



PURINA[®]

2016 BUSINESS
BUILDER

NAVIGATOR

A PLANNING AND SALES TOOL GUIDE FOR YOUR BUSINESS



How to Enroll

Enrollment Checklist

- ☐ **1.** Review all Business Builder materials enclosed.
- ☐ **2.** Complete one participation sign-up form per location in its entirety.
- ☐ **3.** Complete Check-R-Board® Days enrollment form.
- ☐ **4.** All participation forms must be signed by the authorized dealer and your Purina Animal Nutrition LLC Sales Specialist.
- ☐ **5.** Send completed forms & supporting documents to:

MAIL

Purina Animal Nutrition LLC
P.O. Box 66812
St. Louis, MO 63166-6812
Attn: Nancy Mogelnicki

FAX

651-234-8493
Attn: Nancy Mogelnicki

EMAIL

NJMogelnicki@landolakes.com



Sign Up To Attend One of the Many VIP Selling or Training Events

At Purina, we believe animals help define your way of life and we exist to make your animals the best they can be. Since 1926, our 1,200 acre working farm has helped animal owners all over North America make the most of their nutritional investments. This premier facility is staffed with over 100 nutritionists, veterinarians and animal care workers who are committed to delivering proven performance, feed and nutrition solutions.




Over 110 patents, 24,000 studies and 3,000 animals on the facility are here for you to see firsthand.



Contact your Purina Representative to sign up for the VIPs and training that interest you.

Business Builder Funds

The Selling Support Program

DEALER LEVEL	VIP POINTS	QUALIFICATION CRITERIA	SELLING SUPPORT AWARD
Certified Expert Dealer  <i>Certified Expert Shield will appear on the dealer locator</i>	Minimum 5,200 VIP Points from purchases off the Qualified Product List (QPL)	<ul style="list-style-type: none"> Enroll in program. Commit to a minimum 24 Field Days annually. Participate in a minimum of SIX selling events AND complete Purina University programs. Submit an annual Marketing plan. 	55¢ per VIP Point (based on 2015 QPL purchases) Field Days are customer's cattle, dairy or horse operations used for hosting a feeding meeting.
Qualified Dealer 	Minimum of 3,000 up to 5,199 VIP Points from purchases off the Qualified Product List	<ul style="list-style-type: none"> Enroll in program. Participate in a minimum THREE selling events and send at least TWO employees to F.E.E.D. Selling Skills Training Class. 	25¢ per VIP Point (based on 2015 QPL purchases)
Program Dealer 	Minimum of 1,200 up to 2,999 VIP Points from purchases off the Qualified Product List	<ul style="list-style-type: none"> Enroll in program. 	10¢ per VIP Point (based on 2015 QPL purchases)

Reimbursement at a Glance

PROGRAM	100% Reimbursement	50% Reimbursement
Purina Animal Nutrition Center Trips	✓	
Employee Feed Trial Kit		✓
eStore Merchandising Kits and Materials	✓	
Customer Feeding Trial	✓	
Pet Product Samples	✓	
Dedicated, Pre-approved Advertising for Purina or PMI Nutrition	✓	
F.E.E.D. Program	✓	
Multi-brand Advertising		✓
In-store Employee Training Workshops		✓
Wearables/Premiums		✓
Dealer Advertising		✓
Event-in-a-Box Kit	✓	
Did You Know? In-Store Promotion Kit	✓	
Purina® University	✓	

Business Builder Funds

Claiming Your Selling Support Funds

In order to claim Selling Support Funds, program participants will need to submit the appropriate claim form on a **quarterly basis** (*forms are included*). Claims will be reimbursed (*up to the accrued funds available in your account*) for any authorized marketing expenditure.

Claims may be submitted at any time and any available funds will be applied to the approved claim. Unclaimed funds remaining at the end of each program year are not refundable and do not roll over to the next program year. All claims must be submitted within 30 days of program year end (*by Feb. 1*) to be eligible for fund application. Once each claim is approved and processed, it will be issued as a credit invoice. Claim forms should include proof of appropriate expenditure.

