



PURINA MILLS
and



JOHN DEERE

Present...

Equine Marketing

“An Evening With the Pros”

2 NIGHTS ONLY!

TUESDAY, APRIL 24
Heritage Tractor, Co.

2701 NW Hwy. 24, Topeka, KS
RSVP by April 23, 4 p.m. – 785-235-5100
Contact JD Dreasher

PROGRAM: (ADMISSION: \$10 / PLATE)

6 pm – Steak Diner with trimmings – Entertainment by Delbert Shields!

6:45 – “Introductions & Sponsor Recognition” by Jerry Hedrick

7 pm – “Feeding To Win – Marketing, Performance or Conditioning” with Dr. Katie Young, Purina Mills

7:40 – “Getting the Most Out of Sponsorships – From the Retailer and Corporate Perspective” with Ernie Rodina / Purina Mills and Jo Turner / Roy Frey Western Lifestyles

8:15 – “Equine Marketing – Getting the Most Value, Whether You are Buying or Selling” with Phillip & David Solum, Mid-America Equine Sales, Lamar, MO

Special Panel of Equine Professionals: Brent Wright, NRHA Trailer & Exhibitor (April 24)
Jim Dudley, NRHA Trainer, AQHA Breeder & Judge (April 24)

Special Panel of Equine Professionals: Brad Lund, AQHA World Champion Trainer & Roper (April 25)
Fred Berschauer, NRHA Trainer & Breeder (April 25)

WEDNESDAY, APRIL 25
Y Bar H Outpost & Pet

Johnson County Fairgrounds
Gardner, Kansas

RSVP by April 24, 4 p.m. – 913-764-4626



Heritage Tractor, Co.
2701 NW Hwy. 24, Topeka, KS



Y Bar H Outpost & Pet
1030 E. Santa Fe, Olathe, KS

