



www.TXASFMRA.com
PO Box 154 | Junction, TX 76849 | (325) 446-3052
FAX (325) 446-3237 | info@txasfmra.com

TEXAS CHAPTER ASFMRA
SUMMER 2015

SUMMER PLANNING MEETING

Friday, August 21, 2015

**YO Ranch Hotel & Conference Center
2033 Sidney Baker Street
Kerrville, TX**

**Phone: (830) 257-4440; (877) 967-3767
www.yoresort.com**

The Texas Chapter will be meeting on Friday, August 21st for a Summer Planning Meeting. This meeting will not include Appraiser Continuing Education hours. We are simply meeting to discuss:

1. The National Meeting to be held in San Antonio on October 26-30, 2015. As the host Chapter, we will be responsible for the Welcome Dinner, hosting the Presidential Suite and we will be hosting a Shooting event at the National Shooting Complex. We will need a lot of volunteers to help during the week's activities.
2. We will be discussing the Rural Land Trends Publication. Regional captains are encouraged to attend. This annual publication is put together by our membership. We need to discuss adding to the content, advertisements, ect.
3. Long Range planning for future meetings and educational offerings.

PROGRAM SCHEDULE

AUGUST 20, 2015 (THURSDAY)

10 Hotel Rooms are held in the block for anyone that would like to arrive Thursday evening.

AUGUST 21, 2015 (FRIDAY)

| TIME | SCHEDULED PROGRAM | ROOM |
|--------------|-------------------|---|
| 8:00 – 12:00 | Free Morning | |
| 12:00 – 1:00 | Working Lunch | Spanish Oak |
| 1:00 – 5:00 | Planning Meeting | Spanish Oak |
| 6:00 – 10:00 | Chapter Dinner | Guadalupe Room <i>or</i> Veranda (TBD) |

SUMMER PLANNING MEETING

REGISTRATION INFORMATION

Registration Fees for the Texas Chapter ASFMRA Summer Planning Meeting

| | |
|------------------------------------|------|
| Texas Chapter Members | \$50 |
| Texas Chapter Dinner (adult) | \$20 |
| Texas Chapter Dinner (child) | \$12 |

Texas Chapter Dinner

A Texas Chapter dinner has been planned for Friday evening at the hotel. Depending on the weather, the dinner will be held in either a private room (Guadalupe) or on the Veranda outside by the pool. Dinner includes iced tea, but does not include liquor, wine and/or beer. There will be a cash bar and individuals will be responsible for "adult beverages". The Chapter dinner is open for all family members to attend. ***Please indicate on the registration form if you will be attending dinner so we can let the restaurant know in advance.***

Credit Card Payment

The Texas Chapter ASFMRA can accept credit card payment for the registration on the day of the meeting. There is an additional 3% processing fee added to the total amount. Please indicate on the registration form if you would prefer to pay with credit card.

Meeting Cancellation Policy

Cancellations with full refunds can be made through Friday, August 7th by contacting Carmen Bierschwale at info@txasfmra.com or (fax) 325.446.3237. After that date, refunds cannot be guaranteed. Fees are forfeited for non-attendance.

Hotel Accommodations and Travel Arrangements – Hotel accommodations and travel arrangements are the responsibility of each individual. A block of rooms have been reserved at the YO Ranch Hotel & Conference Center. Resort atmosphere with the meeting area and food outlets under one roof. Free Parking. Free Wireless Internet. There are 10 rooms held for Thursday night and 20 rooms for Friday night. Please ask for the ASFMRA Long Range Planning block. Reservations must be made by noon on **Tuesday, July 21, 2015**. The hospitality suite will be in room 155 (Building 4 Colorado). The hotel has all rooms blocked for Buildings 4 and 5. You can call or book online at:
<https://bookings.ihotelier.com/bookings.jsp?groupID=1444979&hotelID=12007>

YO Ranch Hotel & Conference Center

2033 Sidney Baker
Kerrville, TX 78028
Phone: (830) 257-4440; (877) 967-3767

Branding Iron Restaurant

Elm Waterhole Saloon
Jersey Lilly Pool Bar

| Room | Single Rate | Double Rate | Triple Rate | Quad Rate |
|--------------------------|--------------------|--------------------|--------------------|------------------|
| Standard King or 2 Queen | \$99.00 | \$109.00 | \$119.00 | \$129.00 |
| Family Room | \$149.00 | \$149.00 | \$149.00 | \$149.00 |
| King Suite Non Smoking | \$159.00 | \$159.00 | \$159.00 | \$159.00 |

Non-Discrimination – The Texas Chapter ASFMRA ensures equal access to its services, classes and programs without regard to sex, race, religious creed, color, national origin, ancestry, veteran's status, and handicap and/or disability. If you have special needs, please notify Carmen Bierschwale at info@txasfmra.com or 325.446.3237 (fax).



