



***MEDIA RELEASE***

For Immediate Release

January 13, 2004

**“Reinventing Your Business – Focusing on the Essentials,”  
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 fifth annual general meeting and conference, “Reinventing Your Business – Focusing on the Essentials,” from January 29 to 30, 2004 at the Howard Johnson hotel in Canmore, Alberta.

“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 Donald Cooper of Cooper Sports Equipment. Drawing from his unique experience as a world-class manufacturer, award-winning retailer and international business speaker, Donald focuses on every business’ biggest challenges.

Also featured on the agenda is Bill Keogh of AgKnowlogy Inc. AgKnowlogy has developed a turnkey account management system that uses a retailer’s customer knowledge and AgKnowlogy’s analytics to increase sales, customer loyalty and profit.

Allan McDougald, Executive Director of I.D.E.A. notes the value of independent retailers networking with each other and with successful business entrepreneurs like Donald Cooper 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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502 - 45th Street West, Second Floor  
Saskatoon, Saskatchewan  
CANADA S7L 6H2

Tel: (306) 933-4904  
Fax: (306) 244-4497  
office@independentdealers.com

[www.independentdealers.com](http://www.independentdealers.com)

Conference activities get underway on Thursday January 29, 2004 at 7:00 p.m. with a welcome reception. The I.D.E.A. business meeting begins at 9:00 a.m. on Friday January 30, 2004. 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](http://www.independentdealers.com). Those attending the conference are encouraged to bring their families and stay throughout the weekend in beautiful Canmore.

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:

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

Curtis Sinnott, President, I.D.E.A.  
Tel: (403) 627-2001