



# Education, Auction, Panel on Rents to Highlight Land Values Conference

Winter 2010

There will be something for everybody,” says Bob Swires, AFM, overall chairman of the 2010 Illinois Land Values Conference in reference to the upcoming schedules for March 17 and 18.

“There is a 7-hour National USPAP Update Course for appraisers on March 17. This is the updated course that was released on January 1 of this year and will be good for 2010 and 2011 for those appraisers who need the hours of credit,” he explains.

“Running concurrently with the USPAP course will be the BME1800 -- Broker Management Course which is required for Illinois real estate brokers,” he continues. This course is presented by the Illinois Association of REALTORS® in conjunction with the Illinois Farm and Land Chapter of the REALTORS® Land Institute.

“Following those classroom activities during the day will be a hosted wine and cheese – and remember, it’s Saint Patrick’s Day! – reception with the Memorial Scholarship Auction. We’ve added the auction to the Land Values Conference since this will likely be the Chapter’s largest gathering until our regular Annual meeting next February. We still have an obligation to provide scholarship funding and this will be the opportunity to be involved with that activity.”

## **Panel on Lease Rates**

A panel discussion on March 18 will focus on what is driving farmland lease rates, explains Winnie Stortzum, ARA, co-chair of the conference committee. Panel members will focus on the variables that go into setting up lease rates and arrangements. “We’re looking for this to be a real eye-opener for many who work with land owners and farm operators because there are so many factors that go into every lease, and likely no two are the same,” she explains.

Panelists will be: Mike Lauher, Farmland Management Services, Savoy; Kent Meister, Pioneer FBFM Association, Bloomington; Steve Myers, AFM, Busey Ag Services, LeRoy; and, Richard Grever, AFM, Hertz Farm Management, DeKalb. Myers was ASFMRA Farm manager of the Year in 2008 and Grever received the same award in 2007. Moderating the discussion will be David Klein, AFM, Soy Capital Ag Services, Bloomington.

Preceding the panel discussion will be a presentation by Bruce Sherrick, Ph.D., University of Illinois, on Farmland as a Long-Term Investment. Sherrick will report on his research on farmland returns from an historical perspective and compare performances against more traditional investment alternatives.

Wrapping up the morning will be the introduction of the 2010 Farmland Values and Lease Trends Report by Swires and Gary Schnitkey, Ph. D., University of Illinois. All attending the conference will receive a complimentary copy of the final report. The complete agenda and registration information is inside this newsletter.

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Phone: 618-327-9242  
bcude@farmersnational.com

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Busey Ag Services  
Phone: 217-425-8245  
mark.wetzel@busey.com

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Phone: 815-748-4440  
rgrever@dek.hfmgt.com

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Phone: 217-244-9595  
schnitke@uiuc.edu

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*Academic Vice President*  
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Phone: 618-453-1715  
eberlep@siu.edu

**Fred Hepler, AFM, AAC**  
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Wexford Capital PC  
Phone: 405-242-6166  
winealmds@cox.net

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**Carroll E. Merry**  
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N78 W14573 Appleton Ave.  
#287  
Menomonee Falls, WI 53051  
Phone: 262-253-6902  
Fax: 262-253-6903  
ISPFMRA@countryside-marketing.com

**www.ISPFMRA.org**

*If you are interested in participating on the Board of Directors or an ISPFMRA Committee, please contact  
Bret Cude  
bcude@farmersnational.com*

# Bret Says

by Bret Cude, AFM, CCA  
President  
Illinois Society of Professional  
Farm Managers and Rural  
Appraisers



As I prepare this letter, we have received another snowfall here in Southern Illinois, and while it will only be here for a short time, we are thankful, that SPRING is fast approaching!

Your chapter has continued to work with and for you. The Wind Power seminar was a great success and was attended by nearly 40 individuals, members and non, and from as far away as Ohio. Thanks to Farm Credit Services for hosting this session.

The Land Values Conference committee has put together an excellent program, including a Brokers Management course, and an Appraisers course has been added to the program.

