



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!

### About Harris Ranch...

The Harris family's commitment to agriculture spans over 100 years, four generations, and four states, from Mississippi to Texas, to Arizona, and eventually into California. The Fresno County farm has been under continuous family operation since 1937. Since its founding, Harris Farms has grown into one of the largest, most integrated and diversified agribusinesses in the nation.

### Schedule:

<b>Thursday, November 18</b>	
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
<b>Friday, November 19</b>	
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](mailto:info@calasfmra.com) • [www.calasfmra.com](http://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 approved for 6 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 what is an agricultural conservation easement and why it can be a good tool for landowners. It will cover 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 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

This session will give an overview of a Reverse Osmosis (RO) system used on an agricultural well in Westlands Water District, including the system's installation cost, operating cost, and the quality of water produced. Well water in Westlands is typically high in salts, thus must be blended with surface water for use on salt-sensitive crops like almonds. The RO system purifies the brackish well water, negating the need to blend the well water with surface water, which has increasingly limited availability and higher costs. Janie will also address potential ways to account for an RO system in each of the three valuation approaches, and how it can change the total water cost and total water available to a property with an RO system installed.

CE: The Learning Lab is approved for 4 hours of Continuing Education Credit 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

Late Fees: \$35 fee applies for registrations received after 11/10/21.

*\*Member pricing includes ASFMRA, AI, ASA, 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

**Questions?** Contact Suzie Roget at [info@calasfmra.com](mailto: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 11/1/21)



# 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 (\$35 Late Fee will be applied to registrations received after <b>11/10/19</b> ).					\$_____
			<b>Total Fees =</b>		<b>\$_____</b>

## 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](mailto:info@calasfmra.com)

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