

**Officers:**

President  
Craig Sommers

President-Elect  
Terry Leibel

Secretary  
Paul Reisch, ARA

Treasurer  
Paul Sickler, AFM

Past President  
Ron Ensz, ARA

**Directors:**

Jeff Barker (2019)  
Jim Dunlap, ARA-AFM (2017)  
Brian Gatzke, ARA (2018)  
Jay Knuppe (2018)  
Loy Matthes, ARA (2019)  
Don Threadgold, AFM (2019)

**Committee Chairs:**

Membership  
Paul Reisch, ARA

Social  
Jeff Barker

East River Breakfast  
Barb Hegerfeld

West River Breakfast  
Norm Edwards, ARA

Education  
Scott Heimes

SDSU Relationships – Reisch  
Career Days – Jay Knuppe  
Curriculum – Gatzke / Janssen  
Network Event  
– Brian Gatzke, ARA  
Scholarship - Jay Knuppe  
Student Involvement- Jesse Ball

Assessors Conference  
Wade Buck

Education Foundation Auction  
Ron Ensz, ARA

Government Relations  
Terry Leibel

Appraisal Review & Ethics  
Jerald A. Hulm, ARA

Mentor  
Jim Dunlap, ARA

Kjerstad Member Scholarship  
Craig Sommers

Nominating Committee  
Ron Ensz, ARA

Communication  
Paul Reisch, ARA  
Newsletter – Paul Reisch  
Website – Adam Nelson

[www.asfmra-sd.com](http://www.asfmra-sd.com)



**SOUTH DAKOTA CHAPTER**

5 /2016

*Enhancing Our Members' Ability to Succeed in Their Rural & Agriculturally Related Professions!*

**DATES TO REMEMBER!**

Jun 8-10 – Professional’s Range Camp – Lamphere Campground Sturgis  
June 25 – July 1 – Summer Education Week – Des Moines, IA  
July 14 - West River Breakfast Meeting – Rapid City  
July 22 - East River Breakfast Meeting – Sioux Falls  
September 8 - West River Breakfast Meeting – Rapid City  
September 12-16 - Leadership Institute – Washington, DC  
September 16 - East River Breakfast Meeting – Sioux Falls  
September 28 – Ag-Bio Career Fair – Brookings  
October 27 or 28 - West River Breakfast Meeting – Rapid City  
October 27 or 28 - SD Chapter Board Meeting – Rapid City  
November 7-11 - 87<sup>th</sup> ASFMRA Annual Meeting – Indian Wells, CA  
November 18 - East River Breakfast Meeting – Sioux Falls  
December 10 - West River Breakfast Meeting – Rapid City

**2017**

January 25-27 –Winter Education & Joint Meeting W/PAASD - Chamberlain  
May 30 – June 2 – SD Assessor Conference - Brookings  
October 18-20 – Yellow Book Seminar – Deadwood

**CHAPTER MEMBER ANNIVERSARIES**

Member	Join Date	Years
Terry Longtin	6-01-1990	26
Joe Lutter	6-01-2007	9
Jeff Barker	6-27-2007	9
Travis Shaykett	6-29-2011	5
Amanda Leighton	6-27-2013	3
Jason Vaith	6-14-2013	3
Seth Van Duyn	6-27-2014	2

Thank you for your support!!

## **PRESIDENT'S MESSAGE**

Hello members and friends of the Chapter! Summer is almost here and we are actively planning for our Chapter's CE and growth! We had a nice breakfast meeting in Sioux Falls, with an article about that later in this issue. I'd like to thank all of you that made the time to enjoy a great breakfast and some fun conversation. Our strength is in our members!

Also in this newsletter, Paul has noted that we are planning on a Rural Residential ASFMRA CE course for the January meeting in Chamberlain. This is an 8 hour course that fits the needs of many appraisers in SD. Plans are for it to be held with our ASFMRA Ethics course that we as ASFMRA members need to complete every six years. As ASFMRA members, we are held to a high standard, and this course is required to remind our membership of those high standards. I attended the Ethics course in San Antonio last fall. It was very well presented so be sure to plan for it if you are within a year or two or three of being required to attend.

Our Editor has covered most of the activity that our Chapter is working on later in this edition. Enjoy the upcoming summer!

Craig Sommers [craig.sommers@fcsamerica.com](mailto:craig.sommers@fcsamerica.com)

## **WEST RIVER BREAKFAST NETWORKING**

**By Ron Ensz, ARA**



Members attending were Jerry Hulm, Dawn Rassmussen, Ron Ensz, John Widdoss, Loy Matthes, and Keith Newman.