The Scholarship Committee has also worked hard, and with short turn around, to put together another Auction for the Scholarship fund. Please plan on attending all or at least some of the activities on March 17 and 18 in Bloomington.

I mention this one activity, (however, it is MUCH more than one activity) to show how active this organization truly is. Most ALL of the participants in the preparation of the *Land Values and Lease Trends Report*, the planning of the meeting, the scheduling of the courses, the planning and execution of the Scholarship Auction, and I can go on and on, are COMPETITORS... I am so proud to belong to and represent an organization that has a membership base of competitors that work so well together and whom many consider each other friends. This is so unique and actually quite HONORABLE in the way we work together, and refer one another. If a project, land sale, or appraisal comes to us, outside our area of work or expertise, it is routinely referred to another member, even if in some instances, the referring member may not "personally" know the person they may refer, but they know that as an AFM or ARA, and a member of the ISPFMRA, they can do the job.

This is so contrary to the "Business Culture" under which most industries function where, even if you are not "qualified" to do a job, you do it anyway, so you get the fee, and really do not care if the "client" gets the level of competency they need and deserve. However, this WORKS for us. We realize that providing the client with the most qualified person to do the work, benefits not only the client, but the qualified vendor and usually a referral will be returned where we are the qualified "expert". Ultimately, our profession benefits, as the public sees that we truly act as "PROFESSIONALS".

I am proud to be a part of an industry that knows and acts as Professionals!

See you at the Land Values Conference, March 17 & 18.



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# Ag Visits and Speakers to be part of Summer Tour

A full agenda is being organized for the 2010 Summer Tour which will be held July 15 and 16 in St. Louis says Dale Kellerman, AFM, chairman.

“We’re setting up Thursday, July 15, as a day of local ag tours and will then have speakers and a brief business meeting on Friday morning, July 16,” he explains.

While not all tour activities have been finalized as this newsletter is prepared, events already confirmed include a stop at Eckert’s Country Store and Farms in nearby Belleville, IL. Family-owned and operated since 1837 by seven generations of Eckerts, this is the largest pick-your-own orchard operation in the United States.

Starting as a simple roadside stand in 1910, the Eckert family now owns and operates farming, entertainment and retail entities in Belleville, Grafton and Millstadt, IL. They have grown from simple fruit orchards into family entertainment centers that feature special children’s activities, annual events, festivals and the Eckert’s Country Store and Restaurant. Lunch will be served here and will be their famous fried chicken served family style.

That will be followed by a tour through the new facilities at Agrotain International, which is headquartered in St. Louis. Agrotain International is the world’s largest producer of StabilizedNitrogen™ fertilizers. Marketed under the brands AGROTAIN®, AGROTAIN® PLUS, SuperU®, HYDREXX™, UMAXX® and UFLEX™, StabilizedNitrogen fertilizers contain proprietary nitrogen stabilizer technology. Agrotain International’s Stabilized-Nitrogen fertilizers reduce nitrogen losses, and extend plant-available nitrogen for healthier plants and higher yields.

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Tour participants will also be able to reserve advance tickets for an evening baseball game between the St. Louis Cardinals and the LA Dodgers. The tickets will be complimentary of Pioneer Hi-Bred International, Inc. and will be available on a first-come, first-served basis.

## Friday Program

“We have a full morning planned for Friday, July 16, including a short business meeting,” says ISPFMRA President Bret Cude, AFM, CCA.

Leading off the morning will be Mike Adams, host broadcaster for AgriTalk, the Voice of Rural America. Adams says he will select the topic of discussion based on events involving agriculture that are current as of that morning.



Adams’ presentation will be followed by a brief business meeting “which is very necessary,” says Cude. “Because of the change in the timing for the Annual Meeting, we need to make a by laws revision regarding the fiscal year for the Chapter. In order to do that we will convene a short business meeting, have our discussion and vote, and then continue on with the Summer Tour program,” he explains.

The meeting will be followed by a thought-provoking presentation, *9 billion people to feed – what will it take?* by James S. McLaren, Ph. D., CMC, and president of StrathKirn® Inc.

