



For Immediate Release (3 pgs)

**MEDIA RELEASE**

January 4, 2001

## **Independent Dealers Focus on “Competing Amongst the Giants”**

The Independent Dealers Entrepreneurial Association (I.D.E.A.) is pleased to present its Second Annual General Meeting and Conference, “Competing Amongst the Giants,” January 22-23, 2001, Edmonton, Alberta. This must-attend event features high-profile speakers dealing with topics unique to the independent dealer.

The feature speaker, Dr. David Downey, Executive Director and Professor from Purdue University will lead conference attendees through an intensive workshop, helping independent dealers further develop the business and marketing skills needed to survive, and thrive, in today’s competitive environment.

“Dr. Downey is a world-renowned expert on agricultural marketing and business and is sure to provide both thought provoking and practical information,” says David Dow, President of I.D.E.A. Also on the agenda is Rick Johnson of the Toronto Dominion Bank discussing “Financing Farm Inputs.”

“There will also be plenty of time to network with other independent dealers and agribusiness professionals, to share ideas and exchange information,” notes Allan McDougald, Executive Director of I.D.E.A.

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

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

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

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*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

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*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.*

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### ***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.

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