When claiming funds for approved activities, fund reimbursement will be as follows:

Paid out at 100%

Feeding and split trials, dealer portion of company-driven regional ads, F.E.E.D. Training, HOW® - Horse Owners Workshop, C.O.W. - Cattle Owners Workshop™, Chick Days, Cattle Proof Pays Feeding Demonstrations, Check-R-Board® Days event expenses, Checkpoint® expense at \$2.50 per name, PBST (*Professional Beef Sales Training*) and Certified Expert Dealer Check-R-Board® Days event buy-in fees, Feeder Meetings, Field Days, VIPs, Animal Care Workshop travel and LPS Sales Training.

Paid out at 50:50

All other activities (includes ads, premiums, events, direct mail, etc.).

Instructions

Dealer and Sales Specialist complete the appropriate reimbursement form and **SEND TO THE AREA SALES OFFICE FOR AREA SALES MANAGER APPROVAL**. The Area Sales office will check receipts against amount requested. **FORM MUST BE SIGNED BY AREA SALES MANAGER.**

SEND COMPLETED FORM & SUPPORTING DOCUMENTS TO:

Purina Animal Nutrition LLC
P.O. Box 66812
St. Louis, MO 63166-6812
Attn: Nancy Mogelnicki
Or fax to 651-234-8493

When it Comes to Winning
New Customers...

PROOF PAYS

For completing one Proof Pays Feeding Demonstration, you will receive up to a \$500 credit.

IT'S EASY!

1. Submit your Proof Pays Feeding Demonstration results to Dr. Drew Shain.

Your Proof Pays Feeding Demonstration tracking form can be found on **Business Link>Cattle>Research, Tools & Training>Tools**.

2. Watch your invoice for the \$500 credit.

Proof Pays Feeding Demonstrations are reimbursed from your Selling Support Funds at 100%, up to \$500 per demonstration. There is no limit to the number of Proof Pays that qualify. Selling Support Funds rules apply.

Educational Events

FIND MORE INFORMATION AT [BUSINESS LINK](#) > [BUSINESS CENTER](#) > [PURINA EVENTS](#)

Plan to attend a VIP Event in 2016

All events are held at the 1,200 acre Purina Animal Nutrition Center in Gray Summit, Missouri.

Cattle:

Range Cattle VIP
*Jan. 11-13, Jun. 20-22
& Aug. 29-31*

Dealer Differentiation VIP
*Apr. 18-20 &
Nov. 8-10*

Genetic Supplier VIP
Jul. 11-13

Feedlot Cattle VIP
Aug. 8-10

Mega Cattle VIP
Aug. 9-11

Dairy/Beef Cattle

Veterinarian Conference
Nov. 14-16

Horse:

Horse VIP
May 9-11 & Sept. 19-21

Dairy:

Calf & Heifer VIP
Apr. 4-6

Mega Calf & Heifer VIP
Feb. 23-25

Swine:

Swine VIP
Apr. 13-14

Show:

Show VIP
Jun. 13-15

**NEW
REGISTRATION
PROCESS!**



ANIMAL CARE
WORKSHOP

March 22-23 & Sept. 13-14

**Sign-up with your Purina Animal
Nutrition LLC Sales Specialist**

As an Authorized Purina Animal Nutrition Dealer, you are eligible to send one or two people to the Animal Care Workshop in St. Louis, MO. This 1-½ day educational seminar will include training on feed and nutrition topics related to horses, cattle and companion animals. You must arrange for transportation to St. Louis. Once you arrive in St. Louis, Purina Animal Nutrition will cover all lodging (including the night of Mon., March 23 and/or Sept. 14), food and ground transportation costs associated with the training workshop.

Enrollment fee for an attendee is \$125 per person, maximum of 2 people per dealer location. The fee is 100% reimbursed for Business Builder participants.

The event content is the same for both meeting periods. Space is limited so we will reserve space as we receive reservations.

DON'T KEEP THIS INFORMATION A SECRET!

Share it with other cattle producers.

Let your current producers do the talking for you. Host an on-ranch/on-farm selling event after completing the Proof Pays Feeding Demonstration. Selling events qualify for Selling Support Funds at 50%, up to \$750. There is no limit to the number of selling events. Selling Support Funds rules apply.

