



Winter 2021

Annual Meeting to be Virtual Event; Set for One Day on January 28

The 2021 Chapter Annual Meeting will be a virtual event, short-circuiting a decades-long tradition of meeting in person.

Notification on the event was sent out around Thanksgiving time and came only after long discussions with the Leadership, representatives from the University of Illinois, the hotel where it was scheduled to take place, and a Survey Monkey questionnaire to all members. “It was a difficult decision to make,” says ISPFMRA President Seth Baker. “Ultimately we were forced to make the switch to a virtual meeting because of State of Illinois restrictions on meetings and the fact that our own members said they would not attend an in-person meeting.”

The hotel was actually the easiest part in all of the discussions says Kent Reid, meeting cochair long with Maria Boerngen. “We have postponed this meeting to the same

time frame in 2022 and that is okay with the President Abraham Lincoln hotel. We’re just disrupting our rotation of meeting sites and will go to Springfield in 2022.”

Other than a couple of shorter sessions, the program content stays the same as was originally planned says Boerngen. “We’ve dropped the presentation of colors, a planned ‘welcome’ by a state official, and one of the breakouts in the afternoon. And, of course, the ice cream social.” The rest of the program remains the same with the exception that all will be brought via teleconference instead of in-person.

“And, it’s really an awesome program,” she continues. “We have a phenomenal group of women who will open the day with a panel which will cover everything to women’s roles as initiators of farm succession planning, on-farm financial managers, their role as decision-makers and an overview of how this has all changed over the past 2-plus generations of women on the farms.

“Then we’ll hear Marji Guyler-Alaniz who is featured weekly RFD-TV as the founder of FarmHer. She travels around the country doing profiles on farm and ranch women who are definitely deeply involved in their own agricultural scenarios.

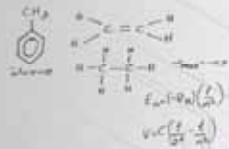
“And that’s just the morning!” Boerngen says. The afternoon will include a commodity market outlook as well as a final keynote on how to accept change as the new normal. “In both situations the presentations will be made by women,” Boerngen says.

“This meeting, more than any we’ve had recently, really lends itself to members inviting women clients to join in,” Reid says. “They don’t have to travel to attend and can pick and choose the parts of the program which has their greatest interest. And members can registration guests

Continued on Page 7

Inside This Issue

- Annual Meeting to be Virtual Event 1, 7
- “Tim Says” --. A Message from the President 3, 8
- 2021 ISPFMRA Leadership Team 5
- About this Newsletter 8
- Meet the YPN Leadership Team 9
- LeeAnn Moss Is ASFMR Appraiser of the Year 11
- Welcome New Members 11
- Membership Marathon Gift Card Winners 12
- Congratulations Miriam Hoffman 14
- Greater Membership Involvement Urged 15
- Online Credits Available this Winter 15
- \$50 Coffee Break Promotion Details 16
- Scholarship Auction Is Open 17
- Land Values Conference Set for March 18 17
- Our Commercial Sponsors. 19



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Tim Says...

by Tim Harris, AFM
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Appraisers



As we exit 2020 and look forward to 2021, many have said “good riddance” or “2020, the worst year ever”. While there is no question 2020 has changed all our lives, and for many who have lost loved ones or other life changing events, this will be one of those years we will never forget. I might suggest we learn from this past year and commit to the phrase “Embrace Change” for 2021.

Your Illinois Society will “embrace” some of the new tools this coming year to keep our members in touch with each other while science leads us to cure the COVID virus. Our 2021 annual meeting on January 28 will be held totally virtual online, and our cochairs Kent Reed and Maria Boerngen, along with their committee, have worked very hard to come up with a program that continues the legacy of high caliber content. Details are found in this newsletter, but I encourage you to be a part of this meeting. The annual meeting is titled “Women’s Evolving Role on the Farm”, so you may want to reach out to some of your female clients and invite them to be a part of the meeting. Registration for those folks will be the same as the member registration.

This year the scholarship auction will also be held online. I have found online auctions to be fun and competitive, so please look for details and be a part of this event. As of the time this newsletter went to press, so to speak, we were closing in our goal of 50 auction items and already have several hundred dollars worth of bids submitted. If you have an auction item you would like to offer, get in touch with Laura Enger. She’s done a whale of a job getting this organized and is actually starting to have some fun with the process. Don’t let her down, or the many students from around Illinois who will benefit from your generosity.