With headquarters in nearby Chesterfield, StrathKirn provides customized consulting in the management of science, new technologies, product development, market planning, due diligence, and business strategies. Key target industries include agriculture, food/feed, biotechnology, bioenergy and biofuels.



McLaren has first hand international experience of both R&D management and commercial product introduction, including business development processes, across a range of new technologies.

More details as well as registration information will be forthcoming later this spring, Kellerman says.

The two-day event is being held in conjunction with Education Week, sponsored by the ASFMRA.



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# 2010 Illinois Farmland Values & Lease Trends

Illinois  
Society of  
Professional  
Farm Managers  
and Rural  
Appraisers



## 2010 Illinois Land Values Conference

March 17 - 18

Parke Hotel and Conference Center  
Bloomington

- What IS driving farmland lease rates?
- Comparing Farmland with Other Investment Options
- 2010 Farmland Values and Lease Trends Report

**PLUS**

**2010-2011 7-Hour USPAP Update**

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## **Wednesday, March 17\***

**7 a.m. Registration Opens**

**8:15 Welcome/Introductions**

**8:30** 2010-2011 USPAP Update Course  
Approved for 7 hours. Meets Illinois Appraisal CE Requirements.  
Instructor: Randall Neff, SRA, Neff Valuation Group  
Note: Attendees do receive a copy of USPAP

**9:00** The Illinois Association of REALTORS<sup>®</sup>, in conjunction with the Illinois Farm and Land Chapter of the REALTORS<sup>®</sup> Land Institute, offer the mandatory Broker Management Course (BME 1800)

Broker Management Course#564.001568  
6 Hours  
Instructor -- Norm Willoughby

This course is intended to provide the knowledge and tools necessary to be an effective Illinois real estate broker. The course is a 6-hour classroom course delivered through a combination of lecture, discussion simulations, and small group formats and will be divided and weighted accordingly.

**Noon Lunch**

**1 p.m.** Course continues

**4:00** Broker Management Exam

**5:00 ISPFMRA Memorial Scholarship Reception and Auction**

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### **Location**

Parke Hotel and Conference Center  
1413 Leslie Drive  
Bloomington

The complex is located on Leslie Drive at the intersection of G.E. Road and Towanda Barnes Road in NE Bloomington. Conference Center parking is on the south side of the complex.

### **Lodging**

A block of rooms has been set aside at the Parke Hotel and Conference Center at a rate of \$89.99. Contact the hotel directly **309-662-4300** to make reservations. Mention "Land Values Conference" to receive the special rate. This rate and the room block are in place until March 1, at which time all will be released.

**Thursday, March 18\***

**7:30 a.m.**

**Registration and Continental Breakfast**

**8:45 Farmland as a Long-Term Investment** -- Bruce Sherrick, Ph. D.,  
University of Illinois College of ACES

Markets go up and markets go down, but in the long average, the return on investment for farmland tends to remain stable. Sherrick will report on his research on farmland returns from an historical perspective and compare performance against more traditional investment alternatives.

**9:45 What IS Driving Farmland Lease Rates** -- A Panel Moderated by Dave Klein, AFM, ALC, Soy Capital Ag Services, Bloomington

- Mike Lauher, Farmland Management Services, Savoy, IL
- Kent Meister, Pioneer FBFM Association, Bloomington, IL
- Steve Myers, AFM, Busey Ag Services, LeRoy, IL, 2008 ASFMRA Farm Manager of the Year
- Richard Grever, AFM, Hertz Farm Management, DeKalb, IL, 2007 ASFMRA Farm Manager of the Year

**11:40 -- 2010 Farmland Values and Lease Trends Report**

- Bob Swires, AFM, Swires Land and Management, Decatur, IL
- Gary Schnitkey, Ph.D., University of Illinois College of ACES

**12:15 p.m.**

**Adjournment**

**\* Attendance at both days of this conference will qualify for 9.5 CE Appraiser and Management Credits from the American Society of Farm Managers and Rural Appraisers (6.0 hours on March 17 and 3.5 hours on March 18)**



Bruce Sherrick, Ph.D.



