



For Immediate Release (3 pgs)

MEDIA RELEASE

January 18, 2001

“Competing Amongst the Giants” Conference is Just the Right I.D.E.A.

“Competing Amongst the Giants,” the second annual general meeting and conference of the Independent Dealers Entrepreneurial Association (I.D.E.A.), is just around the corner. Set to take place January 22-23, 2001, Edmonton, Alberta, the conference centers on the unique business needs of independent farm input supply dealers throughout the Canadian Prairies.

The feature speaker, Dr. David Downey, Executive Director and Professor from Purdue University, will lead a workshop focused on developing the specific business and marketing skills essential to the survival and success of independent dealers in today’s competitive environment. Dr. Downey is a well-respected agribusiness expert. Also on the agenda is Rick Johnson of the TD Bank discussing “Financing Farm Inputs.”

“This conference offers our members and guests so many opportunities,” said Dave Dow, President of I.D.E.A. “Our conference speakers will offer practical business and marketing advice unique to the independent dealer. We hope everyone will be able to take home information that will help them to run a smoother, more efficient business.”

Alan McDougald, Executive Director of I.D.E.A. emphasis the networking opportunities available during the event. “The conference gives independent dealers 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.”

Conference activities get underway on January 22, 2001, beginning at 7:00 p.m. with a welcome reception. The I.D.E.A. business meeting, open to members only, begins at 9:00 a.m. on January 23, 2001, following breakfast. General sessions, open to the public, commence at 10:00 a.m. For more information, call (306) 373-7543, or visit the I.D.E.A. website at www.independentdealers.com.

“Competing Amongst the Giants” is made possible through the generous support of:

Agrium Inc., Platinum Sponsor
Interag, Platinum Sponsor
Ramboc Enterprises Ltd., Platinum Sponsor
Syngenta, Platinum Sponsor
North Point Distribution, Gold Sponsor
Simplot Canada Limited, Gold Sponsor
Saskferco Products Inc., Gold Sponsor
Northstar Seed Ltd., Silver Sponsor
Alberta Treasury Branch, Custom Sponsor
Kenmex Insurance, Custom Sponsor
McCannell Financial Group Ltd., Supporting Sponsor

- 30 -

For more information, contact:

Allan McDougald, Executive Director
Independent Dealers Entrepreneurial Association
Tel: (306) 373-7543

Dave Dow, President
Independent Dealers Entrepreneurial Association
Tel: (780) 967-2772

234 Blackshire Crescent
Saskatoon, Saskatchewan
CANADA S7V 1B3

Tel: (306) 373-7543
Fax: (306) 477-0870
admcdougald@sk.sympatico.ca

www.independentdealers.com



I.D.E.A. Second Annual General Meeting and Conference
“Competing Amongst the Giants”
■ January 22 & 23, 2001 ■ The Westin Hotel, Edmonton, Alberta ■

Monday, January 22, 2001 (British Columbia Room and Alberta Room)

- 7:00 p.m. Welcome Reception, (Appetizers and Cash Bar) *(open to all registered attendees and sponsors)*

Tuesday, January 23, 2001 (British Columbia Room and Alberta Room)

- 7:30 a.m. Hot Buffet Breakfast *(open to all registered attendees and sponsors)*
- 9:00 a.m. to 10:00 a.m. I.D.E.A. Business Meeting, Chaired by David Dow, I.D.E.A. President *(open to I.D.E.A. members only)*

General Sessions *(open to all registered attendees and sponsors):*

- 10:00 a.m. to 10:30 a.m. Networking Break
- 10:30 a.m. to 12:00 noon Keynote Address and Workshop: “Competing Amongst the Giants,”
Dr. David Downey, Executive Director and Professor, Purdue University
- 12:00 noon to 12:45 p.m. Buffet Lunch
- 12:45 p.m. to 2:45 p.m. “Competing Amongst the Giants,” (continued)
- 2:45 p.m. to 3:15 p.m. “Financing Farm Inputs,” Rick Johnson,
Western Credit Centre, Toronto Dominion Bank
- 3:15 p.m. to 3:45 p.m. Networking Break
- 3:45 p.m. to 4:15 p.m. Closing Remarks and General Discussion, David Dow

234 Blackshire Crescent
Saskatoon, Saskatchewan
CANADA S7V 1B3

Tel: (306) 373-7543
Fax: (306) 477-0870
admcdougald@sk.sympatico.ca

www.independentdealers.com



*I.D.E.A. is pleased to present **Dr. W. David Downey** as our keynote speaker.*

Dr. Downey, a world-renowned agribusiness expert will present a three hour lecture and workshop entitled, "Competing Amongst the Giants." His presentation will focus on how to survive and thrive in the new market environment, through specific fundamental success strategies and a customer-driven business focus.

Do not miss this opportunity.

About Dr. David Downey

Dr. Dave Downey is the Executive Director of the Center for Agricultural Business (CAB) at Purdue University. He has responsibility for the development of executive and management education programs for a wide array of individual companies, trade associations, and public programs. The CAB has become recognized as the leading center for agribusiness executive educational program in the USA and annually attracts hundreds of agribusiness professionals from across North America and around the world.

Dave also serves as a professor of Agricultural Marketing at Purdue University. He teaches courses in Agri Selling and Agri Marketing Strategy to over 500 students each year. Professor Downey has been instrumental in the development of a curriculum in which students can earn a four year B.S. degree in Agri Sales and Marketing -- the first such program in the U.S. He also directs a new program called "Food Industry Marketing and Management" has been developed for agricultural students entering the food processing and manufacturing industry.

Dave has received several recognitions for professional excellence, including four major teaching awards from Purdue University and two national awards from The American Agricultural Economics Association.

He has published three widely accepted books in his field. The first, AGRI BUSINESS MANAGEMENT, is published by McGraw Hill, and the second, AGRI SELLING, is published by Century Communications. His newest book, AgriSelling: Principles and Practice, (1999) -- published by Doan Agricultural Services - is the most complete book on agri selling on the market and is used by agricultural colleges across the USA. You may have seen some of his many articles in Agri Business publications such as Agri Marketing, Feed Stuffs, Seed World, Ag Retailer, and Seed and Crops, and several others.

Dave also works extensively with agribusinesses across North America as a consultant. He also works frequently with agribusinesses in Canada, Australia, Europe and South America. Dr. Downey recently spent several months in Western Europe studying Agribusiness and the changing markets in Europe, including a four month study in The Netherlands. He has also developed and held seminars for agrimarketers in Eastern Europe.

Dr. Downey served as Vice-Chairman of the National Commission on Agribusiness Education where he assisted in a study to develop and recommend strategies that provide a foundation for new initiatives in agribusiness education in U.S. universities, bringing colleges of business and agriculture into tandem in training agribusiness leaders.

234 Blackshire Crescent
Saskatoon, Saskatchewan
CANADA S7V 1B3

Tel: (306) 373-7543
Fax: (306) 477-0870
admcdougald@sk.sympatico.ca

www.independentdealers.com