

RENEWAL.
the way to
grow

If you are part of Alberta's Agricultural Industry,
you don't want to miss

AgChoices 2006



Discover what's **right** on the farm.

Wednesday, February 15, 2006
Harvest Centre, Westerner Park
Red Deer, Alberta

- Hear expert views on characteristics of the new industry and what is needed to thrive within it.
- Choose from a wide variety of concurrent sessions providing information on programs, tools and services available.
- View Alberta Agriculture Showcase exhibits.



KEYNOTE SPEAKERS



Dr. Dan Baker

Dr. Baker is a Medical Psychologist and author of the bestseller, *What Happy People Know: How the New Science of Happiness Can Change Your Life for the Better*. He is currently working on *What Happy Companies Know: Discovering What is Right With America's Corporations*, to be published by Prentice Hall, Wharton Business Books.

Dr. Baker is the founder of *Healthy Families in Business*, which promotes intergenerational success, harmonious relationships, personal well-being and prosperous business practices, including succession planning for families in business. He is also an executive coach and corporate consultant for CEOs and their companies across North America.

Dr. Baker's AgChoices 2006 presentation *Leading a Productive Life*, promises to be a rare opportunity you don't want to miss!

The Alberta Farm-Renewal Scholarship

You could be one of three Alberta producers awarded a Farm-Renewal Scholarship at AgChoices 2006! Open to all producers in Alberta who register for the AgChoices conference, the recipients whose applications best demonstrate a great new idea for growing their operation will be awarded a scholarship package valued at \$10,000 each! Scholarship recipients will be awarded a financial grant toward a renewal initiative that serves to support the business initiatives of their operation, a one-day private consultation and farm visit with well-known agricultural specialists, as well as participation at the 2006 Growing Alberta event. To apply for your opportunity to be considered for the Alberta Farm-Renewal Scholarship, please see the enclosed application form. If you would like more information regarding the Alberta Farm Renewal Scholarship, please visit

www.agric.gov.ab.ca/agchoices.

Dr. Michael Boehlje

As a professor in the Department of Agricultural Economics and an instructor in the Center for Agricultural Business programs at a leading Big-Ten university, Dr. Michael Boehlje offers futuristic, fast-paced presentations on finance and management to corporate and association executives throughout North America.



Dr. Boehlje has taught undergraduate and graduate courses in agricultural finance; holds extension programs in finance and strategic management with farm, finance, and agribusiness firms; and is a frequent speaker at finance and agribusiness conferences and workshops.

With his combination of ongoing experience in the farm-management business and his position as an educator and industry consultant, Boehlje gives a unique perspective on the changes and opportunities that face agribusiness firms. His presentations challenge audiences to think strategically, and to embrace change through creative and innovative management.

Shop for Ag Industry information at the Ag Info Market

What do functional foods, Canadian Farm Business Advisory Services and a Value Chain Approach have in common? They are three of the topics covered at the AgChoices 2006 Ag Info Market!

The Ag Info market will provide audience members with the opportunity to shop around for information on the agricultural industry. **Shop and Learn!** The Ag Info market allows you to customize your day by choosing the topics that are of interest to you. You will have the opportunity to sit in on five 15 minute interactive sessions to learn more about the agricultural industry. Don't miss this unique opportunity to learn more about the opportunities and initiatives that may contribute to supporting the success of your operation.

Honourable Doug Horner

Minister of Agriculture, Food and Rural Development

Doug Horner was elected to his second term as Member of the Legislative Assembly for Spruce Grove-Sturgeon-St. Albert on November 22, 2004, and on November 26, 2004 was sworn in as Minister of Agriculture, Food and Rural Development.

Born in Barrhead, Alberta to Jean and Dr. Hugh Horner, Minister Horner has spent most of his life in rural Alberta.

Three generations of his family have been involved in agriculture and his father, Dr. Horner, was a previous minister of agriculture. Minister Horner feels proud and privileged to follow in his father's footsteps.



Minister Horner also has a solid business background, graduating from the Southern Alberta Institute of Technology (SAIT) with a Diploma in Business. After completing further studies, he was accredited by the Institute of Canadian Bankers.

Before being elected to the Alberta Legislature, Minister Horner had extensive experience in the private sector including several years of banking in southern Alberta. Minister Horner also has a sound understanding of the value-added sector of agriculture and was integral in the start-up and operations of his family's barley and oat processing mill. Later, he became responsible for international marketing and sales of specialty grains for ConAgra out of its Nebraska office. After three years, he moved back to Canada and established a trading company for agri-foods and agri-feeds for domestic and international markets.

Minister Horner is an active member of his community. He is currently a member of the Spruce Grove and District Chamber of Commerce, the St. Albert Parkland Rotary Club, the Royal Canadian Legion, the Loyal Edmonton Regiment Association, as well as several other service and community organizations.

Minister Horner will be sharing his insights into the agricultural opportunities available in Alberta today.



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Day-at-a-Glance

8:30	registration/coffee
9:00	Dr. Micheal Boehlje
10:30	Break
11:00	Kevin Burns
12:00	Lunch
12:45	Minister Doug Horner
1:15	AgInfo Market
2:45	Break
3:15	Dan Baker
4:45	conference concludes

Conference Registration

Register before February 1 and receive \$20 off your registration fee.

To register for AgChoices 2006 choose one of the registration options listed below:

Phone the Alberta Ag Info Centre toll-free: 1-800-387-6030 (toll free in Alberta)

or

Fax your completed registration form to: (403) 742-7527

or

Mail your completed registration form to:

AgChoices 2006
Alberta Ag-Info Centre, AAFRD
Bag 600, Stettler Alberta T0C 1L0

If more than one person is attending, please register each person separately.

Information:

Name: _____

Address: _____

Town/City: _____ Province: _____ Postal Code: _____

Telephone: _____ E-mail: _____

The seminar fee is \$95/person or \$75 each for two or more people registering from the same operation. Student price is \$45 (prices include GST).

Method of Payment:

- Cheque * VISA
 Money Order * Mastercard

* made payable to "Minister of Finance"

Name on the credit card: _____

Credit card number: _____

Expiry date: _____

Please check one:

_____ Yes, I have included my application for the Farm Renewal-Makeover Scholarship.

_____ No, I am not interested in applying for the Farm Renewal-Makeover Scholarship.