Please contact your local Purina Animal Nutrition LLC Sales Specialist if you have any questions. Thank you for your continued support of Purina Animal Nutrition LLC.



Introducing Purina® University



Purina Animal Nutrition is proud to introduce Purina University.

Dedicated to animal excellence, Purina University has created a curriculum that will develop competent, expert counselors which will help animal owners achieve success.

A sample of the course work offered in 2016 will be some of your favorites along with new titles. **Here are just a few...**

- Animal Care Workshop • Cattle Dealer Differentiation Conference
- Dairy Science 401 • Flock Retailing Excellence • Specialized Horse School
- F.E.E.D. Selling Skills (more details below).

Please contact your Sales Specialist for schedules and enrollment details.

Product and Selling Skills Training

A Powerful One Day, Hands-on Product Selling Workshop

Product and Selling Skills

The F.E.E.D. Training Program is held “in-the-field” at a local meeting facility/hotel to make attendance easy and affordable. The one-day training program includes all training materials, lunch, beverage and snack breaks throughout the day.

Your F.E.E.D. Training Program Seminar fee may be fully refundable through available Selling Support Funds in your Business Builder Support Program.

Hands-on, Energizing and Contagious

In retail, your business will only grow as much as your staff allows it to grow. Having a well-trained, energetic and engaged sales team in your store is vital to your success. Is your team where they need to be? Do they need training in certain areas?

Well, now is the time to start building those selling muscles in your team and F.E.E.D. is the program you need. Developed and geared specifically to meet the needs of feed retailing. A powerful one-day course that's hands-on, energizing and contagious!



What Is F.E.E.D.?

Four Hands-On Interactive Modules:

Friendly Greeting

Exploration

Expertise

Delighting the Customer

2016 Annual Planning

Review the Promotions, Training, VIP's and Events for the Year

Purpose

This calendar illustrates the various activities that are designed to help grow your business. Offered are: in-store promotions to drive customers to your store and regional and national events that help enrich your product knowledge and build on your customer service skills.

Process

- Review this calendar in depth
- Look to see what promotions apply to your operation
- Check the training and VIP dates to see which ones will benefit you the most
- Take note of the regional and national events and determine which ones can help you grow your business and expand your reach in your community
- Feel free to make notes right on the document and use a highlighter to identify which training, events and promotions you are interested in
- Build annual marketing plans with your Sales Specialist
- Take some time to determine your marketing budgets and identify your focus/strategy that will allow you to position your business in the best manner in the marketplace
- Use this calendar to map out in-store events, sales and promotions for the entire year
- Refer to the back page of this brochure for a list of Promo/Event ideas
- Review and discuss additional creative ideas with your Purina Animal Nutrition LLC Sales Specialist.

Payoff

- New & repeat feed sales for the independent dealer
- Greater sense of community and brand pride generated through in-store events
- Become the feed nutrition solution provider in your marketplace

Color Coded Events

TRAINING

VIP EVENTS

IN-STORE EVENT



2016 Annual Planning

Color Coded Events

TRAINING

VIP EVENTS

IN-STORE EVENT

First Semester

January

- ☐ ☐ **Dealer Business Opportunity Conference**
Jan. 19-21
- ☐ ☐ **Range Cattle VIP**
Jan. 11-13
- ☐ ☐ **C.O.W. CATTLE OWNERS WORKSHOP™ EVENT**
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

February

- ☐ ☐ **Specialized Horse School**
Feb. 2-3
- ☐ ☐ **Mega Calf & Heifer VIP**
Feb. 23-25
- ☐ ☐ **C.O.W. CATTLE OWNERS WORKSHOP™ EVENT**
- ☐ ☐ **CHICK DAYS**
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

March

- ☐ ☐ **Animal Care Workshop**
March 22-23
- ☐ ☐ **C.O.W. CATTLE OWNERS WORKSHOP™ EVENT**
- ☐ ☐ **CHICK DAYS**
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

