

AMERICAN SOCIETY OF FARM MANAGERS AND RURAL APPRAISERS (ASFMRA)

NATIONAL MEMBERSHIP BENEFITS

<http://www.asfmra.org>

Strength and Support as a Membership Benefit

- Competitive advantage in marketplace with ASFMRA Designations
- Vast networking capabilities
- Business development/management tools
- Greater public awareness of the individuals skills, training, experience
- National, regional and local leadership opportunities through education, meetings, and conferences
- Research and market data

Code of Ethics

- Standards of ethical conduct
- Peer guidance

Membership Benefits through Marketing Campaigns

- Public relations and activities promote ASFMRA and members
- Industry trade show participation
- National, regional and local promotions of member activities and honors
- Involvement with allied organizations

Membership Benefits through Education

- Accreditation program
- Highest quality appraisal, management, and consulting education
- Exceeds appraisal certification requirements
- Unlimited education opportunity for career growth and advancement
- Experienced instructors
- On-line educational offerings
- Reduced tuition for members
- Continuing Education

Resources, References, Communications

- Constant access to resources for running an effective business, from any computer or Smartphone
- Find a Land Expert Member Directory listing provided to strengthen industry contacts and provide marketing opportunities
- Wide distribution of the member directory develops new business leads
- **Membership Benefits** through subscription to the The Journal of the ASFMRA
- Up-to-date information you need, delivered straight to your inbox to save you time – Subscription to the ASFMRA Ag News and Legislative Action News
- Chapter / District Affiliation news

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Partner Discounts

- Land Owner Newsletter - Bi-monthly E-Newsletter that reports on land values and factors impacting land values. \$259 / year subscription at no cost to member.
- The Agricultural Letter - Bi-weekly newsletter (26 issues/year) for accurate forecasts for farm income, market prices, input costs and labor supply as well as the outlook for crop and livestock production. \$139 / year subscription at no cost to member.
- Ferguson Report – Monthly report with scope of leading edge topics that include business and financial management, market price trends, credit and banking relations, legal and tax issues, global outlook, national economics, employee retention, new production niches...etc. \$59 / month subscription at no cost to member.
- AgWare Software Discount - AgWare is offering ASFMRA members \$150 off for new users on their standard or small business license. Regular pricing for their standard license is \$895 – ASFMRA price would be \$745.
- AgriData Mapping Discount for Members

National Conferences and Meetings

- Opportunities to build relationships, network with your peers, and learn how to overcome the economic challenges facing our industry.
- Member networking and social functions
- Committee involvement
- Trade show exhibits and leading edge technology
- Investment strategies and trends in agriculture
- Cutting-edge education offerings

Education Week

- Newest seminars for advancing professional careers
- Best in basics and continuing education

Membership Benefits through Recognition and Awards

- Professional achievements recognized
- Scholarships/grants/Internships
- Increased employer appreciation

Government Representation and Information

- Keeping abreast of the issues affecting our industry, and working to strengthen your presence on the hill.
- Lobby support in federal legislative and regulatory action
- Informative industry, law, tax and legislative updates via bi-monthly Legislative Action E-Newsletter

Apparel from LandsEnd

What is the TRUE value of membership?

By Howard Halderman, AFM

Professionals face choices many Americans must make every year. What organizations, professional or personal, deserve my time, dollars and talents? This is a struggle for me, as I am sure it is for many of you. Much of this country's success is due to the work done by volunteers in organizations such as Kiwanis, Rotary, school boards, charitable foundations, etc.

Organizations work diligently to retain members and add a few each year. We all give some thought each year to membership when we pay our annual dues. What I've found is that whatever organization I choose welcomes and values me as a member, but it is my involvement that defines the value of that organization to *ME*. So what is the **TRUE** value of membership in any organization?

- 1) **NETWORKING** – Through my membership in the ASFMRA our firm benefits from the network of colleagues in the organization. Years ago we (a Midwest based firm) had clients interesting in buying land in the Mississippi River Delta. Through my contacts in that region we accomplished their goals. Both firms made money and ultimately we accomplished what our client wanted, very successfully!
- 2) **EDUCATION** – The ASFMRA offers tremendous education designed for our profession. Courses in our fields of work are available from other resources, but the ASFMRA courses are specific to agriculture so the education is extremely focused and related to what we do. Students benefit from the network and friendships they develop in class for years to come.
- 3) **CHARITABLE CONTRIBUTIONS** – The ASFMRA uses grants, scholarships, time, and education to further our industry and provide for its future. Agriculture is a much healthier industry because of the ASFMRA and the members it develops each year!
- 4) **POLITICAL ISSUES** – An organization with thousands of members can influence government in ways no individual can. The ASFMRA allows single voices to be heard in the halls of Congress and in state legislatures like never before. The ASFMRA does a tremendous service for its members by watching the political actions and notifying membership when an important issue arises.
- 5) **PERSONAL IMPROVEMENT** – Every person I hire knows that their personal growth and education will continue. Organizations like the ASFMRA are great places where young members can learn and develop leadership, communication, and people skills, to name a few.
- 6) **FRIENDSHIP & FUN** – Operating alone can sometimes feel like being on an island. Even if you are a one or two person shop finding the time and the right venue for networking can be challenging! Professional organizations are an excellent place to expand your network, make life-long friends that will provide assistance and further your education. Your island does not feel so isolated and finding help is a phone call or email away. Annual meetings become fun as well as rewarding for everyone involved!

The ASFMRA is one of these organizations. The dues are reasonable, comparatively speaking, but they are still significant. Any one of the six valuable opportunities listed above will more than offset the dues paid. Capitalize on one-half of them and your return on investment is likely well over 100%. Make all six meaningful and the rewards go far beyond the economic returns. They become life-long markers you leave behind where you made this world a better place!