch and Creamery; Justin Wines Wisteria 5 storage and production facility; and Caelesta Wines, Vineyard and Truffière. The Ag Tour is always a popular event and sells out quickly. You are encouraged to register early! (As tour stops are presently being finalized, they are subject to change).



Wisteria 5 Case Good Racking System

CE Credit: 7 hours pending with BREA & ASFMRA.

Ag Tour Sponsors –

Breakfast: Correia-Xavier, Inc.

Lunch: Arable Advisory Group, LLC

Transportation: Farm Credit; Vineyard Professional Services

GENERAL FALL MEETING SPONSORS:

AgIS Capital; Central California Appraisals; PGIM Real Estate; Rabobank; UBS Farmland Investors LLC

HOTEL INFORMATION:

The Ava Hotel

A Group Block has been reserved at The Ava Hotel which will serve as the headquarters hotel for the Fall Meeting. The group rate is \$249 per night plus current taxes. The reservation cut-off date is **Friday, September 12, 2025** or until the group block is filled, whichever comes first so book early! [On-line Hotel Booking Link](#)

Self Parking – No Charge

Valet Parking - \$10 per vehicle per night

The Ava Hotel

944 Pine Street, Paso Robles, CA 93446
(805) 257-1000

Registration Information:

General Registration Fee: All meeting attendees will pay a general administrative fee along with their individual event fees. A Late Fee of \$40 will apply to registrations received after 9/19/25.

**Member pricing includes ASFMRA, Friends of the Chapter and Spouses. Please use the discount code CACHAPTER when registering on-line if applicable.*

How to Register:

- Register On-Line (preferred) – [Click Here](#)
- Register Using Form (see below)
- Register by Phone – Call Deanna Ilk at (303) 692-1222
- Meeting Questions – Call Suzie Roget at (209) 368-3672

Fall Meeting 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 \$75. 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. Contact the Chapter Office at info@calasfmra.com or (209) 368-3672.

2025 Fall Meeting Sponsors



CENTRAL CALIFORNIA
APPRAISALS



Edwards, Lien & Toso, Inc.



Correia - Xavier
incorporated



FARM CREDIT

AgWest Farm Credit | American AgCredit
CoBank | Fresno Madera Farm Credit
Golden State Farm Credit | Yosemite Farm Credit



GRATTAN PARK



Rabobank

2025 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 \$
General Registration Fee <i>(Required for all attendees)</i>	\$ 50	_____	\$ 75	_____	\$_____
Board of Directors Meeting	n/c				
Financial Modeling Seminar	\$149	_____	\$199	_____	\$_____
Ag Pros Learning Lab	\$149	_____	\$199	_____	\$_____
Welcome Reception	\$ 50	_____	\$ 50	_____	\$_____
YPN Networking Event	n/c				
Data Analytics for Appraisers	\$279	_____	\$329	_____	\$_____
Installation Dinner	\$ 95	_____	\$ 95	_____	\$_____
2025 Fall Meeting Ag Tour	\$279	_____	\$329	_____	\$_____
to the CA Chapter Scholarship Foundation (include amount at right) <i>(Donations to the Foundation are tax deductible).</i>					\$_____
Late Fee <i>(\$40 Late Fee will be applied to registrations received after 9/19/25).</i>					\$_____

PAYMENT INFORMATION: Total Fees = \$_____

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

Card Number _____ Exp. _____

Name on Card _____ Security Code _____

Billing Zip Code _____ Signature _____

Register by phone – Deanna Ilk • (303) 692-1222 / Questions – Suzie Roget • (209) 368-3672

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