The American Society of Farm Managers and Rural Appraisers

ANNUAL REPORT

2013-14
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Thank you for making 2014 a truly remarkable year in ASFMRA’s history. It has been my honor and my privilege to lead this organization, and we would not have had such great success without your commitment and your support. Our members continue to tell us that through ASFMRA they have established lasting friendships, that they are better at what they do because of their membership and that our education really makes a difference in their business success.

We accomplished a great deal this past year, our membership has grown, and we had record attendance at Summer Education Week. We still continue to have outstanding support from our partners who help us provide great meeting experiences by sponsoring and supporting the Society.

We implemented a new database management system, hired marketing expertise and created a new committee service structure to provide opportunities for all of our members to get involved. I thank you for the opportunity to serve as your President and also thank all of the Executive Council, our Chapter leaders, the ASFMRA National staff and most of all, you our members, for your support. Best wishes to you in 2015 – I know that you are in good hands!
MEMBERSHIP TRENDING UP

<table>
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<tr>
<th>Year</th>
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Financials
Education Report

Education continues to grow with over 2,700 students taking ASFMRA courses and seminars through approximately 100 offerings. Because of the demand for Farm Management, Consulting and rural Appraisal classes over the past two years, ASFMRA will be increasing the number of offerings for many of these courses in 2015.

Accreditations also grew in 2014, with some of the largest accreditation classes that we have seen. There were 14 new ARAs and 4 new RPRAs. In Management, we had 19 new AFMs. In 2015, management education offerings are being increased with Ag Land Management 1, 2, 3 & 4, as well as the accreditation exam being offered at Summer Education Week.
2014 was an incredible year for the Society, and look for more great things to come in 2015. The marketing team refreshed the look and feel of all of the touch points that ASFMRA has with our members and our prospects.

• We revamped our new member, District and Chapter Power Point presentations to better convey information.

• We re-did the covers for our educational materials and developed new collateral to appeal to individuals that are interested in education, memberships and careers in farm management, consulting or rural property appraising.

• We launched and promoted our new “red brochure” which helps our members explain why they should be using an accredited ASFMRA member for their rural property needs.

• We created new flyers to better explain Career Day, the Young Professionals Network, Summer Education Week, AgroNomics and Leadership Institute.

• We created and provided to all of our 31 chapters new tabletop displays to provide consistent branding as they participate in career fairs and other conferences.

• We gained notoriety as an organization through our member’s articles in AgProfessional and Lands of America.

2015 is going to be another exciting year, and has already started with:

• ASFMRA members who will be highlighted in AgProfessional magazine’s four-page spread on farm management.

• Jeff Berg’s article in AgBanking magazine on the Dodd Frank act and what lenders should expect in terms of the appraisal process.

• Upcoming articles on farm management and rural appraisal in Lands of America magazine.

• The launch of three new e-newsletters targeted towards our members (President’s Corner with ASFMRA news), the Young Professionals Network, and Ag Student.

• In increase in followers and members on our social media sites.

Look to ASFMRA National to continue to increase awareness of your designation, and attract more individuals to the Society with upcoming direct mail, digital and social media campaigns.
“In 2015 expect to see a new website, improved functionality in the AgProLink Community and a better digital experience.”

Looking back, 2014 was a year of big changes for ASFMRA technology. A new database was rolled out in April of 2014. Many changes were made to the ASFMRA website to provide members interaction with the database and in maintaining their own membership records. These new changes allow for members to quickly and easily update their membership information, so if you haven’t done so already, be sure to visit http://agprolink.asfmra.org. You will have the ability to update your profile, your credentials, your bio, photo, communication preferences as well as pay any outstanding invoices. We urge members to update their information in the new database as well as their Find A Land Expert listing which is how landowners and consumers throughout the United States and Canada find rural property expertise.

