

DON'T MISS OUR UPCOMING EVENTS!



EQUINE MARKETING

An Evening With the Pros!

Wednesday Evening, April 25

Johnson County Fairgrounds

136 East Washington Street • Gardner, Kansas

PROGRAM: (Admission: \$10/plate)

6:00 – Steak Dinner w/Trimmings Entertainment by Delbert Shields!

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

7:00 – Feeding To Win- Marketing, Performance, or Conditioning”
Dr. Katie Young, Purina Mills

7:40 – “Getting The Most Out Of Sponsorships – From the Retailer
& Corporate Perspective” 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” Phillip & David Solum – Mid America
Equine Sales/Lamar Mo.

Special Panel of Equine Professionals:

AQHA World Champion Trainer & Roper – Brad Lund

NRHA Trainer/Breeder – Fred Berschauer

DOOR PRIZES! DOOR PRIZES!

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



Thursday, May 3

10:45 a.m.

Olathe Chamber of Commerce Ribbon Cutting

Friday, May 4

VIP dinner at the store (by invitation only)

Saturday, May 5

- Mendenhall Miniatures
with the covered wagon for horse rides
- With All Probability (the 2005 AQHA
Superhorse)
- Singer Meredith Holland will be performing
from 11 a.m. - 4 p.m.
- Buckaroo Rodeo for the kids at 1 p.m.
(Stick horse races)
- Classic Equine Roping Contest at 3:15 p.m.
- Strong Man Competition at 4 p.m.

Grand Prize Drawing

Saturday 4:15 p.m.

Grand Prize – 2 tickets to the NFR
in Las Vegas, Including two nights at
the Southpoint Hotel and airfare.

(Must be present to win)

MANY GREAT DOOR PRIZES!

Sponsored by



*For more information
about these events
call: 913-764-4626*

1030 E. Santa Fe • Olathe, KS • 913-764-4626

Monday - Friday 9 a.m. - 6 p.m. • Saturday 9 a.m. - 5 p.m. Sunday 11 a.m. - 4 p.m.

FEATURING THE COMPLETE LINE OF PURINA FEEDS