On February 18 the agriculture education committee, headed up by Steve Glascock will present a 3-hour class titled “*Tech Systems for Improved Land Sales and Management*.” The class will be led by Monica Neubauer, a professional speaker and REALTOR who will share some of the newest tech tools in the business. This will be a virtual interactive class, so you will have a chance to share some of the tools you have been using during the program. This class has been submitted for 3 hours of Illinois Broker CE credit. Time is from 9 that morning until noon.

The Illinois Land Values Conference is still being planned to be held in person at the DoubleTree Hotel in Bloomington on March 18. Luke Worrell is leading the charge this year and promises to have a packed half day of education along with the much-anticipated release of the *2021 Illinois Land Values and Lease Trends Report*. We are also working with the Illinois RLI chapter on pulling together a Realtor’s licensing course to be held the day prior, March 17. Norm Willoughby is involved with planning on that program so you know it will be great, as usual!

I want to congratulate the newly accredited Illinois AFM members who were recognized at the 2020 National ASFMRA annual meeting. Those include: Elizabeth Heaton, Hertz Farm Management; Phillip J Poppe, Farmers National

(Continued on Page 7)



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2020 Committee Chairs

Annual Meeting - 2021 @ Springfield	Maria Boerngen, Ph.D. Kent Reid
Appraisal Education	Dan Legner, ARA Kent Reid,
Audit	Warren Basting, AFM
Bylaws	Winnie Stortzum, ARA
Commercial Sponsorship	Eric Decker, AFM Thomas Wargel, AFM
Ethics	Allen D. Worrell, AFM
Farmland Values/Lease Trends Survey/ 2021 Illinois Land Values Conference.	Luke Worrell, AFM, ALC
Conference Meeting	Luke Worrell, AFM, ALC Reid Thompson, AFM
Advertising	Jonathan Norvell, Ph.D.
Farmland Data Collection	Todd Slock Bruce Sherrick, Ph.D.
Farmland/Lease Trends Survey	Gary Schnitkey, Ph.D.
Government & Policy	Jerry Hicks, AFM Luke Worrell, AFM, ALC
Honorary Awards	Rob Woodrow, AFM
ICAP Representative	Herb Meyer, ARA Brian Waibel, AFM
Management Education	Steve Glascock, AFM
Membership Development	Russ Hiatt, AFM, ARA
Memorial Scholarship	Seth Baker, AFM
Nominating	Rob Woodrow, AFM
Public Relations	Seth Baker, AFM Michael Lauher, AFM
Summer Tour - 2021	TBA
Young Professionals	Melissa Halpin, Elizabeth Heaton

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Annual Meeting will be Virtual on January 28

Continued from page 1

at the discounted member rate. Just be sure to include the name of the sponsoring member on the registration form.”

Business Meeting, too

There will be the standard business meeting, Baker says. “We will have a luncheon break so all can leave their desks grab a sandwich, or whatever, then return at 1 p.m. for our Annual Business Meeting. This will include our standard committee reports, voting on meeting minutes and a proposed budget as well as the swearing in of the new officers.

“We’ll also have our membership recognition of those with new accreditations. And, we will make official presentations of the Hall of Fame and Service to Agriculture awards,” he continues. “Our plan is to have the plaques presented and video-taped in advance to show as part of our noon program”

Coordination for the entire event is being arranged through James Baltz at the University of Illinois. “Jim

worked with us on the Land Values Conference when we had to go virtual with that in March. He also arranged the technical details for the Land Values Snapshot Webinar we hosted in September.

“So, really, while we won’t be gathered in a single ball-room, the meeting is going on as originally planned,” Baker stresses. “The difference is that no one has to leave their office or arrange for overnight travel and lodging. And, of course, as Maria stated, there won’t be an ice cream social in the afternoon. We’re hoping some will get into the spirit of the event and have some ice cream at their desks while they listen to the program,” he chuckles.

The complete agenda along with registration information is available at the ISPFMRA web site www.ispfmra.org. Registration can be arranged at this link:

<https://www.asfmra.org/events/event-description?CalendarEventKey=c0ad7e35-a548-4bab-b2c4-d771e6c76965&CommunityKey=68416bb9-a198-4276-b992-550af8e199ed&Home=%2feducation%2feducation-calendar>



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Tim Says....