April

- ☐ ☐ **Calf & Heifer VIP**
April 4-6
- ☐ ☐ **Swine VIP**
April 13-14
- ☐ ☐ **Dealer Differentiation Conference**
April 18-20
- ☐ ☐ **C.O.W. CATTLE OWNERS WORKSHOP™ EVENT**
- ☐ ☐ **CHICK DAYS**
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

May

- ☐ ☐ **May Horse VIP**
May 9-11
- ☐ ☐ **C.O.W. CATTLE OWNERS WORKSHOP™ EVENT**
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

June

- ☐ ☐ **Pet Conference**
June 1-2
- ☐ ☐ **Specialized Horse School**
June 7-9
- ☐ ☐ **Show VIP**
June 13-15
- ☐ ☐ **Range Cattle VIP**
June 20-22
- ☐ ☐ **HOW® HORSE OWNERS WORKSHOP**
- ☐ ☐ **CHECK-R-BOARD® DAYS**

Event Checklist

HOW TO ORDER YOUR KITS

1. Go to Purina® Business Link
2. Click on Print Materials eStore icon
3. Under Catalogs, select Purina Animal Nutrition
4. Search for specific event
5. Place order

12 WEEKS PRIOR TO EVENT

- ☐ Refer to 2016 Business Builder Semester Brochure and Navigator for event and sales tools information
- ☐ Choose 3-4 Merchandising Events to execute
 1. Chick Days
 2. HOW® Horse Owners Workshop
 3. C.O.W. Cattle Owners Workshop™
 4. Check-R-Board® Days (Jan.-Dec. flexibility)
- ☐ Conduct ad planning to highlight your event

10-12 WEEKS PRIOR TO EVENT

- ☐ Visit the Purina® Business Link Dealer Portal for details on Dealer Promotions, specie-specific marketing & sales tabs for sell sheets, event details, ad logo, social media support, etc.
- ☐ Don't forget to leverage your counter mat to highlight your event. Counter mat inserts available in event kits or download from Business Link (marketing & sales)

July

- ☐ ☒ **Genetic Supplier**
July 11-13
- ☐ ☒ **Dairy Science 301**
July 18-21 (Wisconsin)
- ☐ ☒ **Dairy Science 401**
July 18-21 (Wisconsin)
- ☐ ☒ **Dairy Beef VIP**
July 25-27
- ☐ ☒ **CHECK-R-BOARD® DAYS**

August

- ☐ ☒ **Feedlot Cattle VIP**
Aug. 8-10
- ☐ ☒ **Mega Cattle VIP**
Aug. 9-11
- ☐ ☒ **Swine VIP**
Aug. 15-16 (Iowa)
- ☐ ☒ **Range Cattle VIP**
Aug. 29-31
- ☐ ☒ **CHECK-R-BOARD® DAYS**

September

- ☐ ☒ **Animal Care Workshop**
Sept. 13-14
- ☐ ☒ **September Horse VIP**
Sept. 19-21
- ☐ ☒ **Dealer Business Opportunity Conference**
Sept. 27-29
- ☐ ☒ **CHECK-R-BOARD® DAYS**

October

- ☐ ☒ **Equine Veterinary Conference**
Oct. 7-9
- ☐ ☒ **CHECK-R-BOARD® DAYS**

November

- ☐ ☒ **Backyard Flock Retail Excellence**
Nov. 7-9
- ☐ ☒ **Dealer Differentiation Conference**
Nov. 8-10
- ☐ ☒ **Beef Vet Conference**
Nov. 14-16
- ☐ ☒ **CHECK-R-BOARD® DAYS**

December

- ☐ ☒ **CHECK-R-BOARD® DAYS**

8-10 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on invites for guest speakers
- ☐ Request your Check-R-Board® Days Amplified or Basic Kit. Submit completed Check-R-Board® Days Enrollment Form.

8 WEEKS PRIOR TO EVENT

- ☐ Update your web site/Facebook page with event details

4-6 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on guest list invite if applicable

4 WEEKS PRIOR TO EVENT

- ☐ Order your event kit from the Print eStore with a minimum of 10 business days lead-time (no charge). Four Merchandising Kits:
 - HOW® Horse Owners Workshop - available Dec.
 - C.O.W. Cattle Owners Workshop™ - available Dec.
 - Chick Days - available Jan.

