



Introduction

- Dave GaNun, ARA
- Appraiser
- Volunteer
 - District I Vice President (2010-2013)
 - Board of Directors
 - Council Liaison for Government Relations
 - Prior Committee Service: Government Relations Co-Chair (2006-2010) and member of Committee; **Nominating**; Program



ASFMRA

Thanks for the opportunity today

- ✓ Challenge You
- ✓ Society Update
- ✓ Gain Your input



First.... I want to say ...Thanks!

- Membership Support
- Auction and Foundation Support
- Leaders from your Chapter serving nationally
 - Prior Council service –
 - William Case, ARA-Retired – President (1981-1982)
 - Janet Capelle, ARA – District I Vice President (2008-2010)
 - Stan Brown, ARA – District I Vice President – years ago!
 - Committees –
 - Stanley Brown, ARA – Ethics; Prior service: Financial Review
 - Janet Capelle, ARA – Prior service: Auction; Cooperative Efforts; Financial Review; Nominating

Thanks to Ohio Chapter

- 48 Members at year end
- 48 Members as of November 30, 2011



Ohio Chapter Support

- Annual Meeting Attendance & Support

3 Attendees - 2009 in Denver

4 Attendees - 2010 in Orlando

3 Attendees - 2011 in Phoenix

Consider a Chapter cash sponsorship for AgroNomics - Vision 2013; The 83rd ASFMRA Annual Meeting





Strong Auction Support

<u>2010</u>	Donated to Auction	Purchasers at Auction
<u>Chapter</u>		
Individual	\$ 90.00	\$ 350.00
Chapter	\$ 175.00	
Total:	\$ 265.00	\$ 350.00

<u>2011</u>		
<u>Chapter</u>		
Individual		\$ 40.00
Chapter	\$ 175.00	
Company	\$ 70.00	
Total:	\$ 245.00	\$ 40.00

Your Foundation....

■ Your donations help in a big way

- New class development - *Webinars, Seminars, Core Education & more*
- Maintain and update current classes

■ You can make a donation anytime

- Donate an item to the Auction
- Bid on items at the Auction
- Make a gift or an endowment
- Make a donation as a Chapter
- Donate in memory of a deceased member

Updates & Opportunities



ASFMRA Update

New Meetings

New Education

New Connections



Vastly Improved Meetings



- **Leadership Institute**
 - Presentation Skills Training
- **Annual Meeting**
 - Finance Focus
- **Summer Education Week**
 - Student Career Day

Mark down these dates

AgroNomics - Vision 2013
October 29 - November 2, 2012
 Indianapolis, Indiana



Summer Education Week 2012
July 16 - 20, 2012
 Des Moines, Iowa



Leadership Institute
September 9 - 13, 2012
 Washington, D.C.



Leadership Institute

- Great Opportunity
- Super learning
- Outstanding networking
- Lifetime experience
- Quote from a participant:

"It was one of the most rewarding experiences of my life. I learned so much and found a new level of patriotism; I learned that even I could make a difference."

-Martha Eubank Gruhot, 2011 Leadership Institute Participant & ASFMRA Member from Kentucky



2011 Was a good year

- Many New Seminars
- Updated Core Education - *Mgrs. & Appraisers*
- Expanded our Member Services
- Communications Enhancements
- Greatly Improved Meetings
- Enforced Ethics Requirement
- Resulting in Higher Member Satisfaction



2011 Education Initiatives



- MU moving forward
 - *Cost Approach ready in 2012*
- Modular Education
 - *3 Approach courses & one that integrates them*
- ALM series revisions completed
 - *50+ in the AFM track*
- Members now entering CEUs online



Just in the past few years

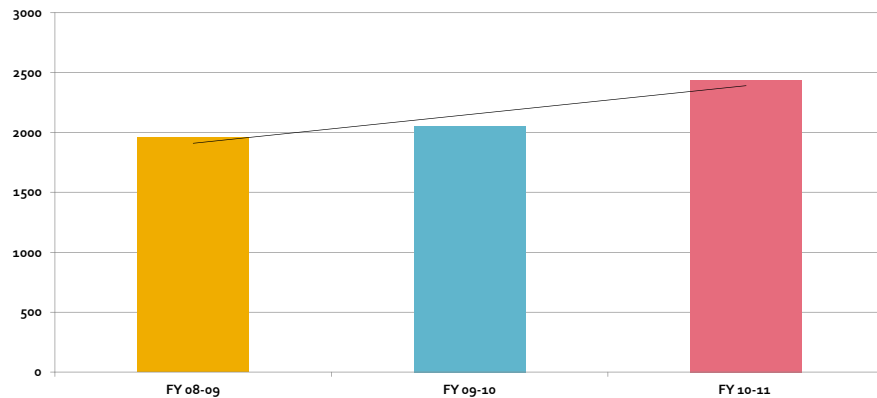


- ✓ From running in the red to running in the black
- ✓ Created a very successful Summer Ed Week
- ✓ Made Annual Meeting profitable 4 years running
- ✓ Advanced our Communications –E-news, Web
- ✓ Improved Networking – AgProLink, Meetings
- ✓ Sharpened Operations – savings from rent to paper

Course and Seminar Trends



ASFMRA Students Served



Looking Forward 2012

Creating Greater Member Value



- **Networking- Webpage and SEO Improvements**
 - Helping your potential clients find you - Helping you find members
- **Education - Online and Classroom**
 - MU Cost Approach - More Webinars – Review Certificate - Mgt. Ed
- **Meetings**
 - Expand Career Day – Grow Annual Attendance
- **Marketing**
 - Meetings, Designations, Membership, Sponsorship

What ASFMRA Can Do For You

- Chapter class and meeting registration
 - 24/7 online registration
 - Credit card processing
 - Automatically populates member information
- Credit card processing
- Courses and seminars
- Course approval
- Promotional materials/displays
- Webpage template and other tools in AgProLink
- Dues collection



Brian

ASFMRA Also Provides

Call staff for assistance



- ✓ Updated Chapter Membership list any time you need it
- ✓ Chapter Instructor Training
- ✓ Promotion of Chapter events in E-news & Web
- ✓ Ag Pro Link offers great help
 - A way to keep your "friends of the chapter" in one database
 - Ability to make groups chapter or committee groups –



Don't Forget about ...

- **Chapter E-News**
 - *You can add items to this monthly publication*
 - *A great way to learn what is working for others*
- **District Calls**
 - *A great opportunity to get updates*
 - *A great way to share ideas and concerns*

Thank you for your support