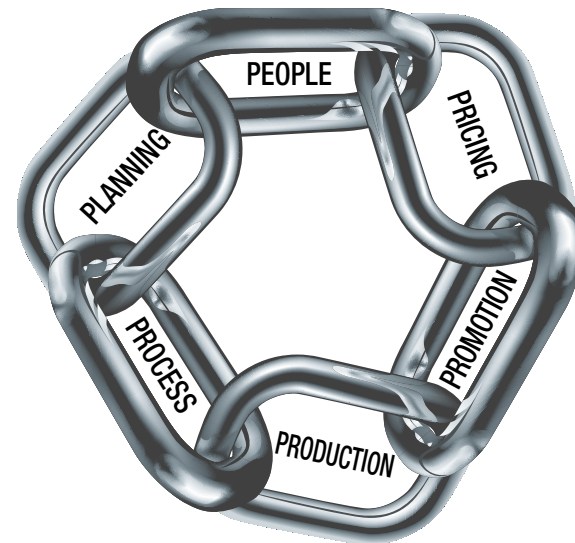


# How Strong is your Corporate Value Chain?

## AMC PUTS THE "VALUE" BACK IN "VALUE CHAIN"

People management to business planning. Production to pricing. Promotion to profit. They're all key links in the corporate value chain.



### OUR AGENDA HAS SOMETHING FOR EVERY LINK IN YOUR VALUE CHAIN

- Supply Chain Management
- Sales Coaching
- Human Resource Management
- Business Transition Planning
- Promoting for the Future
- Foreign Exchange

Plus: Celebrity guests, long-serving member awards, entertainment, 41st AGM, a little fun and a whole lot of serious networking opportunity!

## BRAND NEW DECADE - GOOD OLD VALUE

**CONVENTION REGISTRATION**  
\$300.00/person

**AMC TRADE SHOW BOOTH**  
\$300.00  
(For convention delegates only)

**Booths sell fast — book yours today!**

## REACH THE LARGEST AUDIENCE EVER AT THE 2011 AMC TRADE SHOW!

In conjunction with the  
**Western Canada Farm Progress Show**  
**International Business Reception,**  
your booth will be seen by more than  
**500 qualified buyers from around the globe.**



### AMC Golf Classic

Monday, June 13th, 2011  
Aspen Links Golf and Country Club

**NEW START TIME: 8:00 AM**  
\$140.00/player  
Awards Luncheon at the club house at 1:00 PM

Become a Golf Classic Sponsor for \$300.00

## AGENDA

### MONDAY, JUNE 13TH

#### AMC GOLF CLASSIC AND CONVENTION GALA

- 8:00 A.M. **AMC Golf Classic Tournament**  
Aspen Links, Emerald Park
- 1:00 P.M. **Golf Awards Luncheon**  
Aspen Links Country Club
- 6:00 P.M. **Convention Opening Reception and Gala Banquet**  
Salon A, Queensbury Convention Centre, Evraz Place