SAVE TIME! Complement your in-store event with the new Purina® Event-in-a-Box kit. The cost of the kit is \$100 and is 100% reimbursable with available Selling Support Funds.

1 WEEK PRIOR TO EVENT

Contact your Purina® Sales Specialist to register your event to utilize the new Mobile Event Registration Tool (event cards will not be used in 2016).

EVENT WEEK

Reminder calls/emails to your guests and guest speakers

1 WEEK POST EVENT

1. Contact your Sales Specialist for your guest attendee list. Work together to determine next steps with business leads
2. Complete Business Builder reimbursement forms (if applicable) and submit to your Sales Specialist for processing with your Area Office. Timely submission of reimbursement forms is requested.

NEW &
IMPROVED

Purina® Business Link Dealer Portal

NOW
MOBILE!
TRY FROM YOUR
SMARTPHONE OR
TABLET

BETTER FUNCTIONALITY
AND EASY NAVIGATION!

IMPROVED ORGANIZATION OF CONTENT!

UPDATED MATERIAL!

Did you know you can download, print
and e-mail sell sheets, ads, logos and
other material directly from your
Business Link portal?



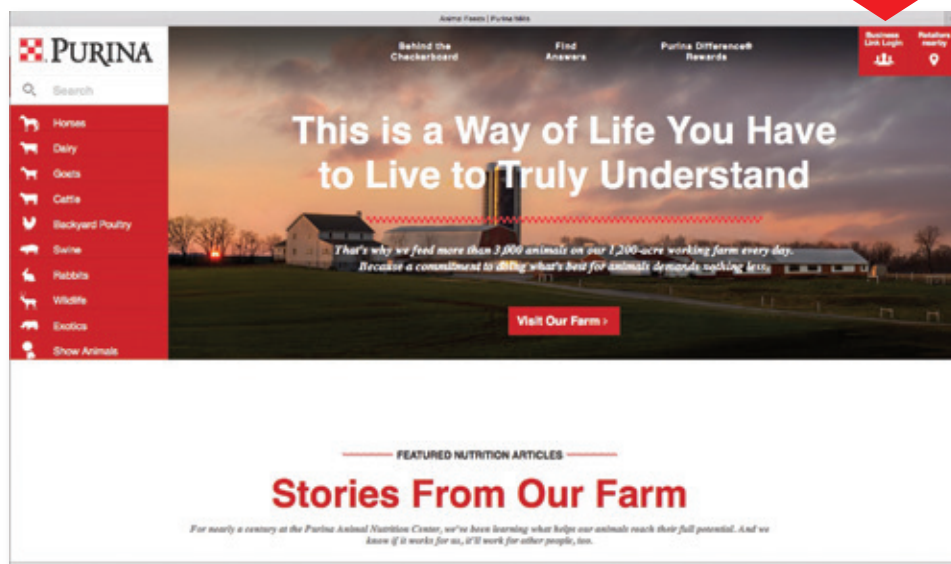
How to register:

If you're already registered, simply login.

1. Go to www.purinamills.com and click BUSINESS LINK LOGIN
2. Under Retail Dealer/Member Login select "Click Here to Register"
3. Fill out the online registration form
4. On the last page, select access to Feed Online Ordering & Feed Business Services
5. You will be emailed a username and password within 1-3 business days



How do you find Purina® Business Link and Log-in?



3 EASY STEPS TO SALES TOOLS AT YOUR FINGERTIPS!

1. www.purinamills.com
2. Click on **Business Link Login**
3. Enter User ID and Password