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REGISTRATION FORM

NAME _____

FIRM/INSTITUTION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (____) _____ FAX (____) _____ EMAIL _____

SPOUSE/GUEST NAME (if applicable) _____

CHILD(REN) NAME(S) (if applicable) _____

REGISTRATION FEES:

Texas Chapter Members @ \$50 \$ _____

Dinner Friday Evening:

- ☐ Yes, I would like to join the group for dinner @ \$30/plate. \$ _____
- ☐ Dinner for Spouse/Guest(s) ____ @ \$20/plate \$ _____
- ☐ Dinner for Child(ren) ____ @ \$12/plate \$ _____
- ☐ No, I will not attend the dinner.

Registration Fees Payable at the Time of Registration \$ _____

- ☐ I will pay with credit card on the day of the meeting.

Total Due Paid by Check # _____; PO # _____ (gov't employees only)

Make checks payable to **Texas Chapter ASFMRA** and send to:

Carmen Bierschwale
PO Box 154
Junction, TX 76849

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Below is a detailed list where volunteers are needed for the upcoming National Meeting. Take a look and let Carmen know where you would like to help. Thank you!

| Texas Chapter Welcome Dinner | | |
|---|--|---|
| ITEM | WHO IS RESPONSIBLE? | NOTES |
| Check venue calendar | Wednesday, Oct 28th | |
| Location | National Shooting Complex | |
| Main point of contact at event | Carmen Bierschwale, Merrill Swanson, Royce Graff (NSC) | |
| INVITATION / ANNOUNCEMENT/BROCURE | | |
| Who is invited? Everyone attending the National Meeting | | 320 attendees in past years. |
| Design | Carmen | TX Chapter logo to Cheryl for the meeting brochure. |
| RSVP (to whom, by when?) | Carmen to work with Cheryl Cooley (Denver) | Transportation fee only. Attendees are not to pay for dinner. |
| PROGRAM / SCHEDULE / FLOW | | |
| Master of Ceremonies | John Hodges/Robby Vann | Need to decide if incoming or outgoing President will speak for TX Chapter. |
| Speakers | Merrill Swanson | |
| Order of events | | |
| Content | | |
| Bios/Intros | | |
| Design | | |
| Printing | | |
| Distribution | | |
| RESTROOMS | | |
| Access | NSC | |
| Signage | | |
| Indoor/Outdoor | Indoor | |
| PARKING / TRANSPORATION | | |
| Reserved spaces | Parking lot at NSC | |

| | | |
|--|--|--|
| Overflow parking | | |
| Shuttles | Cheryl Cooley (Denver) | |
| Alternate transportation | | |
| NAME TAGS | | |
| Staff | Denver staff will have name tags for everyone at registration. TX Chapter members should wear their name tag. | |
| Guests | | |
| Printing | | |
| Distribution | | |
| STAGING / SETUP | | |
| Microphones | | NSC has audio equipment available to us. Do we want live music like 2008? Wade and Keith Barlow played. Or, we can just play music through the speaker system. |
| Podium | | |
| Platform | | |
| Carpeting | | |
| Skirting | | |
| Lighting | | |
| Sound System | | |
| Projector | | |
| Screen | | |
| Pipe/Drape | | |
| Electricity | | |
| SECURITY | | |
| Stage | NSC to provide | NSC to provide the required security guards for functions where alcohol is served. |
| Room | | |
| Entrance | | |
| ROOM SETUP (Keep traffic flow in mind) | | |
| Setup Schedule | Philip Sadler, Deborah Jones, Debbie Bierschwale, Carmen, anyone else that would like to help with the decorating. Need someone to take the lead and delegate. | |
| Tables | | |
| Chairs | | |
| Table cloths / skirting | | |
| Napkins | | |
| Centerpieces | | |
| Tea lights | | |
| Flowers / Trees / Plants | | |
| Music / Piano | | |

