



GSI National Dealer Business Meeting

January 2008 | St. Charles, MO

The GSI National Dealer Sales/Business Meeting will be held in St. Louis, MO (Embassy Suites/Convention Center - St. Charles, MO) starting on the evening of Monday, January 7 with departure on Thursday morning, January 10, 2008.

This meeting will include special factory tours of our Assumption and Newton facilities and some very important Break-Out Sessions. We want to share information about our business going forward together and about our industry in general.

All GSI Group dealers are welcome. Those achieving a total net sales of \$200,000 or more (Dec. 1, 2006 thru Nov. 30, 2007) will qualify for a complimentary guest room for (3) nights.

- For reservations, please call the **St. Charles Embassy Suites at 636-866-0148 by 12/12/07.**
- Provide the operator with your personal credit card for incidentals and GSI will comp your room if you qualify as listed above.
- Provide the operator with the total number of attendees for the meeting and bus tour.

Featured guest speaker, **Dr. Bruce A. Scherr**, Chairman of the Board and Chief Executive Officer. Dr. Scherr has been with Informa Economics, Inc. (formerly Sparks Companies, Inc.) since 1987 in several executive capacities including President and CEO. In addition, he is an Advisor for Metalmark Capital LLC, a private equity fund. Formerly, he was president of Sparks, Jacobs, Scherr, Inc. (SJS), a sister company to Sparks, and president of Agri-Commodities, Inc., an agriculture consulting firm, which was acquired by SJS.

Prior to forming Agri-Commodities, Dr. Scherr was a divisional vice president at Data Resources, Inc., where he developed and utilized for the public and private sectors the first commercially available econometric model for US agriculture.

Dr. Scherr received his bachelor's degree from Rutgers University and his M.S. and Ph.D. from Purdue University, all in agricultural economics. He is a member of the Board of Trustees of the North American Electric Reliability Corporation (NERC) and serves as a member of the Global Strategy Institute Advisory Council of the Center for Strategic and International Studies. He served as a member of the Board of Directors for Desert STAR Inc., an electrical transmission Independent System Operator for the Desert Southwest from January 2000 through February 2002. In addition, Dr. Scherr has served as a member of The University of Tennessee's (UT) Institute of Agriculture Agricultural Development Board and UT's Committee for the Future. He was recently named a 2007 Distinguished Agriculture Alumni from Purdue University and he is a member of several honorary research and agricultural societies, a member of the National FFA Foundation Sponsors' Board 2000 through 2001 and a former advisor to the President's Council of Economic Advisers and National Aeronautics and Space Administration.



Embassy Suites, St Charles, features a *Spa Botanica* located on the lower level of the hotel. Spa services include massage, aromatherapy, body wraps, facials, nail care, waxing and specialty packages. Appointments are required, call 636-866-0168 ext 2025.

St. Charles, Missouri offers a variety of attractions ranging from historic Main Street to the Midwest's finest wineries. Visit www.historicstcharles.com for a complete list of events, sites and shopping attractions.





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January 7, 2008

5:00 PM Welcome Reception and Opening Remarks

January 8, 2008

6:30 AM Continental Breakfast
 7:45 AM Tour Agenda Introduction
 8:00 AM Load Buses
 10:00 AM Plant Tours
 11:45 AM Box lunch between tours on bus
 1:30 PM Plant Tours
 6:00 PM Arrive back at Embassy Suites
 7:00 PM Dinner at Embassy Suites

January 9, 2008

7:00 AM Continental Breakfast
 8:00 AM General Session Welcome

9:00 AM	Build Capacity	Certification	Forecast/ Finance	Product Updates	Marketing/ Web Locator
10:00 AM	Build Capacity	Certification	Forecast/ Finance	Product Updates	Marketing/ Web Locator
11:00 AM	Build Capacity	Certification	Forecast/ Finance	Product Updates	Marketing/ Web Locator
12:00 PM	Lunch				
1:00 PM	Build Capacity	Certification	Forecast/ Finance	Product Updates	Marketing/ Web Locator
2:00 PM	Build Capacity	Certification	Forecast/ Finance	Product Updates	Marketing/ Web Locator
3:00 PM	Kurtz Sales Seminar				
5:00 PM	Reception				
6:00 PM	Appreciation Dinner				
7:30 PM	Scott Clawson, GSI Chief Operating Officer and President				
8:00 PM	Special Guest Speaker Dr. Bruce Scherr				

Break Out Sessions

Bin Build Capacity: Attendees will discover the tools GSI has developed to assist dealers in growing their sales by increasing their bin build capacity. These industry specific tools include the Bin Builder Business Case, Builder Training, and Employee Recruitment Options.

GSI Systems Dealer Certification: Come learn about Farm & Commercial Systems Dealer Certification, GSI's new dealer recognition program is specifically designed to grow your sales and maximize your profitability. This important session will explain the benefits of certification, qualification criteria, and dealer rewards.

Forecast/Finance: Plan to hear how our cooperative efforts to forecast this business can help us to better meet the demands ahead. Retail financing, past and future, will be discussed as a useful tool for enhancing sales.

Product Updates: Learn about major updates related to Storage, Grain Conditioning and Material Handling products lines. Products, features, pricing and other related topics will be covered.

Marketing/Web Locator: Learn about new sales and marketing tools being made available to help you grow your business, including web site support (dealer locator, personalized dealer web page set up), new price catalog software tools, promotional items available through the company store and the revised co-op advertising program.

Schedule subject to change.