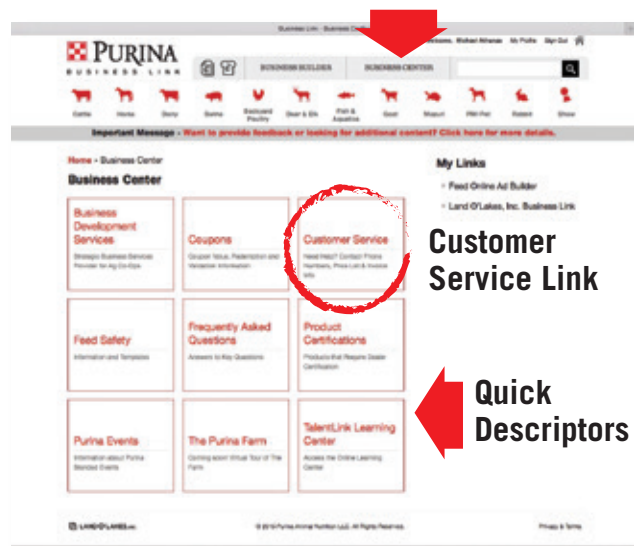
Need help? Contact the
Business Link Hotline at
866-270-4706.

FIND THE BRANDING CATALOG AT BUSINESS LINK > BUSINESS BUILDER > BRANDING CATALOG



Business Link Portal Highlights

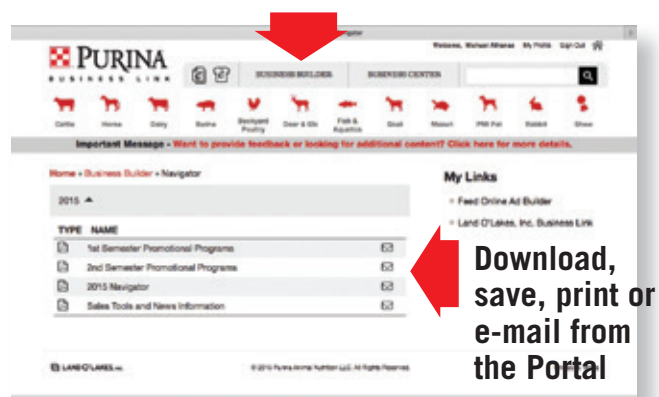
Business Center Home



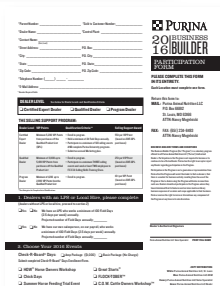
Customer Service Page



Navigator Section



Sell Sheets Section



Mobile Event Registration Text Tool

Introducing the Mobile Event Registration Text Tool for Local Events

- Purina will be rolling out a new SMS texting/online method to replace event cards
- This new technology efficiently collects guest information, and in return - rewards them with digital rewards such as personalized photo, coupon, or a chance to win in a drawing.
- This new system communicates in real-time effectively enabling you to receive the event attendee list within 24 hours!

IMPORTANT: You must contact your Purina Animal Nutrition LLC Sales Specialist a minimum of one week in advance of your event to set up and activate the Mobile Event Registration text tool!

At Event

You may have the guests access the electronic system from their own mobile device OR you may do it for them from your device, tablet or computer.

From Mobile Device

- Have your guests text **PURINA** to **95323**. You may also text from your own device on their behalf, but be sure to enter their information
- A URL link will be sent back to the Guests' mobile phone. Click the link
- A Webform entry page will appear on their phone
- Guest enter their information into the (*) required fields
- Guest will receive a thank you message both on their phone & to their email inbox

From Computer/Tablet Device

- Click: <http://bit.ly/1DPULaQ>
- A Webform entry page will appear
- Enter your Guests' information into the (*) required fields
- A personalized photo will appear on screen and also be sent to the Guests' email inbox

Post Event

Your Purina Animal Nutrition LLC Sales Specialist will have the ability to provide a list of attendees to you!



Text to number: 95323, enter the word: Purina, then Send.



Click on the link.



Enter your information.

Takes less than one minute!



Success!

Receive Personalized Photo!