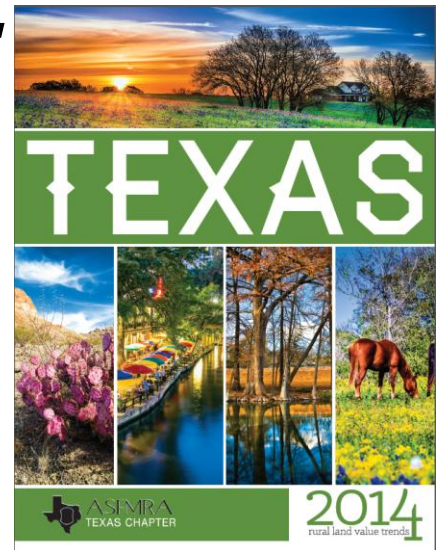
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|--|--------------------------------|--|
| Bar Stations | | |
| BRANDING & SIGNAGE | | |
| Banners / Flags (entrance, exit, walls, stage) | | |
| Table toppers, bags | | |
| Podium sign | | |
| Balloons | | |
| Napkins | | |
| Cups | | |
| Parking | | |
| Directions / Instructions | | |
| Staff attire | | |
| Integrated in programming | | |
| ATTIRE | | |
| TX Chapter Members | Need someone to take the lead. | Need to determine type of shirts and logo we'd like to have on the shirt. Pre-order them in advance so TX Chapter members can wear the shirts during the dinner. |
| STAFFING | | |
| Staff | | |
| Volunteers | | |
| Name Tags | | |
| Attire | | Wear TX Chapter shirt. |
| GIFTS | | |
| Speakers | | Do we want to put something in the registration packets from the Texas Chapter? |
| Celebrities | | |
| Helpers | | |
| Other guests | | |
| Host(s) | | |
| FOOD / BEVERAGES | | |
| Menu | | |
| Hors d'oeuvre (Axis wraps) | Aaron Bierschwale | |
| Meat (brisket) | Billy Snow | |
| Meat (what else do we want to serve?) | | |

| | | |
|--|---|--|
| Side dishes | Billy Snow | |
| Serving tables | | |
| Table cloths / skirting | | |
| Setup and layout | | |
| Serving table decorations | | |
| Plates | | |
| Utensils | | |
| Glassware | | |
| Napkins | | |
| Bar Stations | | |
| Beer Kegs | | |
| Wine/Liquor | Butch Nelson, Nardi Vine, Keith Barlow | |
| Water / soda / tea / coffee | | |
| Ice | NSC to provide | |
| STORAGE | | |
| What to store? | | |
| Need lockable storage? | | |
| Guests need storage (coats, ect)? | | |
| Workers need storage? | | |
| PHOTOGRAPHER | | |
| Professionals? | | |
| List of desired shots | | |
| Uses for photos | | |
| Contact name for photographer | | |
| <p>See attached PDF document with pictures of the National Shooting Complex, site of the Welcome Dinner</p> | | |

| SHOOTING EVENT @ the NSC (Tuesday, October 27 th) | | |
|--|--|---|
| Carmen and Merrill (and the National Program Committee) to arrange a shooting event at the NSC. Will need to determine cost. Attendees can sign up to participate in the event when they are registering for the National Meeting. Texas Chapter members encouraged to attend as a social event. | | |
| PRESIDENTIAL SUITE (Merrill's Room) | | |
| Serving table decorations | | Carmen will mostly handle this, but would like volunteers to help keep both the Presidential Suite and TX Chapter Suite stocked and clean on a daily basis. |
| Snacks | | |
| Plates | | |
| Utensils | | |
| Glassware | | |
| Napkins | | |
| Bar Stations | | |
| Beer | | |
| Wine/Liquor | Butch Nelson, Nardi Vine, Keith Barlow | |
| Water / soda / tea / coffee | | |
| Ice | | |
| TEXAS CHAPTER SUITE (Carmen's Room) | | |
| Serving table decorations | | Carmen will mostly handle this, but would like volunteers to help keep both the Presidential Suite and TX Chapter Suite stocked and clean on a daily basis. |
| Snacks | | |
| Plates | | |
| Utensils | | |
| Glassware | | |
| Napkins | | |
| Bar Stations | | |
| Beer | | |
| Wine/Liquor | Butch Nelson, Nardi Vine, Keith Barlow | |
| Water / soda / tea / coffee | | |
| Ice | | |
| AUCTION & DANCE (Friday, October 30 th) | | |
| Dance Floor | Hotel | |
| Band Setup | Keith Barlow, Carmen | |
| What else do we need to discuss as a Chapter for this event? | | |

TEXAS RURAL LAND VALUE TRENDS for 2015

Since 1990, the Texas Chapter of the American Society of Farm Managers and Rural Appraisers (ASFMRA) has been providing land and lease value information on Texas' rural properties through the *Texas Rural Land Value Trends*. Over the years, the information has developed into an invaluable resource tool for the industry with data compiled by experts who work in the field day-to-day, experiencing first hand valuation changes and the reasons behind them. The annual full color publication includes charts and comprehensive editorial coverage. The publication encompasses all of Texas' 254 counties.



THE FACTS

“This publication is utilized by industry professionals. It offers the tools needed to evaluate trends, forecast land use, and understand factors affecting the rural real estate of Texas.”

