

American Society of Agricultural Consultants
Consulting Excellence to Agriculture – Worldwide

Communique



Message from the President Kyle Walker, CAC

I hope everyone had a blessed Easter weekend and was able to spend time with family and friends. Spring has officially arrived and it's hard to believe that Tax Day is already behind us. I expect many of our members deserve a break this time of year.



I am beginning my busy season as planting season is upon us. April has been abnormally cold with snow and rain in central Iowa. As of April 25, soil temps across much of the state were in the mid to upper 40s causing delays for early corn planting. The latest USDA crop progress (April 25) shows that only 1-2% of corn has been planted in Iowa, Illinois, and Indiana. In comparison, last year we were at 10-21% planted at this time depending on location. I anticipate these weather conditions will straighten out and hopefully we can get in the fields soon.

We have five new members who have joined ASAC since the beginning of the year. I would like to facilitate membership growth and encourage current members to 'like' or 'follow' ASAC on our various social media platforms. ASAC is currently posting weekly on Facebook, Twitter, Instagram, and LinkedIn. I also want to encourage members to join committees if they are interested in becoming more active in ASAC.

The annual meeting committee is currently planning the 2022 conference in Oklahoma City. Pete Weisenberger and his team are procuring speakers and identifying tour ideas, I anticipate a phenomenal conference this year.

We continue to see record land sales across the country with many investors looking for an inflation hedge. Through Q1 of 2022, Peoples Company's internal appraisal database is showing the average \$/CSR2 for highly tillable land across Iowa was \$174. This shows land values across the state are up 26% over the last year and 51% over the last five years.

ASAC Leadership

President
Kyle Walker, CAC

President-Elect
Pete Weisenberger

Vice-President/Secretary
Keith Dickinson, CAC

Chief Financial Officer
Russell Morgan, CAC

Immediate Past President
Ethan Robertson, CAC

Eastern Director
Joanna Lidback, CAC

Western Director
Ron Rabou

Northern Director
Steve McWilliams

Southern Director
Keith Raynor, CAC

Executive Vice President
Traci Schermerhorn

Board of Directors Notes for April 19, 2022

Financial Report – Russell Morgan, CFO

Russell reported that our account balance is approximately \$46,500 which is in line with last year. Russell will have more detailed reports ready in the next couple of weeks which he will present at the next board meeting. We are behind on membership renewals but Russell plans to do another round of follow-up emails and calls with those who have not renewed.

Meetings Committee - Pete Weisenberger, Chair

Pete reported that the committee is now focused on the theme and logo for the conference. He hopes to have that by the next board meeting. Pete will send out an email with ideas for the tours. Kyle suggested Pete reach out to John Jackson to be lead coordinating the tour. The group discussed the Diversity and Inclusion presenter. His fee is between \$5,000-7,000. Keith Dickinson feels that is negotiable and will talk to him. He's going to present \$2500 as the amount we could afford. In 2021, our budget for speaker fees and travel was \$5200.

Bylaws Committee – Keith Dickinson, Chair

There is a requirement in the bylaws related to members who have their CAC designation and product sales. Bylaws currently state that no more than 10% of a CAC's income can come from product sales. This would disqualify a couple of our current members. The committee is working on rewording or removing this statement.

Continuing Education Committee - Russell Morgan, Chair

The committee continues to review Notes from the Field, Shop Talk and Webinars. The CEC has promoted ASFMRA's AAC2 course offered virtually May 17-19 – available to ASAC members at ASFMRA member cost. This course is approved for CEU credit toward obtaining and maintaining a CAC. Russell also reported that the CEC will begin promoting Wittman Consulting's "Train the Trainer Seminar for Targeted Clients and Consulting Professionals" (Dick Wittman is an ASAC member). The course is scheduled for mid-June.

Marketing & Promotion Committee - Paige Gilligan, Chair

We have 63 members. Our CAC numbers have remained steady with last month. The committee researched additional used trade show booths (backdrop panels). Don T. and Pete W. have been reaching out to various sellers. Update as of April 15, 2022: a used display was purchased for \$530 including shipping (sent to Traci).

We added links to the sponsors webpages from our website. If someone clicks on their logo or their listed name, it will take them to the sponsor's website. This was asked of us by Warren Clark, CCI Marketing. As of the beginning of April, we also added ASFMRA and CAFA to the Strategic Allies webpage.

Strategic Alliance Committee – Norm Brown, Committee Chair

The SAC is continuing to work on getting a strategic alliance agreement with the A.B.A. The final version of the Lender Flyer is complete and will be emailed out to lenders on our contact list. The YouTube PowerPoint presentation is complete and on our YouTube page. Now the committee needs to decide where to post it on our webpage. CAFA participated in our last Shop Talk and we received the agenda for their June Farm Management Update conference to share with our members.

Keep Up with the ASAC Blog

- [Apr 1, 22](#) – Crisis Leadership: Your 90 Day Plan
- [Apr 7, 22](#) – Large Commercial Producer Survey Available
- [Apr 14, 22](#) – The Value of a Good Farm Office
- [Apr 21, 22](#) – Crisis Leadership: What Your Family Needs from You
- [Apr 28, 22](#) – Mental Hacks for Ag Professionals



Invite your Friends to Follow ASAC on Facebook!

This is another reminder to please invite your Facebook friends to like the American Society of Agricultural Consultants Facebook page! Here is how to invite your friends to like our page:



On your computer:

1. Go to the [American Society of Agricultural Consultants](#) Facebook page
2. Hit the button with the 3 grey dots (the top right corner under the contact us button)
3. Hit invite friends and you can either chose “select all” which will invite your entire friends list to like the American Society of Agricultural Consultants Facebook page, or you can pick and choose who you want to invite.

On your phone:

1. Go to [American Society of Agricultural Consultants](#) Facebook page
2. Scroll to the community tab
3. Scroll down to where you can see how many likes/ followers our page has and the INVITE FRIENDS button is blue
4. Either hit select all if you wish to invite your entire friends list or choose how you wish to invite.

Thank you in advance for taking time and participating.

Ib’s Insightful Introspections

It will be impossible to replicate/replace Ib’s wit and down-to-earth observations. In a meager attempt, we offer these:

“Life isn’t about finding yourself. It’s about CREATING yourself.” – George Bernard Shaw

“Success is liking yourself, liking what you do, and liking how you do it.” – Maya Angelou

“I’m not superstitious but I am a little stitious.”- Michael Scott (The Office)