(Continued from Page 3)

Company; Daniel Riewerts, Homestead Capital; Spencer A Smith, Hertz Farm Management; Craig Thompson, First Mid Ag Services; and Casey Watson, First Mid Ag Services. Please congratulate these newly accredited members when you see them.

Our very own LeeAnn Moss was awarded the Henry J Long Jr. Appraiser of the Year award at the ASFMRA annual meeting. Thank you LeeAnn for your contribution to our organization! Rob Woodrow was elected to serve on the ASFMRA membership committee. Congratulations Rob.

One of my goals for 2021 is to involve more of our members in committee activity. The work of our organization starts at the committee level, and I would like to encourage you to consider joining a committee in 2021. You will be hearing more about this at the annual meeting.

I look forward to the upcoming year and hope you will take part in the various programs your Illinois Society will be offering this year. My thanks to Seth Baker for leading our organization and navigating us through the constant changes in 2020.

Tim

About This Newsletter

Some things about this particular issue need to be brought to your attention.

-- *Timing*

This issue would typically come out right after the first of the year with heavy emphasis on the Annual Meeting. With that event coming earlier than usual it was felt we needed to get this issue out early as well.

-- *Member Spotlight*

This will be regular feature for the foreseeable future and will feature YPN members. Our two cochairs are featured in this issue and they have already selected who will featured in future issues.

-- *Committee Activity*

Tim Harris is still getting commitments for 2021 committee chairs, but as he mentions in his comments, he wants to push a great deal more member involvement in committees across the board. Watch for more information on this coming after the new year. He will also be discussing this during the business meeting portion of the Annual Meeting.

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Meet the YPN Leadership Team



The team of Halpin and Heaton is heading up activities for the YPN members of the Illinois Chapter. With 49 members to serve, the two have already initiated a survey looking for inputs on ideal meeting locations, preferences for timing and seasonality of proposed activities, and suggested program content ideas. Both have been active with professional association events. Melissa chaired the 2016 Illinois Chapter Summer Tour and Elizabeth serves on the RLI board of directors. Both are members of their local Chambers of Commerce.

Together they have developed the biography format shown below and will be assigning other YPN members to share the spotlight in future newsletters.

Elizabeth Heaton

Background: Elizabeth grew up on a corn, soybean and cattle farm outside of Toulon, Illinois. She attended Black Hawk East Junior College before transferring to Iowa State University where she completed her Bachelor of Science in Agricultural Business and Agronomy. Her brother Jon, and father Rick, continue to operate the family farm. Elizabeth and her fiancé, Seth Strom, will be getting married in 2021.

Hobbies/Interests: Elizabeth enjoys attending personal property auctions, working with her family's show cattle and boating in the summer.

Employer: Hertz Farm Management and Real Estate Services

Role/Position: Professional Farm Manager, Illinois Licensed Real Estate Broker and she is currently going through the process to become an Illinois Licensed Auctioneer

Years in her profession: Almost 5 years

What influenced you to choose your profession: Being able to help others is enjoyable and I have always wanted to work in agriculture. We work in a profession where we have the opportunity to serve landowners and learn many aspects of agriculture along the way.

What do you enjoy about your profession: I enjoy teaching others about agriculture. Client tours are one of my favorite parts about the job because I have the opportunity to teach.

What do you see for the future of your profession: I see our profession having high demand in years to come. As the next generation moves away from the farm, it will be imperative that they have a manager to handle their land portfolio.

What is a suggestion you would give to a young person that is considering a career in your profession: Be prepared to learn, every single day. You will never know everything, so challenge yourself to keep learning and don't be discouraged when you make mistakes.

Favorite inspirational quote: "Don't judge everyday by the harvest you reap but by the seeds you plant." - Robert Lewis Stevenson

Professional Affiliations: Realtors Land Institute- sits on the Board of Directors, Member of Henry County Farm Bureau, Member of various committees for the Geneseo Chamber of Commerce., ASFMRA, ISPFMRA



Melissa Halpin

Background: I grew up on a registered Holstein dairy farm in Sheldon, Illinois – Iroquois County. I graduated with a bachelor's in agriculture economics with a focus on farm and financial management from the University of Illinois. While at U of I was a member of the 4-H House sorority. Today I now reside with my two teenage sons in Sheldon, IL a mile from the family farm.

