

Register by 2/14 for Kingston or 3/21 for Stratford to receive your copy of
The Art of Grain Merchandising - Silver Edition. (\$100 USD Value)
(1 book per company - does not apply to current WCC members)

**Early
Registration
Offer!**



Sharpen Your Focus

The current merchandising environment dictates that merchandisers have the proper focus. Reduced margins, distractions, ever evolving market conditions and producer and buyer attitudes can insert a great deal of complexity and anxiety into our decisions. The challenges may be complex, but the solutions remain simple. This meeting, for experienced and inexperienced merchants alike, will be a concentrated dose of focusing on specific solutions to current challenges.

Topics include:

- Old & New Crop basis – what should I buy, what should I sell, what should I hold?
- Getting grain bought in the current environment
- Developing a practical plan for spread and cash management
- Relevant regional issues
- and more!

Dates & Locations

**Wednesday, February 21
Residence Inn
Kingston, ON**

**Wednesday, March 28
Arden Park Hotel
Stratford, ON**

10am - 4pm

**Led by
Don Rogers & Tammy Young**

**\$150 USD per company
(up to 3)**

"The network of people they deal with, not only in the U.S. but in Canada as well, it's more of a family approach to the grain elevator business. The network gives us a big advantage. Between us, we can pool our resources together through this community and it helps us with some bargaining power, there's no doubt about it."

Kevin Wilson
Wilson Farms, Vankleek Hill, Ontario



Register online <http://www.whitecommercial.com/education/current-schedule>

There is no charge for WCC Participants

I'll see you in:

☐ **Kingston on February 21**

☐ **Stratford on March 28**

Name: _____

Company: _____

Address: _____

City, Province, Postal Code: _____

Phone: _____

Email: _____

Additional Attendees:

Fax Registration to 772-220-4369

Questions?

Call Cindy at (888) 546-9555