Jay Widdoss also attended.

We had good discussions about several topics including:

- online meetings about the possible name change and branding of the ASFMRA;
- recent sales in the market area;
- Russell Wyatt's 90th birthday celebration in June.

There were also a few jabs and jokes amongst the group. Keith Newman also indicated he had completed all the work necessary for the Certified General licensing and has been approved to take the test.

Ron Ensz discussed the watches to be given away on May 26th at the SD Association of Assessing Officers meeting.

Members Ron Ensz and Wade Buck plan to attend the banquet and conduct the drawing for the two ladies watches and one men's watch.

## **CHAPTER MEMBERSHIP UPDATE**

We welcome our newest member. Jaclyn Oelke is a student member from Barrett, MN attending South Dakota State University.

Kassidy Noem has transferred from student member to associate member. She is now working with Brian Gatzke at Northern Plains Appraisal in Brookings.

Summary of Current 86 Members / 67 accredited / associate / academic:

1 ARA/AFM 10 ARA 7 AFM 45 Associate – 38 appraisers / 7 farm managers - 63 total  
4 Academic 10 Student 2 Affiliate 3 Retired 3 Partner 1 Honorary

## **EAST RIVER BREAKFAST NETWORKING**

Chapter board members joined others for a full house needing two tables at the May 20<sup>th</sup> East River Breakfast meeting to accommodate the 17 members present. Those present included:

Officers & Board members - Craig Sommers, Ron Ensz, Terry Leibel, Paul Reisch, Paul Sickler, Jim Dunlap, Jay Knuppe, and Don Threadgold

Chapter members – Jordan Bauer, Barb Hegerfeld, Larry Janssen, John McMahon, Adam Nelson, Travis Shaykett, Jaret Sievers, Jorge Vicuna, and Jerry Warmann

Christina Becker, new Sales Specialist with Farm Credit Services of America, also attended.

President Sommers conveyed the Education Committee and board were discussing possible seminars for January 2017 continuing education including Rural Residential Seminar, Ethics, and a Google Earth seminar.

Secretary Reisch shared information regarding the District VI conference call branding update and upcoming member survey in June.

District VI YPN representative Barb Hegerfeld shared Young Professionals Network organization and activities at the national level.



YPN efforts are focused on members 35 years of age and younger working on getting them involved and bringing new ideas to the organization. They are working on having a representative from each chapter. There was discussion that our chapter is performing many of the functions encouraged for YPN, just not doing so under the name of YPN.

Ron Ensz informed members of Russell Wyatt's 90th birthday celebration in June and showed the watches to be given away on May 26<sup>th</sup> at the SD Association of Assessing Officers meeting.

## CHAPTER BOARD ACTIONS AT FALL MEETING

Nine of the eleven board members were in attendance at the SD ASFMRA spring board meeting held May 20<sup>th</sup> in Sioux Falls at the Farm Credit Services of America. Meeting highlights not addressed elsewhere in the newsletter:

Treasurer Paul Sickler reported that winter education net income was \$4,121 (\$1,421 over budget) despite a loss on the excel seminar.

January 2017 continuing education was discussed. It was decided to offer two days of education that will include the Rural Residential seminar, ½ ethics offering for all members, and another ½ day offering (hopefully on the drone / UAV topic).

All accredited and associate members are required to take the ethics class within two years of joining ASFMRA and every six years thereafter. **ASFMRA has approved members needing the course in 2016 can meet the requirement by taking the January 2017 class.** All chapter members are encouraged to take the class, even those not needing it until 2019 thru 2021.

President Sommers announced that he had appointed Jim Hollenbeck to serve on 2017 Nominating Committee with Ron Ensz and Tom Jass.

The board approved covering expenses that are not covered by national for two people to attend the planned Chapter Administrator Day being held in Denver at ASFMRA headquarters noon to noon on August 1-2, 2017. This is an opportunity to:

- share best practices with other chapter administrators
- learn how to effectively utilize the database
- obtain information on the future of education and ASFMRA
- review course and seminar offerings
- understand registration options
- get updated on marketing and branding

The board approved two bylaw amendments to be effective after 14 day notification to chapter members. An e-mail notification to chapter members will be sent in the near future.