Hobbies/Interests: Relaxing and family/dog time at our family's pond. Camping, bonfires, hiking, and gardening.

Employer: Hertz Farm Management and Real Estate Services

Role/Position: Certified General Real Estate Appraiser- Illinois and Indiana, Licensed Real Estate Broker – Illinois and Indiana

Years in her profession: 5 years

What influenced you to choose your profession: Growing up on a dairy farm, I've been surrounded by agriculture my whole life and I have always wanted to continue in the ag industry. I knew the appraiser field was challenging, but I knew it would be rewarding with being a lifelong career and a way to contribute to a service that is much needed in my local ag community.

What do you enjoy about your profession: I enjoy solving problems and helping my clients meet their goals.

What do you see for the future of your profession: I see a great opportunity for young folks to enter the ag appraiser field. It is an area of the ag sector that has a great demand with many current appraisers nearing retirement.

What is a suggestion you would give to a young person that is considering a career in your profession: Seek out and spend a day with different experienced appraisers. Ask for advice and try to learn about all the different specialty areas.

Favorite inspirational quote: "Create whatever causes a revolution in your heart." Elizabeth Gilbert

Professional Affiliations: Member of Watseka Chamber of Commerce, ASFMRA, ISPFMRA

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*Nationwide estimated loss. Ferris, Howard. "Nematodes and Plant Damage." University of California, 1 Oct. 2015. Web.

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LeeAnn Moss Receives ASFMRA's Appraiser of the Year Award

LeeAnn Moss, Ph.D., ARA, was presented with the Henry Long, Jr. Appraiser of the Year Award by the ASFMRA during its recent virtual Annual Meeting. Moss is with AcreValue at Granular in Channahon, IL and is a regular instructor of appraisal education courses with the Chapter and across the country.

Each year, the ASFMRA recognizes an ARA or RPRA accredited member for their impact on the profession through appraisal education, service on professional appraisal boards, community involvement and affirmation of their professionalism and excellence within the appraisal profession. The award is a tribute to Long, a past president of ASFMRA who passed away in 2019.



She currently serves as Director of Industry Marketing for AcreValue (a Product of Granular, Inc., a Corteva

Agriscience™ Company), and as a valuation and business consultant with Novalis, Inc. Prior to joining Granular, LeeAnn was Executive Vice President of The Loranda Group, Inc., an agricultural real estate services company headquartered in Bloomington, IL.

She earned the ARA designation in 1995, is an AQB Certified USPAP Instructor, and has a doctorate in agricultural economics from the University of Illinois. From 2012 to 2015, LeeAnn served on ASFMRA's Executive Council as Academic Vice President and has been an instructor for the organization since 1998. In 2014, she was awarded the "Stalcup Excellence in Education Award," and in 2017 was named to the Illinois Chapter's "Hall of Fame."

In 2011 she was tapped by then-Governor Quinn to serve a 4-year term on the Illinois Appraisal Administration and Disciplinary Board.



WELCOME NEW MEMBERS

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Membership Marathon Gift Card Promotion Yields 5 New Members

The Need: Bring at least 4 new members into the Chapter in September. This would help the Chapter assure it's Patron Chapter status for 2020. The Chapter achieved that distinction in 2018, missed in 2019, and only needed to add three new members by the end of September to earn the distinction again.

The Plan: Provide an incentive of a \$250 gift card redeemable at any ACE Hardware store to each member sponsoring a new member who was approved for membership in the Chapter in September.

The Results: 5 new members (one was not officially sponsored) with the Chapter being recognized as an ASFMRA Patron Chapter.

"To me it wasn't the gift card so much, although it is greatly appreciated, as it was the promotion got me thinking about how many of my own staff should be members, but weren't," says Steve Myers, AFM, with Busey Ag Services, LeRoy.

As to how they are going to use the gift cards --- most were non-committal when asked -- but agreed they would probably 'cash in' the cards at Christmas time. "My wife and I decided I don't need any more tools, so I'm not sure how she will want to use it," commented one winner who requested he not be identified.