### TUESDAY, JUNE 14TH

#### AMC CONVENTION AND TRADE SHOW

- Queensbury Convention Centre, Evraz Place
- 7:15 A.M. **Delegate Registration and Buffet Breakfast**
- 8:00 A.M. **Supply Chain Management**  
**Meeting the Need by Using Lean to Reduce Inventory Costs**  
Dale Schattenkirk, President of LTS Consulting Ltd.
- 8:45 A.M. **Break**
- 9:00 A.M. **Connecting People and Company Success**  
**Best Practices in Recruitment and Retention**  
Linda Allen-Hardisty, President of Allen-Hardisty Consulting Ltd.
- 9:45 A.M. **Break**
- 10:00 A.M. **Foreign Exchange 101**  
Luther Chell
- 10:45 A.M. **Break**
- 11:00 A.M. **Embracing Technology: Promoting for the Future**  
Presenter Kelly Berg, Advertising Director, Western Producer Media
- 11:45 A.M. **AMC Awards Luncheon**  
**25-Year Presentations:**  
Dutch Industries Ltd. Chemetall Oakite—Canada  
Glendale Industries Ltd. Hydratec Hydraulics  
HiQual Engineered Structures Hyflex Assemblies Ltd.  
Pattison Liquid Systems Inc. ITW Welding North America  
TrailTech Inc. Norman G. Jensen Inc.  
Terhorst Manufacturing Co.
- 1:15 P.M. **What Comes Next - Business Transition Planning**  
Paul Martin, Martin Charlton Communications
- 2:15 P.M. **Five Secrets to Becoming a Sales Superstar**  
Randy Shuttleworth, Canadian Professional Sales Association
- 3:30 P.M. **Western Canada Farm Progress Show**  
**"New Innovations" Launch**  
Credit Union Centre
- 6:00 P.M. **AMC Trade Show**  
in conjunction with the WCFPS International Business Reception



Online Registration available at: [www.a-m-c.ca](http://www.a-m-c.ca)  
Or call the AMC office at 1.306.522.2710

## MEET OUR PRESENTERS



### Supply Chain Management Meeting the Need by Using Lean to Reduce Inventory Costs

**Dale Schattenkirk**  
President, LTS Consulting

The single biggest cost in manufacturing is inventory. It can strangle your company's cash flow and ability to be responsive to customer's needs. This interactive presentation will help you understand how to reduce your inventory costs, improve the throughput of your operation and decrease customer lead time by using Lean methodologies.

Dale Schattenkirk is an expert in organizational transformational change and was awarded the Industry Weeks Top 10 Plant Award and the Saskatchewan Lieutenant Governor's Gold Medal Award (team award). Dale has been a Lean Six Sigma facilitator and trainer for more than 10 years. He has travelled around North America, training employees and working with teams to implement organization-wide change. In 2007, Dale was recruited into the Five Hills Health Region, where he developed, designed and implemented a LSS program from the ground up. As President of Learning to See (LTS) Consulting, Dale works with frontline, management and executive leaders within organizations across Canada.



### Connecting People and Company Success Best Practices in Recruitment and Retention

**Linda Allen-Hardisty**  
Allen Hardisty Consulting

People are a company's most valuable asset. Learn how to make the connection by finding – and keeping – the best people to ensure your company's success.

Based in Regina, Saskatchewan, Linda Allen-Hardisty is a management consultant with 10 years of experience in the public, private and not-for-profit sectors. Linda works with clients to develop their strategy, link it to individual business units, align the company's structure and people practices, to ensure that all employees understand the strategy and are motivated to help the company succeed with the strategy. Working inside organizations prior to her consulting practice, Linda has held leadership positions such as Director, Organizational Development (Farm Credit Canada) and Manager, Strategy & Performance (City of Regina). Linda holds a Master of Education from the University of Regina, an Organizational Development Certificate from Queen's University, and is Prosci – Change management Certified™ and Kaplan – Norton Balanced Scorecard Certified™. Linda is in the process of earning her IAF Certified™ Professional Facilitator designation.



### Foreign Exchange 101 Luther Chell Cambridge Mercantile Group

Everything you ever wanted to know about foreign exchange, but were afraid to ask will be covered in this look at the basics by Luther Chell from Cambridge Mercantile Group.

Luther Chell recently joined Cambridge Mercantile Group, bringing with him over 25 years experience in sales, marketing and trading. His diversified experience and background have seen him add value to companies ranging from Farm Business Communications to BarterNet Trade Group, specializing in trading and marketing. A big hockey fan, he received his education at the University of North Dakota where he was on a hockey scholarship and ran the intramural hockey team. He currently resides in Winnipeg, Manitoba with his family.



### Embracing Technology: Promoting for the Future Kelly Berg Advertising Director Western Producer Media

The landscape is changing how farmers choose to receive the information that matters to them. The printed version of The Western Producer is still our readers' primary source for farm information, but technology has enabled us to provide information on different platforms to suit our readers' lifestyle needs. See how The Western Producer has embraced internet technology with our web site, smart phones, e-newsletters and blogs to bring farm information and advertisers' messages to farm readers.

