



MEDIA RELEASE

For Immediate Release

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“A New Direction for Agriculture,” 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 seventh annual general meeting and conference, with a new evening format, “A New Direction for Agriculture,” on February 13, 2006 at the Sheraton Hotel in Saskatoon, Saskatchewan, in conjunction with Canadian Association of Agri-Retailers (CAAR).

“One of the keys to our organization’s success is our networking system,” says Patty Martin, Office Manager of I.D.E.A. “Our members meet with each other and talk regularly to discuss issues they hold in common. Working together as much as possible is absolutely vital. Our conference allows independent dealers to gather, once again, and revisit the business essentials so important for their individual longevity.”

Headlining the event, which focuses on the unique business needs of independent farm input supply dealers throughout the Prairies, is William D. Goodbar, Jr., Managing Director of AgriCapital Corporation in New York, New York.

Mr. Goodbar has many years of experience in finance and consulting, including five years at the American Stock Exchange and seven years at a management consulting firm specializing in agribusiness and biotechnology. He holds a BA in economics, an MBA with emphasis in finance from the University of Colorado and is a member of the New York Society of Security Analysts.

Mr. Goodbar’s presentation, “Where is Agriculture Headed?” will focus on the significant consolidation among the big players in the ag-chem world, the trend for biotechnology to replace crop inputs and the implications of these changes for independent ag-retailers.

The evening gets underway at with the I.D.E.A. business meeting begins at 6:00 p.m, followed by Mr. Goodbar’s presentation at 7:00 p.m., and concludes with a reception (appetizers and cash bar) at 8:00 p.m. For more information or to register visit www.independentdealers.com/events.htm or call 306-933-4404.

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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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