



MEDIA RELEASE

For Immediate Release

February 7, 2005

**“Accelerating Your Success,”
Another Great I.D.E.A.**

Operating an agricultural retailing business in today’s competitive world is no easy task. As a means of assisting independent ag retailers to find new and better ways to do business, the Independent Dealers Entrepreneurial Association (I.D.E.A.) is hosting it’s sixth annual general meeting and conference, “Accelerating Your Success,” on February 8, 2005 at the Sheraton Winnipeg Hotel in Winnipeg, Manitoba, in conjunction with Canadian Association of Agri-Retailers (CAAR).

“One of the keys to our organization’s success is our networking system,” says Curtis Sinnott, President of I.D.E.A.. “We meet with each other and talk regularly to discuss issues we hold in common. Working together as much as possible is absolutely vital. Our conference allows us to gather, once again, and revisit the business essentials so important for our individual longevity.”

Headlining the event, which focuses on the unique business needs of independent farm input supply dealers throughout the Prairies, is Dr. Brian Little. Dr. Little is a Lecturer in Psychology at Harvard University and an Affiliate of the Radcliffe Institute for Advance Study. Highly regarded for his clinical research into personality types, Dr. Little will outline practical strategies to achieve success and deal with the stresses of life in a competitive environment.

Also featured on the agenda are Rob Saik and Darren Howie, Agri-Trend Agrology Ltd. and Ben Hudye, Hudye Soil Services Inc., who will speak about the “Field of Dreams” project and various other agronomic programs. Mike Jubinville, Pro Farmer Canada, will present a market outlook, providing the latest information on where grain, fertilizer and agriculture markets are headed. Closing the day is Orlyn Kostenuk, Performance Training, who will provide a model to assist businesses during times of transition and will discuss how to improve the employee selection process.

Allan McDougald, Executive Director of I.D.E.A. notes the value of independent retailers networking with each other and with like-minded businesses is extremely valuable. “This conference gives independent agricultural retailers the chance to talk with each other face-to-face about the unique challenges of running an independent farm input supply business in today’s world. The value of that interaction can not be underestimated.”

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Conference activities get underway on Monday February 7 at 7:00 p.m. with a welcome reception. The I.D.E.A. business meeting begins at 9:00 a.m. on Tuesday February 8, 2005. General sessions commence at 10:30 a.m. For more information, call (306) 933-4904, or visit the I.D.E.A. website at www.independentdealers.com.

I.D.E.A. gratefully acknowledges the generous support of our sponsors:

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The Independent Dealers Entrepreneurial Association Inc. (I.D.E.A.) was formed in 1999 by independent agricultural crop input dealers across the Canadian Prairies. I.D.E.A. is a membership-driven organization that provides a forum for networking, sharing of information and professional development.

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For more information, contact:

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