"The program had broad appeal," says Russ Hiatt, ISPFMRA Membership committee chair. "It was extremely easy to operate. It was easily understood, inexpensive in terms of an incentive to our member, and there's no reason to not use it again if we need to. We'll just have to see if the need comes up again.



Card Winners, clockwise from top right:
Brian Thompson;
Corey Zehlhart;
Matt Wyse;
Steve Myers
Not shown:
Chad Kies



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Congratulations Miriam Hoffman



Miriam Hoffman is a 2019 ISPFMRA Transfer Student Scholarship recipient who has been elected Eastern Region vice president to the national committee of the National FFA Organization.

The Earlville native is a junior studying agribusiness and economics with a focus on energy and environmental policy at SIU. Hoffman is also a Provost Scholar and part of the University Honors Program — not to mention a member of the first all-female state officer team for FFA in Illinois (2018-19). She quips that the way her brain works can “be exhausting.”

“I can see all sides of an issue,” she said, believing that empathy will be one of the strongest characteristics she’ll bring to a post that hasn’t been held by an FFA member from an Illinois university since 2006.”

“We are especially proud of Miriam’s accomplishments,” says Maria Boerngen, ISPFMRA academic vice president. “When we started the Transfer Scholarship Program 2 years ago we wanted to be able to give young adults like Miriam that extra boost that can help them in their academic lives. This sure seems to have worked in her case.”

Her involvement on campus ranges from an Ag Student Council officer position, to the university honors program, to a student Bible study group.

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Greater Member Involvement Urged

The key to a successful organization is the engagement of its members in making it happen,” says Tim Harris, 2021 ISPFMRA president. “And the success of this Chapter is because our members have always been involved. It’s their Chapter. The programs are their programs, designed by them, managed by them, and attended by them.”

“The whole COVID situation has made it very difficult to sustain member involvement because many are restricted from attending events,” he continues. “And most of our planned events for the past year became virtual with no opportunity for member networking.

“Hopefully 2021 will provide opportunities for us to once again be meeting in person and sharing ideas and thoughts,” Harris says. “And it’s the perfect time to get more members reengaged in not only attending events, but actually working on Chapter committees to plan meetings, arrange for speakers, and in many cases, actually determining what events will and will not occur.”

For many years the Chapter Leadership has used a produced a Committees and Procedures brochure that is distributed to the officers and all committee chairs. The booklet lists responsibilities for each of the officers, a yearly calendar of required actions, and an outline of the responsibilities for each of the committees. “This is a great starting point to make sure committee chairs know what is expected and when,” Harris explains. “But we are taking that a step further. We will be posting the entire brochure as a pdf document on our Web site

in hopes that members can look through the various areas of responsibility and see where they can fit.

“It’s human nature to want to be involved with our peers, and as Society members we are all natural leaders. We are used to being involved with determining what would be good for our futures and with organizing and directing activities to enhance our professions. We want our members to channel that interest and become more involved with working on the committees that make this Chapter work so smoothly,” he says.

“I’m going to address during the Annual Meeting. I’ll be encouraging our members to take a look at the Committees and Procedures pdf online to see where they can become more involved,” Harris notes. “The greater the involvement by the members the greater our Chapter will be.”

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- Highest & Best Use Seminar (April 15)
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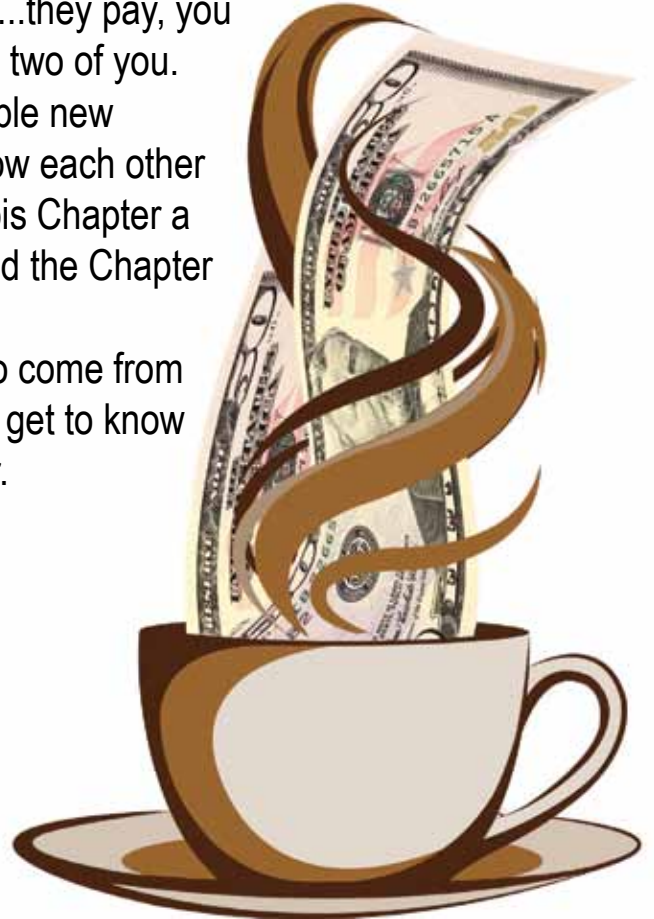
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*Limit of One Gift Card per new contact meeting during 2020/21.