Steve Myers, AFM



Richard Grever, AFM



Bob Swires, AFM



Gary Schnitkey, Ph. D.



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# 2010 Illinois Land Values Conference Registration

Advance Registration is **REQUIRED** by March 10

	(ASFMRA, RLI Members)	Non-Members
<b>March 17</b>		
7-Hour USPAP Course	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Broker Management	<input type="checkbox"/> \$125	<input type="checkbox"/> \$145
Includes USPAP / Broker Management Education Sessions/Luncheon/ Program Materials/Reception		
<b>March 18</b>	<input type="checkbox"/> \$40	<input type="checkbox"/> \$45
Includes March 17 Evening Reception, Program and a copy of 2010 Land Values Report)		
There is a \$14.95 fee for Brokers taking the course for the first time. The mandatory fee is for additional materials required by the Illinois Association of REALTORS® <input type="checkbox"/> \$14.95		
Total	\$ _____	

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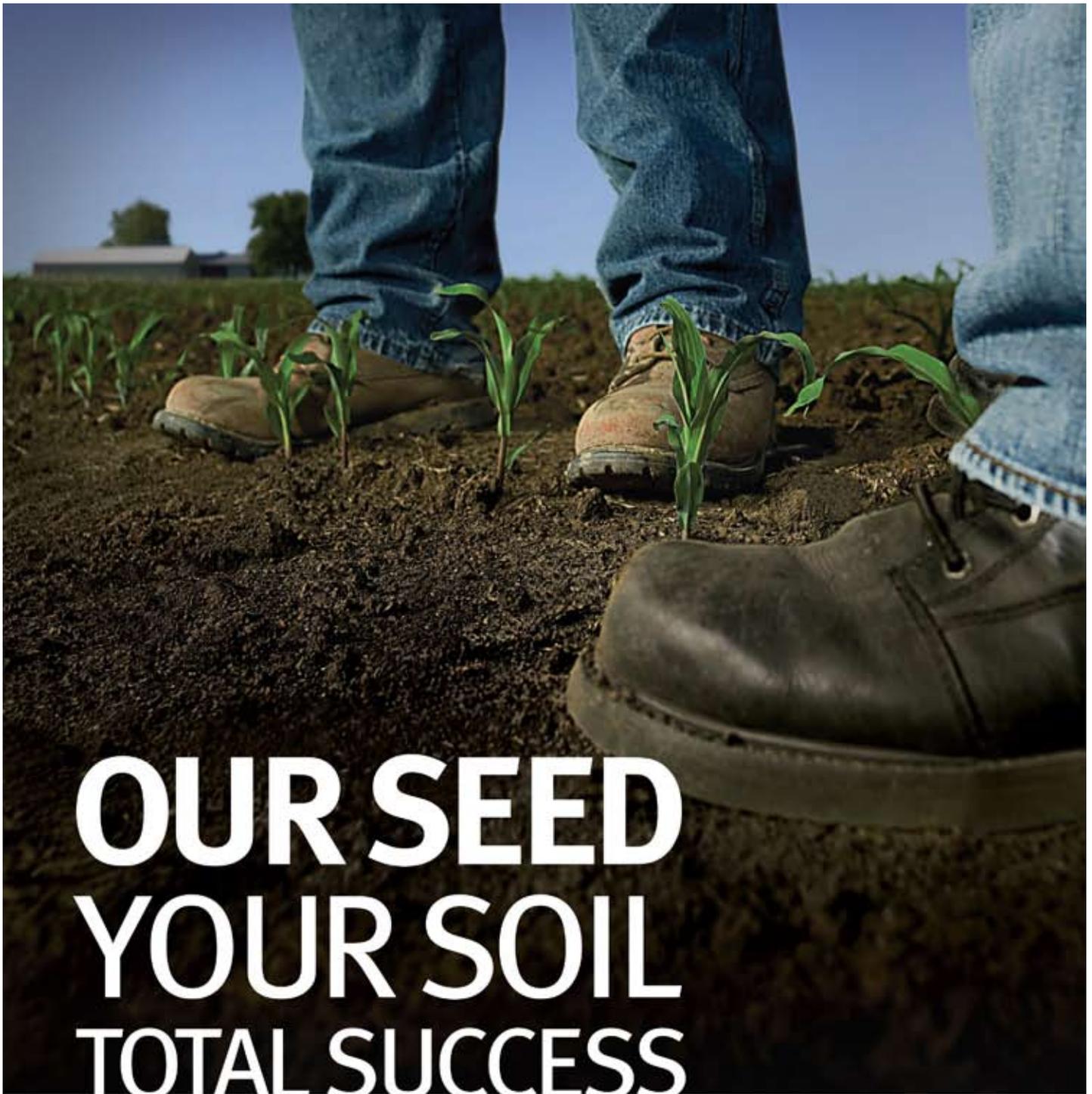
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# Scholarship Auction set for March 17

