

*A Specialized 6-Hour Chapter-Developed Seminar*

# Ecological Assets, Compensatory Mitigation Properties and Conservation Easements: *Issues Affecting California and Beyond*

**Thursday, November 3, 2016**  
Fort Washington Country Club, 10272 N. Millbrook Avenue, Fresno, CA

**Registration: 8:30am      Seminar Hours: 9:00am – 4:00pm**

**What is the  
Environmental Market  
Place?**

**Mitigation Credits  
(Wetland/Conservation  
Credits) Occur  
Nationwide**

**Conservation  
Easements: The Anchor  
for Most Mitigation  
Development Projects**



**Land Appraisal is Behind the Times**

**Conducting an Eco-  
Asset Based Appraisal**

**Exceptions to the  
Conservation Easement  
Model**

**Endowment Funds,  
Land Trusts & NGOs**

**The Landowner's  
Choices in the Modern  
Era**

*Have you wondered how markets for ecological assets (e.g. mitigation credits developed from conservation easements) can influence the value of real estate – farms, ranches, industrial sites, etc.? You've heard about carbon credits, but there is a great deal more. We will discuss what is the environmental marketplace and the implication of these markets for the value of land.*

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**Eco Assets, Compensatory Mitigation and Conservation Easements / Thursday, November 3, 2016 / Fresno**

Register online at <http://www.norcal-ai.org> or remit a completed registration form with appropriate seminar fee payable to:  
Appraisal Institute, 1243 Alpine Road, Suite 102, Walnut Creek, CA 94596 – FAX 925/932-7754

Name \_\_\_\_\_ Designation(s) \_\_\_\_\_

Firm Name \_\_\_\_\_ Email \_\_\_\_\_

Business Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Bus Phone \_\_\_\_/\_\_\_\_/\_\_\_\_ FAX \_\_\_\_/\_\_\_\_/\_\_\_\_ Home \_\_\_\_/\_\_\_\_/\_\_\_\_

Appraisal Institute  Designated Member  Candidate Institute  Affiliate Chapter Affiliation \_\_\_\_\_

AmEx  VISA  MC Acct # \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV \_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

For internal use only: Rec'd \_\_\_\_\_ Check# \_\_\_\_\_ Amount \_\_\_\_\_ DBCA \_\_\_\_ OLRS \_\_\_\_ Conf \_\_\_\_ Grp \_\_\_\_

**Learn what the term  
"ecological assets"  
really includes**

### Seminar Hours & Materials

Onsite check-in will begin at 8:30am on Thursday, November 3. Instruction will run from 9:00am – 4:00pm. Seminar materials will be distributed at onsite registration.

### Dress Code

***Dress code strictly enforced. No denim; no jeans. Collared shirts are strongly recommended.***

We also recommend that you dress in layers as meeting room temperatures are often difficult to control

### Tuition

***Tuition fee includes seminar materials, refreshments throughout the day and lunch!***

#### Appraisal Institute

*Designated Members, Candidates, Practicing Affiliates and Affiliates*

#### **BEST VALUE:**

**Register by October 7 ..... \$150**

Register by October 21 ..... \$175

Register after October 21 ..... \$200

#### **Non-AI / Standard**

#### **BEST VALUE:**

**Register by October 7 ..... \$175**

Register by October 21 ..... \$200

Register after October 21 ..... \$225

Discounted Appraisal Institute tuition rates are extended to **ASFMRA members**. Simply enter promo code ASFMRA when registering online; be sure to hit the "submit" button for discount to be activated.

**Secure online registration is available at**

**<http://www.norcal-ai.org>**

AmEx, MasterCard & VISA accepted

### Directions & FREE Parking

For best results when using your navigation system enter the exact street address – 10272 N. Millbrook Avenue, Fresno, CA or [click here](#). Ample onsite parking is complimentary.

### Looking Ahead?

**View our Updated  
Calendar of 2016-17 Events  
[www.norcal-ai.org](http://www.norcal-ai.org)**

### Seminar Presenter

#### William G. Coleman

Co-Founder & CEO  
Eco-Asset Solutions & Innovations

William Coleman has dedicated over 40 years to work in environmental and sustainability management supporting the needs of industry, government, non-profits and academia globally as well as start-up businesses in California. EASI works with private landowners, businesses and industry, municipalities, and government agencies to navigate and benefit from the expanding market for ecological assets, in particular mitigation credits. EASI helps clients understand the mitigation credit market, develop new revenue streams, reduce project risks and achieve important public interest goals related to sustainability, health & welfare and economic vitality.

### Additional Presenter TBA

**- ACT NOW -**

**The earlier you register,  
the more you save!**

We reserve the right to change locations, substitute instructors or to cancel this program if sufficient registrations are not received by October 14. In the event of cancellation, tuition fees will be refunded. All other costs incurred are the registrant's responsibility. Special accommodations are available for individuals who have been professionally diagnosed as physically or learning disabled and can provide appropriate documentation prior to the course. Without advanced notification in writing, accommodation may not be available.

**Conservation Easements:  
Objectives, how they work and  
their value to landowners**

### Equipment

Attendees should bring paper and pen/pencil for taking notes. Laptops and calculators are not required. Those choosing to bring laptops/tablets should bring their own extension cords / power strips.

### Continuing Education Credit

Approved for 30 points toward AI CEC; applications for 6-hours of BREA and SBE CEC are being submitted.

Verified attendance certificates will be returned within 15 working days of the seminar. Full (100%) attendance is required. ASFMRA, ASA, and IRWA typically offer reciprocal CEC for AI approved offerings; check with your organization for confirmation before registering.

### Cancellations

Written cancellations received by Thursday, October 20, are subject to a \$40 cancellation fee. Cancellations received after that time but prior to noon on Thursday, October 27, are subject to a \$55 cancellation fee. No refunds for cancellations received after Thursday, October 27, or for seminar "no shows." Cancellations can be emailed to [lisa@norcal-ai.org](mailto:lisa@norcal-ai.org).

### Accommodations

The following hotels are within a short driving distance of Fort Washington Country Club.

#### SpringHill Suites by Marriott Fresno

6844 N. Fresno Street  
559/431-0004

#### Hampton Inn & Suites River Park Fresno

327 East Fir Avenue  
559/447-5900

Guest rooms have not been blocked at any of the inns listed above. For additional lodging options in the Fresno area visit

<http://www.playfresno.org/visitors/lodging>

### Questions & Contact Information

Northern California Chapter  
1243 Alpine Road, Suite 102  
Walnut Creek, CA 94596  
T 925-932-7753 F 925-932-7754  
[www.norcal-ai.org](http://www.norcal-ai.org)