



December 18, 2008

The 2009 Managing Excellence in Agriculture Conference is coming soon and we wanted to extend this personal invitation to you.

This year, the conference takes place from January 28 to 30, 2009 in spectacular Niagara Falls, Ontario. As always, there is a full schedule of speakers, plenary sessions and workshops as well as some time to see the sites and the world famous Niagara Falls.

Harness the Energy: Advantages & Opportunities in 21st Century Agriculture is the focus of this year's conference. We have brought together experts from across Canada and the United States to share their experiences and insights. As well, this year's Outstanding Young Farmers will join the conference and share their vision of agriculture.

January 29 and 30, from 12:30 to 1pm, there will be a **media-only scrum**. We are bringing speakers and conference organizers as well as CFBMC executives together and you will be able to interview them at these times. Please contact Annemarie Pedersen at 403-410-7643 or annemarie.pedersen@adfarmonline.com to complete your media registration.

If you are unable to attend this year's conference but would like to interview the speakers or CFBMC staff, please contact Annemarie and she would be pleased to arrange an alternate interview.

For more information, go to:

<http://www.farmcentre.com/EventsAnnouncements/Events/ManagingExcellence/2009/Default.aspx>

Registration deadlines and prices are as follows:

Early Bird registration	January 6, 2008	\$330 Single/ \$375 Family*
Regular registration		\$415 Single/ \$450 Family*

We hope you will be able to join us for this year's Managing Excellence in Agriculture Conference. *As a member of the media, your conference registration fee will be waived.*

To register, give me a call at 1-888-232-3262 extension 30, or email to: melissa@cfbmc.com

Sincerely,

Melissa Dumont
Project Manager

Canadian Farm Business Management Council