When the decision was made to return the Chapter Annual Meeting to February timing, it also meant that the Memorial Scholarship Committee had to re-think its annual Scholarship Auction.

“Basically, we have made certain commitments to the schools to which we provide scholarship funding, and we now saw a huge time gap between the meeting in September 2009 and the next full meeting in February 2011,” says Richard Hiatt, AFM, ARA, chairman of the Memorial Scholarship Committee.

“There is no way we can continue to fund the scholarships with a break of over a year without collecting contributions,” he continues. “Realizing that the next largest gathering of the membership would likely be at the Illinois Land Values Conference, we put our heads together with the planners of that program and decided that is when we would do the auction.

“Because of the education programs that will be underway all day on the 17th, there will be Chapter staff there as well, so we can receive auction items all day long. We are hoping that many of those who will be coming for the education programs will bring auction items with them.

“We will log in auction items just like we always do and

when 5 p.m. rolls around, the cash bar will open, the free food will be available, and the auction items will be on display. Then, at 6, the auction will get underway. “And since this is St. Patrick’s Day, we are hoping to have a very festive evening,” Hiatt continues.

“For those members who happen to work and live in the Bloomington/Normal area but will not be attending the education programs, come on over anyway!” he encourages. “We’re close enough that you can bring over auction items during the day then come back that evening for the fun that always goes along with these events. And for sure, bring your spouse and make this a very special celebration.

“We’ve already begun receiving some commitments for auction items and we are looking for more. The Parke Hotel and Conference Center has gotten into the spirit of the event and will be offering some special items. And, of course, there will always be plenty of Merrys Irish Cream, to be auctioned, of course!”

“We always ask that the items contributed to the auction have a value of at least \$25. And they can be anything from clothing items, collectibles, sporting or athletic event tickets, wines – you name it and we’ll sell it all for a good cause.

“Last year’s raffle and 50/50 raffle netted nearly \$5,800 and we are certainly hopeful we can make that at this year’s event in March,” Hiatt says.

“What we haven’t totally figured out yet is how to recognize the scholarship recipients as we have done at the Annual Meeting banquets. Likely we will roll that into the banquet at the February 2011 meeting which will be held in Springfield.

“One thing that has changed is how auction contributions need to be made. The schools require that checks be made out to the particular school and NOT to the Illinois Chapter. This way the person making the contribution will receive the appropriate recognition from the school as well as the documentation they need for their tax-deductible donation.

“It’s a paperwork thing, but we are getting the details worked out,” Hiatt says.

“We’ve made a long-term commitment to the schools to which we contribute the money and we certainly want to be able to continue that tradition.

“So whatever your plans are for March 17, come on over to the Parke Hotel and Conference Center and be part of a very, very special St. Patrick’s Day celebration, and help raise scholarship funds at the same time!!” Hiatt says.



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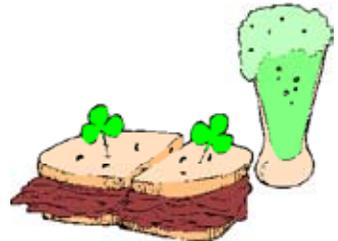
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Wednesday, March 17  
Parke Hotel and Conference Center  
Bloomington



Auctions Items can be received all day.