Anticipate more changes taking place during 2015 as a completely new website is unveiled. This new site will incorporate many new items to help provide the best membership experience as well as functionality for our chapters. August 2015 is the anticipated roll out for this exciting new tool, that will help us serve you better, and ensure that you have access to the resources and education that you need to ensure your personal and professional success.
“AgroNomics, Vision for 2015 is in the record books. Outstanding attendance, fantastic support from ASFMRA sponsors, top notch speakers, and superb program sessions made this one of the best meetings yet.”

-Cheryl Cooley, Manager of Meetings and IT

Tucson, Arizona was the host city for the October 28-November 1, 2014 ASFMRA Annual Meeting. Fred Hepler, AFM, AAC lead the program committee that brought in top notch speakers to educate attendees on Performance through better Technology, Economics, & Big Data. The week ended with an introduction to the next big technology …Unmanned Aerial Vehicles (UAVs). UAVs, better known as drones, have many potential uses in the management and appraisal professions and attendees were treated to informative sessions and live demonstrations on how UAVs can be applied to their daily lives.
As membership continues to grow, so do our meetings. Summer Education Week 2014 was no exception, and a huge success! Attendance hit an all-time high with 354 attendees, 28 students at Career Day and 106 students in the Iowa and Minnesota Chapters’ cosponsored Ethics Class.

To better serve our members and provide a meaningful education curriculum we added appraisal courses - Basic Appraisal Principles (A101) and Basic Appraisal Procedures (A102) - to the schedule. These courses are the first steps to an appraisal trainee license and in 2015 we will be adding the 15-hour USPAP to complete the 75 hours needed for a trainee license.

2014 was also the year for new seminars! Permanent Plantings, Grain Elevator Valuation and Greenhouse appraisal seminars were all added to help keep appraisers up-to-date and Water Issues, Food Safety and Lease Negotiations and Legal Issues, Marketing and Forecasting seminars provided an update for managers and consultants.

And finally, our sponsors provided some spectacular events including dinner at the World Food Prize sponsored by Monsanto, a dinner and tour at Dupont Pioneer Headquarters and dinner at the West End Agricultural Salvage sponsored by Syngenta. Bayer CropScience sponsored lunch and a legislative from Stephen Frerichs.
The 2014 Leadership Institute class met with USDA Secretary Vilsack, Representative Mike Conaway, USDA Chief Economist Joe Glauber, House Agriculture Committee Economist Bart Fisher, Senate Agriculture Committee Economist Joe Schultz, EPA and Corps staff as well as Farm Service Agency staff during 2 days of meetings on and off the hill. Key highlights included briefings about the farm bill and the current status of implementation.

ASFMRA farm managers and rural appraisers also received an informative briefing on the WOTUS rule. Members were encouraged to individually submit comments, especially with examples of where we think the rule is unclear or where we found the rule helpful. A special “Thank you” to Dupont Pioneer for its continued support of the Leadership Institute!
Thank you 2013-2014 Executive Council

ASFMRA is successful because we have incredible leaders that believe in ASFMRA and have the passion to lead this organization into the future. Serving on the Executive Council in a volunteer role is a long-term commitment to the Society and the members that we serve.

Heartfelt thanks go out to the 2013-2014 Executive Council for providing strategic direction, supporting ASFMRA National staff and most importantly, representing ASFMRA members and the rural property profession.

Thank you for your time, your dedication and for a great year!
A professional society is only as accomplished as its members. On behalf of the ASFMRA Executive Council, the ASFMRA National Staff and all of the members of ASFMRA we extend a sincere and heartfelt thank you to the individuals who served on our committees this past year. Without your input and dedication, we would not have been able to accomplish much of the work that needs to be done to support the Society, including honoring our values and supporting our mission. Thank you to everyone who volunteered to serve, for your time, your dedication and your passion.