The board approved \$500 support for PAASD's efforts on developing a model contract for supervisors / trainees. Once complete, the model document could be utilized by members as a shell upon which to base a contract between themselves and an entry-level appraiser. It is felt that agreeing on these steps up front will have a positive effect on the outcome of a supervisor-trainee relationship. The availability of the model document may also encourage some that currently will not supervisor to decide to supervise.

## ASFMRA BRANDING SURVEY COMING IN JUNE

Jaleen Edwards brought those participating in a conference call with District VI members on May 13<sup>th</sup> and May 25<sup>th</sup> members up to date on the ASFMRA Branding initiative.

Jaleen first addressed the question Why Change? She conveyed that organizations evolve and quizzed participants on whether they could provide the current name of organizations previously called something else. Examples were Backrub (now Google), Auction Web (now eBay), Blue Ribbon Sports (now Nike) and Drive Yourself (now Hertz). She also gave examples of brands changing and evolving over time.

About 50% of ASFMRA members indicate they plan to retire in the next 10 years. In order to maintain a vibrant organization in 10 years, ASFMRA needs to appeal to Millennials. Millennial attributes:

- Digital, Clear, Fluid, and Fast
- Leverage Technology
- Brand Loyal

These considerations drove the branding initiative that started in 2015. Objectives of the initiative include:

- National / chapter partnership on consistent brand awareness including logo. We do not currently have; competitor Appraisal Institute has.
- SEO (search engine optimization) – Prospects can find education; landowners can find our members.

### Methodologies Used:

- Research – including competitors
- Analysis
- Member Survey
- Interviews – Staff & Key Stakeholders
- Testing

ASFMRA is working with consultant AOR (Agency Off Record) in this process.

A member survey was conducted in the summer of 2015 of 2,200+ members with 436 responding. There was a consensus that the name (American Society of Farm Managers and Rural Appraisers) is long and difficult to pronounce. 52% use ASFMRA; only 5% use the full name. 77% said the word American was important; 65% felt the word Society was important. Only 37% use the ASFMRA logo

A branding exercise and roundtable was held at the November 2015 annual meeting. A conference call was held with chapter officers in December with AOR representatives participating.

This brings the organization to the planned Member Survey in June regarding name change options and branding proposals. **All chapter members are encouraged to make their voices heard and respond to the survey!**

## **2016 S.D. PROFESSIONAL'S RANGE CAMP**

### **Training Ag Leaders in Rangeland and Natural Resource Management**

South Dakota Professionals Range Camp will be held June 8-10, 2016 at the Lamphere Campground near Sturgis (East Hwy 34). Camp set up is Tuesday p.m. June 7<sup>th</sup> and Wednesday morning June 8<sup>th</sup> with the formal program starting at 10 a.m. The camp ends with noon lunch on Friday June 9<sup>th</sup>.

“This camp had its origins with the Ag Lender’s Range Camp and has expanded its educational content to meet continuing education credit requirements for appraisers, assessors, realtors as well as undergraduate/graduate credits for agriculture educators and agriculture industry related professionals,” explained David Ollila, SDSU Extension Sheep Field Specialist and co-coordinator for the camp.

With rangelands covering approximately 50 percent of South Dakota, Ollila explained that rangelands are an important natural resource that impacts the economy of the state. “Rangeland is a kind of land, not a land use,” Ollila said. “Rangeland is fragile, yet durable and resilient. Management profoundly impacts the rangeland forage productivity and its value for livestock, wildlife and humans.”

The Professionals Range Camps seeks to educate attendees about the productive potential of the rangeland based on the ecological range site, the similarity index of the range plant composition and the management practices that will support sustainable multiple uses. Participants will be able to better determine the economic value of the rangelands as well as the production and conservation practices that will improve or sustain this precious resource.

#### **Hands-on training**

The camp’s itinerary is designed to place participants on area ranches that will serve as case studies toward meeting the objectives of the program.

“Attendees will participate in hands-on activities that ranchers actually use to manage their rangelands and determine the appropriate livestock carrying capacity for the current year,” Ollila said.

Regionally and nationally-recognized rangeland management professionals, practitioners and ranchers will present key messages and concepts that have been proven to promote and support rangeland forage production.

Activities are scheduled into the agenda to promote valuable networking opportunities and listening sessions will occur each evening with a question and answer period for invited panelists who can share years of rangeland management experience and strategic planning scenarios when implementing practices.

#### **Registration details: \$150 registration cost**

For more information and to register, contact Dave Ollila at [david.ollila@sdstate.edu](mailto:david.ollila@sdstate.edu) or 605-394-1722.

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