*John Hodges, ARA
Texas Chapter
President*

SPACE IS LIMITED

It is our goal to maintain a balanced ratio of editorial and sponsorships.

Space is Limited.

RESERVE SOON!

(see other page for contract)

For more information, contact
Carmen Bierschwale
Secretary/Treasurer
(325) 446-3052

Space Reservation,
Payment & Artwork

DEADLINE

JANUARY 15, 2016

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Accountants ♦ Agricultural Groups
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Government Agencies
Investors ♦ Land Trusts
Lenders ♦ Real Estate Brokers
Outlook for Texas Land Markets Attendees
Students ♦ Transportation Agencies

THE DISTRIBUTION

Each year, new readers are exposed to the Texas Rural Land Value Trends publication. Our reach widens through our targeted effort to news outlets, investors, businesses, finance and real estate helping to promote this publication to the agricultural and agribusiness markets. With 1,000 printed copies in circulation and access to the publication on-line, the number of requests for the publication continues to grow year after year.

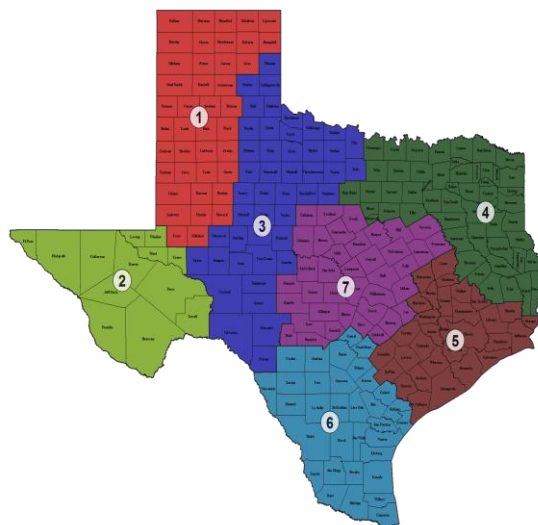
Promote your business to service in the Texas Rural Land Value Trends. It is the one publication intent on providing extensive, accurate land and lease value data for agricultural properties in Texas.



| SPONSORSHIP SIZE SPECIFICATIONS | | |
|--|-----------------------------|---------|
| | width by height (in inches) | rate |
| Premium Sponsorship Pricing | | |
| Inside Front Cover Spread (2 pages which includes the inside front cover and the first page) | 8.5" x 11" both pages | \$3,000 |
| Back Cover | 8.5" x 11" | \$2,000 |
| Inside Back Cover | 8.5" x 11" | \$1,500 |
| General Sponsorship Pricing (Non-Members) | | |
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| Half Page | 8.5" x 5.5" | \$500 |
| Quarter Page | 4.25" x 5.5" | \$250 |
| Business Card | 3.5" x 2.0" | \$150 |
| General Sponsorship Pricing (Texas Chapter Members) | | |
| Full Page | 8.5" x 11" | \$500 |
| Half Page | 8.5" x 5.5" | \$250 |
| Quarter Page | 4.25" x 5.5" | \$100 |
| Business Card | 3.5" x 2.0" | \$50 |

| FILE REQUIREMENTS |
|--|
| ALL PHOTOS must be 300 dpi Acceptable files: TIF, EPS, JPG or PDF |

QUESTIONS: (325) 446-3052



DEADLINE
Space Reservation, Payment
& Artwork
JANUARY 15, 2016

MAIL
Texas Chapter ASFMRA
PO Box 154
Junction, TX 76849
FAX
(325) 446-3237

PUBLISH DATE
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Land Markets in San Antonio

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info@txasfmra.com
www.txasfmra.com

CONTRACT 2016 for the 2015 TEXAS RURAL LAND TRENDS PUBLICATION

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Notes / Instructions

Indicate preferred Region

(See map above)

[]

PAYMENT (deadline January 15, 2016)

VISA MasterCard Discover AmEx Check payable to TX Chapter ASFMRA

Credit Card Number

Expires

Name on the Card

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Billing Address for Card (if different from address listed above)

Signature

| 2015 Texas Rural Land Trends | | | |
|------------------------------|-----------------|-----|-------|
| Size | Rate | Qty | Total |
| Inside Front Spread | \$3,000 | | \$ |
| Back Cover | \$2,000 | | \$ |
| Inside Back Cover | \$1,500 | | \$ |
| Inside Full Page | \$1,000 / \$500 | | \$ |
| Half Page | \$500 / \$250 | | \$ |
| Quarter Page | \$250 / \$150 | | \$ |
| Business Card | \$150 / \$50 | | \$ |
| TOTAL ENCLOSED | | | \$ |

Please include payment with completed contract.