Kelly Berg was appointed as Advertising Director at The Western Producer on June 4, 2010. At 48 years of age, Kelly has been with the Producer since September 2008 in the role of Classified Manager. Prior to that, he worked for 23 years at the Saskatoon StarPhoenix, the last five of those years as Advertising Director.

By virtue of his work with the Producer and with an urban daily, Kelly has extensive experience in all aspects of newspaper advertising and, more recently, with website and mobile marketing solutions. In his new role, Kelly supervises a staff of 23 and oversees the development of additional advertising products to assist Ag business and services to reach the Western Producer's wide farmer and rancher audience.



### What Comes Next Business Transition Planning Paul Martin Martin Charlton Communications

Transitioning your business to a new - or next - generation may seem like a long way off, but it should always be part of your business plan. Learn how to incorporate best practices and avoid pitfalls on the path to a smooth transition.

Born and raised in southern Saskatchewan, Paul's work has been seen and heard in the province's media since the early 70s. Specializing in the coverage of the business and political scenes, his career has spanned radio, television and print media. He and his wife currently own and operate a communications and public relations firm which provides services to a variety of public and private clients across Western Canada. Late in 2008 they launched a new electronic newsletter called Insight Saskatchewan, covering political and business events in the province.

His journalism career has taken him around the world, giving him a unique perspective on the role of Saskatchewan and Canada on the global scene. An active member of the Saskatchewan business community, he is former board chair of the Regina Regional Economic Development Authority and currently sits on several corporate boards.



### Five Secrets to Becoming a Sales Superstar Randy Shuttleworth, CSP The Training Company

Ever wondered what the great salespeople do, that makes them so great? Find out what today's superstars are doing to get ahead – and stay ahead – of the competition. You will learn:

- Four keys to selling in today's marketplace
- Three keys to keeping customers for life
- Why price is NOT the customer's major concern
- The personal edge and how to get

Randy Shuttleworth, CSP, is the Senior Partner of the Training Company, specializing in sales training, customer service excellence training and team development programs. Randy began his sales career when a sales manager asked him to share some of his secrets at a sales meeting and he got hooked on teaching others. His client list includes Shell Canada, ATCO Gas, Jet Equipment and Tools, among others. His audiences say he delivers the nuts and bolts in a fun, easy-going style. Randy instructs in the Canadian Professional Sales Association's Professional Selling Skills program and is an examiner for the Certified Sales Professional (CSP) designation.

## BECOME A CONVENTION SPONSOR

Catch the eye of the agricultural manufacturing industry's key decision-makers as an AMC Convention Sponsor!

### GOLD LINK SPONSORSHIP - \$3000.00

- Prominent logo recognition on all conference signage and print material
- Your promotional material in delegate registration kits
- Complimentary AMC trade show booth and two conference registrations
- VIP invitations to the Opening Reception and Gala Banquet
- "Sponsor" designation on delegate name badge
- Prominent recognition in post-convention issues of Implement Success Magazine and the Western Producer
- Year-long recognition on [www.a-m-c.ca](http://www.a-m-c.ca)

### SILVER LINK SPONSORSHIP - \$2000.00

- Logo recognition on all conference signage and print material
- "Sponsor" designation on delegate name badge
- Your promotional material in delegate registration kits
- Recognition in post-convention issues of Implement Success Magazine and the Western Producer
- Year-long recognition on [www.a-m-c.ca](http://www.a-m-c.ca)

### BRONZE LINK SPONSORSHIP - \$1000.00

- Company name recognition on all conference signage and print materials
- "Sponsor" designation on delegate name badge
- Recognition in post-convention issues of Implement Success Magazine and the Western Producer
- Year-long recognition on [www.a-m-c.ca](http://www.a-m-c.ca)

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