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2021 Land Values Conference Set to Happen March 18

The organizing committee for the 2021 Illinois Land Values Conference has committed to move forward with the event as an on-site, in-person event. It will be held March 18, 2021 at the DoubleTree by Hilton in Bloomington.

“Inter-personnel networking is a key factor in the 92-year success of the Chapter,” says event chair Luke Worrell, AFM, ALC. “For that reason we are proceeding with the Land Values Conference unless we are specifically forbidden to do so by government action. As of right now, it’s a GO!”



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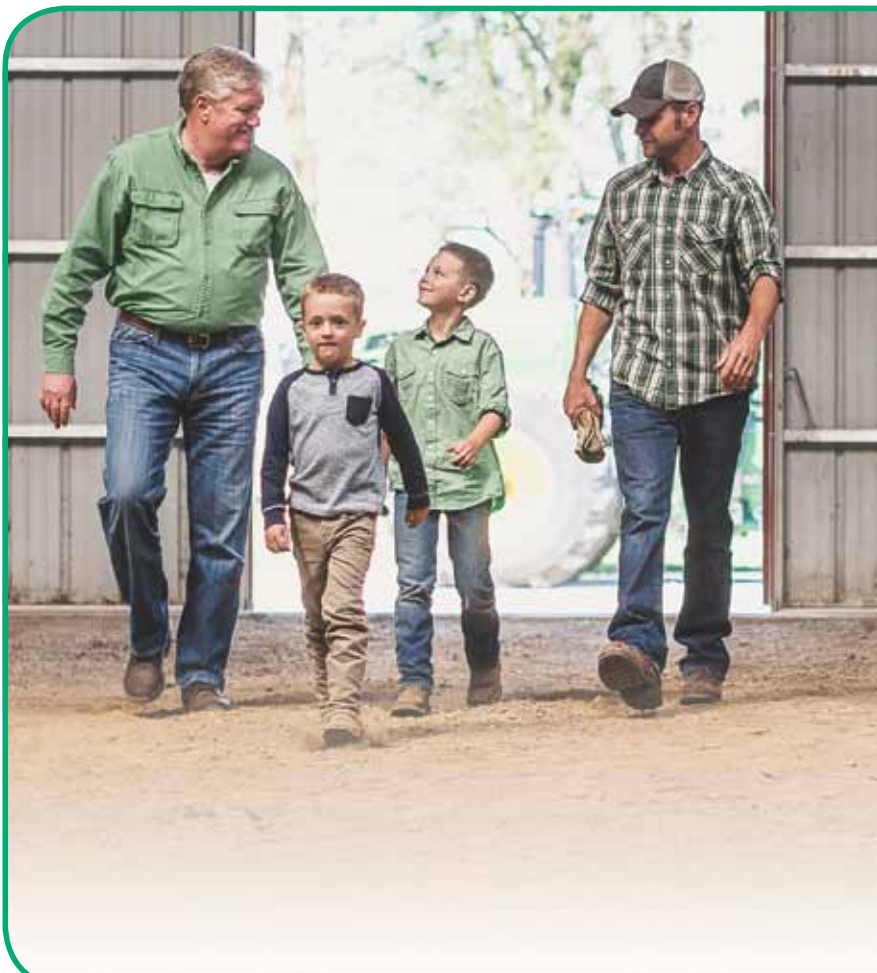
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