Thank you to our Committees

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Bret Cude, AFM (IL)
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Stephen French (VA) Legislative Rep
David GaNun, ARA (NY)
Bill Garber (DC) Legislative Rep
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Brett Salyers (IN)
Adam Thien, ARA (IA)
Luke Worrell, AFM (IL)

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Scott Bozzo (CA)
Brian Field, ARA (MN)
Jeffrey Hignight, AFM (AR)
Lisa Shumaker, ARA (OH)
Sara Wilson (CO)
Newly Accredited
Farm Managers

Brent Culver, AFM
Farmers National Company
Lafayette, IN

Andrew Fehringer, AFM
Farmers National Company
O’Neill, NE

Neal Herr, AFM
Farmers National Company
Camden, IN

Chad Husman, AFM
Stalcup Agri Service, Inc.
Storm Lake, IA

Corey Kauffman, AFM
First Mid-Illinois Bank & Trust
Mattoon, IL

Gregory Knedlik, AFM
Farmers National Company
Paola, KS

Priscilla Koser, AFM
Greene Farm Management
Dunlap, IL

Randall R. Luze, AFM
Peoples Company
Cedar Falls, IA

Kyle A. Maple, AFM
Halderman Farm Management Service
Indianapolis, IN

Anita M. Million, AFM
University of Illinois
Urbana, IL

Jeff Moon, AFM
Farmer National Company
Kearney, NE

Phil Neri, AFM
Ritter Farm Management
Marked Tree, AR

Mark R. Smith, AFM
Soy Capital Ag Services
Bloomington, IL

Troy Swee, AFM
Farmers National Company
Beresford, SD

Reid L. Thompson, AFM
Hertz Farm Management Inc.
Monticello, IL

Joel H. Waskow, AFM
Hertz Farm Management Inc.
Jesup, IA

Mark A. Welty, AFM
AgriWorld, Inc.
Greenville, MS

Jaret Wicker, AFM
Soy Capitol Ag Services
Bourbonnais, IL

Kevin Wright, AFM
Ritter Agribusiness
Marked Tree, AR
Robert Regenwether, AFM, is an Accredited Farm Manager at Farmers National Company in Hudson, IA. He is currently the President of the Iowa Chapter of ASFMRA.
Howard Audsley, ARA, is a Certified General Appraiser and owner of Audsley and Associates, LLC. He is the Immediate President of the Missouri Chapter of ASFMRA.

Appraiser of the Year Award

Howard Audsley, ARA
Newly Accredited Rural Appraisers

Todd Combs, ARA
RaboBank, N.A.
Arroyo Grande, CA

Benjamin Gardiner, ARA
Premier Farm Credit
Sterling, CO

Carolyn Haygood, ARA
Farm Credit of Enid
Enid, OK

John Martin Humes, ARA
Rabo AgriFinance, Inc.
Saint Louis, MO

Kelly Jennings, ARA
Lone Star Ag Credit
Granbury, TX

Alexander Patterson, ARA
Farm Credit East, ACA
Phelps, NY

Justin Patterson, ARA
American AgCredit
Benton, KS

Adam Schmidt, ARA
AgStar Financial Services, ACA
Northfield, MN

William Sellwood, ARA
Office of Valuation Services
Minneapolis, MN

Lisa Shumaker, ARA
Ag Credit
Marion, OH

Rebecca Stone, ARA
Farm Credit East, ACA
Watertown, NY

Tim Terras, ARA
AgCountry - Farm Credit Services
Fargo, ND

Monty Thornbrough, ARA
AgPreference, ACA
Altus, OK

Tom Van Hofwegen, ARA
Farm Credit Services Southwest
Tempe, AZ
Newly Accredited Real Property Review Appraisers

Gregory Graybadger, RPRA
Idaho Transportation Dept.
Boise, ID

Mark Lewis, ARA, RPRA
Lewis & Seely Appraisals, Inc.
Lufkin, TX

Robin Nesburg, ARA, RPRA
Rabo AgriFinance
Fairfax, MN

James Turlington, RPRA
Turlington Valuation Associates
Hunt Valley, MD
Membership

Milestones

65 years of membership
Jesse M. Dowell, AFM, ARA-Retired
Champaign, Illinois

40 years of membership
Gary L. Balke, AFM-Retired
W. Michael Bennett, AFM-Retired
Rodney J. Douma, ARA-Retired
Richard H. Hiatt, AFM, ARA
Dennis C. Hoeger, ARA
Darrel C. Hoffman, ARA-Retired
William J. Holstine, AFM, ARA, AAC
Henri LeMoyne, ARA
Porter J. Martin
Don McCabe, AFM
L. Sam Middleton, ARA
Thomas C. Moyer, AFM-Retired
Robert A. Pearson, AFM-Retired
Jim Rickert, AFM, ARA
Stephen F. Rutledge, AFM
Sterling C. Young, AFM.

