



MEDIA RELEASE

For Immediate Release

February 6, 2003

“Thriving Independently” Conference, Another Great I.D.E.A.

Thriving as an independent retailer is not always easy, and presents an even greater challenge during periods of economic slowdown. As a means of finding new and better ways to raise the bottom line for independent agricultural retailers, the Independent Dealers Entrepreneurial Association (I.D.E.A.), is hosting its fourth annual general meeting and conference, “Thriving Independently,” from February 10 to 11, 2003 at the Sheraton Hotel in Saskatoon, Saskatchewan. The event (which will take place just prior to the annual convention of the Canadian Association of Agri-Retailers) will focus on the unique business needs of independent farm input supply dealers throughout the Canadian Prairies.

“The key to our association is a networking system,” says David Dow, President of I.D.E.A.. “Having the ability to call other like-minded dealers to meet and discuss issues that we hold in common, and working together as much as possible, is absolutely vital. With that in mind, our conference is designed to help independent dealers gather practical information on how to run their businesses better and more profitably.”

Featured speakers include Cam Scheeler of Kenmex Insurance, talking about the new insurance world; Arnie Shaw of Centennial Plumbing, Heating and Electrical, on the topic of peer reviews; and Ken Johnston of K.R. Johnston Human Resources Services Inc., discussing employment standards and labor laws.

Alan McDougald, Executive Director of I.D.E.A. notes there will be many valuable networking opportunities available during the event. “The conference gives independent agricultural retailers a chance to talk face to face with each other 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 February 10, 2003 beginning at 7:00 p.m. with a welcome reception. The I.D.E.A. business meeting, begins at 9:00 a.m. on February 11, 2002. General sessions, commence at 10:15 a.m. For more information, call (306) 933-4904, or visit the I.D.E.A. website at www.independentdealers.com.

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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.

- 30 -

For more information, contact:

Allan McDougald, Executive Director, I.D.E.A.
Tel: (306) 373-7543

Dave Dow, President, I.D.E.A.
Tel: (780) 967-2772