5 p.m. -- Cash Bar opens and Auction Items will be on display. **FREE** Food will be available...*And the FUN Begins!!*

6 p.m. -- The Auction Gets Underway...*And the FUN Continues!!*

7-ish, or so, the Auction Wraps Up! Will we top last year's total of nearly \$6,000.00??



If you have questions regarding donating auction items, contact Head Leprechaun Richard Hiatt at 815-842-2344



**Special Thanks to the Leprechauns at Farmers National Company and Capital Agricultural Property Services for co-sponsoring the reception!!!**

---

## Welcome New Members

### **Cochran, Mark S.**

Friend  
Bellatti, Barton, Hamill & Cochran  
944 Clock Tower Drive, Suite A  
Springfield, IL 62704  
217-793-9300 - p  
217-793-9301 - f  
mcochran@bellatti-barton.com

### **Erickson, Joel**

Friend  
CB Richard Ellis Commercial Real Estate Services  
700 Commerce Drive, suite 550  
630-975-006 - p  
630-573-7018 - f  
joel.erickson@cbre.com

### **Houmes, Barry L.**

Farmers National Company  
1201 S. Veterans Parkway, Suite B  
Springfield, IL 62704  
217-670-1708 - p  
217-670-0371 - f  
217-971-1631 - c  
bhoumes@farmersnational.com

### **Massie, Kevin G.**

Illinois Forest Products  
8699 Arenzville Road  
Beardstown, IL 61618  
217-323-4540 - p  
217-323-9468 - f  
ifp@casscomm.com

### **McCarty, Charles J.**

Associate  
Old National Bank  
101 West Ohio Street  
Indianapolis, IN 46204  
317-693-2723 - p  
317-693-2721 - f  
cmc@indyrr.com

### **Nelson, Robert A., AFM**

Agrivest, Inc.  
400 Chatham Rd., Ste. 200  
Springfield, IL 62704  
217-21-1106 - p  
217-415-2606 - c  
bobn@agrivestinc.com

### **Ogden, Kyle**

First State Bank  
131 N. Main Street  
Atwood, IL 61913  
217-578-2221 - p  
217-578-2569 - f  
kogden@fabcorp.com

### **Shirk, Andrew J.**

Associate  
Shirk Farms  
2027 South Main Street  
Bloomington, IL 61704  
309-829-3133 - p  
309-828-2206 - f  
309-533-4000  
ashirk@beernuts.com

### **Turner, Michael W.**

Candidate  
State Bank of Lincoln  
508 Broadway St.  
Lincoln, IL 62656  
217-735-5551 - p  
217-735-5451 - f  
mturner@sblincoln.com

### **Wenger, Nath D. AFM**

Associate  
Bank of Pontiac  
300 W. Washington St.  
Pontiac, IL 61764  
815-844-6155 - p  
815-842-2977 - f  
815-674-0925 - c  
nwenger@bankofpontiac.com

### **Zimmerman, Ronald**

Friend  
2781 East 124th Circle  
Thornton, CO 80241  
303-451-0792 - p  
rontrudyz@gmail.com

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# *Notice Something Different About this Newsletter?*

## **It has advertising!!!**

“At a time of tight corporate budgets and cutbacks in all kinds of spending, it is more and more difficult for corporate decision-makers to determine where and how they want to spend their promotional budgets,” says Brian Neville, AFM, and co-chair of the Chapter’s Commercial Sponsor program.

“We know there are lots of options and we want to make sure we are giving our commercial sponsors as much exposure as we can for their contributions to the Chapter,” adds Thomas Wargel, AFM, the other co-chair. “So, beginning with this issue of the Newsletter we’ve begun accepting advertisements from our sponsors, and some of them jumped on board right away.”

“Funds that come in from commercial sponsors go into the general ledger ‘for the good of the cause,’ so to speak,” Neville explains. “And because of those contributions our meeting planners are better able to afford some of the top-shelf speakers we’ve seen coming to the Illinois Chapter meetings. AND, we can keep registration fees down for the members so more can afford to attend the programs.”