50 years of membership
James G. Frevert, AFM-Retired
Nevada, Iowa

R. Thomas Heinhorst, AFM, ARA
Mahomet, Illinois

Virgil H. Holtgrewe, ARA
Estes Park, Colorado.

Long Service Chapter Secretaries

John Allison, Ph.D. – Georgia Chapter Secretary from 1985 to current (29 years)
Larry D. Trede, Ph.D. – Iowa Chapter Secretary from 1990 to current (24 years)
James D. Libbin, Ph.D. – New Mexico Chapter Secretary from 1981 to current (33 years)
Stanley Miles – Oregon Chapter Secretary from 1988 to current (26 years)
“The ongoing changes and advancements in energy will have a profound effect on agriculture and economics. Learn how these advancements, including pipelines and fracking, will affect Agriculture, Energy, and Policy.”

- Cheryl Cooley, Manager of Meetings & IT

Looking Forward

Summer Education Week
 Plans are underway for the 2015 Summer Education Week, July 16-23. We will be offering additional core education for management and appraisal, along with continuing education for more seasoned attendees. Confirmed educational offerings include:

- Basic Appraisal Principles (A101)
- Basic Appraisal Procedures (A102)
- 15-hour USPAP
- Ag Land Management 1, 2, 3 and 4
- General Market Analysis and Highest & Best Use (A290)
- Foundations of Appraisal Review (A600)
- AFM/AAC Exam

Join us for education, YPN events and Career Day!

Leadership Institute 2015
 Now is the time to pre-register for Leadership Institute, September 14-18, in Washington, D.C. ASFMRA with extraordinary support from Dupont Pioneer will once again be offering this life-changing experience to our valued members. You not only have the opportunity to hear from key staffers, but the opportunity to meet your representatives in Congress and gain valuable media and communications training.

AgroNomics, Vision for 2016
 AgroNomics, Vision for 2016 is scheduled for October 27-31, 2015. Start planning now for your trip to San Antonio, Texas. Prepare to be wowed by the dynamic sessions and speakers scheduled on Agriculture, Energy and Policy. Learn how the latest energy innovations are immediately impacting our natural resources and ultimately land values, economics, and policies. Great plans are being put together to bring you the most current programming, the best networking opportunities, and plenty of entertainment.
I am very excited to be serving as your ASFMRA National President during the coming year. We had a terrific year under Jim Rickert’s leadership and we accomplished a great deal, but as with all organizations, there is always more to be done.

My focus for this year will be on growing our membership with special emphasis on expanding our Young Professionals Network, increasing value for our partners, expanding services to our members and our chapters and creating more awareness of ASFMRA. We need to grow our membership, particularly with young professionals and students. These two groups are the key to the long-term viability of the Society and I am asking each and every one of you to reach out to colleagues, students and others in your organization to encourage the younger generation to get involved.

We also want to provide additional value for our valued partners and are working with a newly developed Sponsorship Committee to coordinate the support and funding for all of our meetings and events. We are working to expand services to our members including self-reporting of continuing education credits and the ability of our chapter leaders to have additional database functionality for managing membership, meetings and educational offerings.

I am also working to raise awareness of ASFMRA by engaging in additional speaking opportunities, attending ASFMRA Chapter meetings, attending sister organization events and being able to provide expertise and content for publications in the ag industry. 2015 will be a great year and I appreciate your support. I am humbled and honored by the opportunity to move the largest and most trusted professional society for rural property experts into the future!