



MEDIA RELEASE

For Immediate Release

April 3, 2009

NEW EXECUTIVE APPOINTED

Alan Rundell is the new President of the Independent Dealers Entrepreneurial Association Inc. (I.D.E.A.).

Rundell, a founding member of the Association, was appointed President during an I.D.E.A. Board Meeting convened in Calgary on March 30. He succeeds Curtis Sinnott, who assumed the post of Past President. The new Vice President is Harold Zibell and the new Treasurer is Gordon Thompson.

“I.D.E.A. members provide important services to Canadian farmers. As the agriculture industry grapples with the impact of the global economy, local dealers who understand the needs of customers is critical to maintaining crop production levels,” Rundell said.

Established in 1999, I.D.E.A. represents independent agricultural crop input dealers in Western Canada who have a minimum 51 percent controlling interest in their businesses. The Association provides a variety of services to members including networking opportunities, information sources and market updates.

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