“We use these funds to help defer the costs of speakers and other expenses specifically for the Annual Meeting as well as the Summer Tour and its associated activities,” Wargel comments. “Quite simply, we couldn’t do it without them, and we appreciate the loyalty they have shown over the years. It’s just another way of saying ‘Thank you.’”

## **Our Commercial Sponsors**

We would like to acknowledge our commercial sponsors whose support greatly enrich the programs of the Illinois Society of Professional Farm Managers and Rural Appraisers:

Agricultural Soil Management (ASM)  
AgriData, Inc.  
AgriGold Hybrids  
AgroTain International  
BASF  
Bayer Crop Science  
Beck’s Hybrids  
Country Insurance & Financial Services  
Heritage/Diener Seeds Inc.  
Dow Agro Sciences/Mycogen Seeds  
Farm Credit Services of Illinois  
1st Farm Credit Services  
Glenn Brothers  
Great Heart Seed Company -- **NEW!!**  
Horizon Genetics  
Horizon Wind Energy  
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LG Seeds  
Livingston Barger Brandt & Schroeder  
Monsanto  
Pioneer Hi-Bred International  
Rabo AgriFinance  
Schroeder Seed Service  
Stine Seed Co.  
Syngenta Crop Protection  
Trisler Seed Farms

# Mark Your Calendars

## March

- 5-6 IAR Spring Conference, Collinsville
- 17-18 2010 Illinois Land Values Conference  
Parke Hotel/Conference Center, Bloomington

## April

- 8-9 2010 National Land Conference  
Fort Worth, TX

## May

- 10-14 NAR Midyear Legislative Meetings  
Washington, DC

## July 2010

- 12-15 ASFMRA Education Week  
Sheraton Tower, Westport, MO
- 15-16 ISPFMRA Annual Meeting/Business Meeting  
Sheraton Tower, Westport, MO

## Aug.

- 5-6 NAR Leadership Summit  
Chicago
- 31-Sept. 2  
Farm Progress Show, Boone, IA

## September

- 12-16 ASFMRA Leadership Institute  
Washington, DC
- 7 - 30 IAR Fall Conference  
St. Charles, IL

## November

- 1-4 ASFMRA Annual Meeting  
Orlando, FL
- 3-8 Realtors Conference and Expo  
New Orleans
- RLI Annual Convention  
New Orleans

## January 2011

- 3 Illinois Ag Legislative Roundtable  
Bloomington

## February

- 17-18 2011 ISPFMRA Annual Meeting  
Springfield

## Member Spotlight



ISPFMRA Welcomes Kirk Massie  
of Illinois Forest Products as a new Friends member.

Kirk is a graduate of Southern Illinois University's School of Forestry. In business since 1961, Illinois Forest Products provide forestry services, landscape construction, wholesale Christmas trees.

Services include custom tree planting, forest management plans, and conservation consulting specializing in CRP, CREP and WRP programs. Check them out at [www.illinoisforestproducts.com](http://www.illinoisforestproducts.com)

Welcome, Kirk Massie!



## New Directory Coming Soon!

The 2010 ISPFMRA Membership Directory is nearing completion and will be mailed very soon, says Executive Directory Carroll Merry.

"Reponding to the updates is very important this year," he says, "because of the changes in the 'Services Offered' part of the listings. Between that particular section, and the number of new members as well as constantly-changing e-mail addresses, over 1,000 changes have gone into getting the records updated.

"We have gotten a little behind on production of the updated directory, but it is still our goal to have it available for initial distribution at the Land Values Conference on March 17," he states.

He notes that as the directory goes for printing, the complete file is also going to the Webmaster who manages the Chapter's Web site. "We will be working very diligently with our Webmaster to make sure all the changes get put into place regarding the updates for the member section on the site."

In addition to distribution to the members and sponsors, Merry says nearly 1,500 copies are distributed to various organizations around the state. "We encourage members to make the directories available to anyone they feel should have an involvement with the Chapter. We can certainly send out extras to members who have a need for them. For the sake of keeping shipping fees down, we ask that the members order directories in bulk and make distribution on their own."