Online Ad Builder

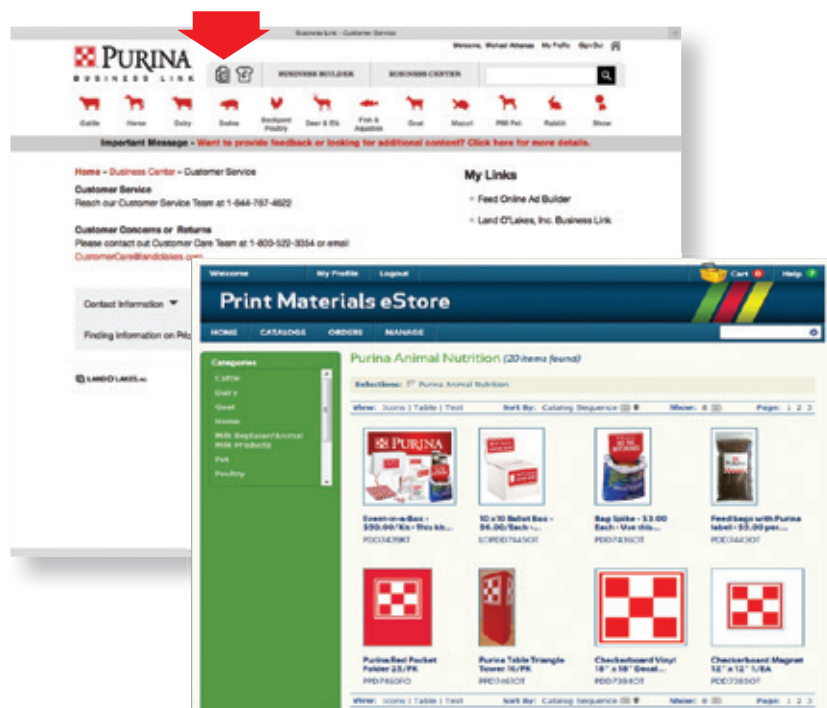



The Purina Certified Expert Dealer Online Ad Builder is the easiest way to customize your store materials & make the most of your Purina marketing money. It allows you to easily create and modify postcards, ad slicks, event flyers, and more with a few clicks of the mouse.

How Do I Get Started?

The Online Ad Builder is easy to use. Access the Online Ad Builder through the login on the PurinaMills.com home page. Click on the Feed Online Ad Builder link in the right column and a video on the home page of the site will walk you through how to set up your account and how to begin building you own ads.

Print eStore

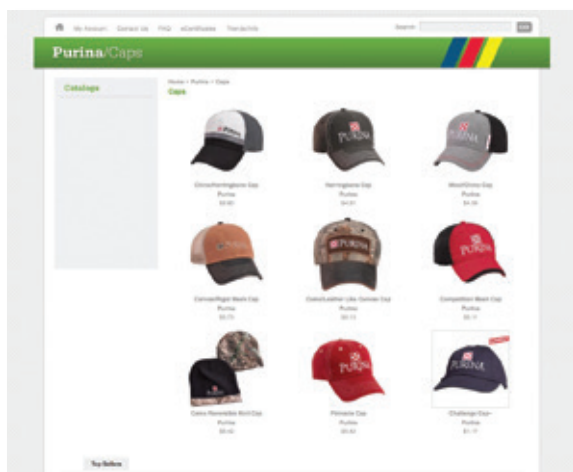


Print materials are available while logged into BusinessLink. Click on the Print eStore icon to go directly to the Print eStore landing page. 

RR Donnelly provides all printed materials such as pet food frequent purchase cards, feed brochures, banners, kits and more. Orders placed for items in inventory will ship by noon the same day. Explore the Print eStore to familiarize yourself with the items.

If you encounter any difficulty and need additional help, click the Contact Us button. Your email will be routed to the parties best suited to help you.

Promotional Products eStore



Staples provides promotional products such as Purina branded apparel for both men and women; jackets, shirts, hats, etc. as well as promotional items such as coolers, pens and flash drives.

Checkerboard-branded items such as table runners, pennants, cups, napkins, table cloths, etc. are also available.

The Promotional eStore is currently stocked with a selection of branded merchandise and is updated on a regular basis. Orders placed by noon will ship the same day unless the item is out of stock or marked DS. Staples has thousands of promotional items available. If you are wanting something that is not stocked, Staples can cobrand or customize your promotional item of choice.

Contact the Staples' Purina Customer Service Number (800.369.9658) to discuss your business promotional needs.

If you encounter any difficulty and need additional help, click the "Contact Us" button. Your email will be routed to the parties best suited to help you.



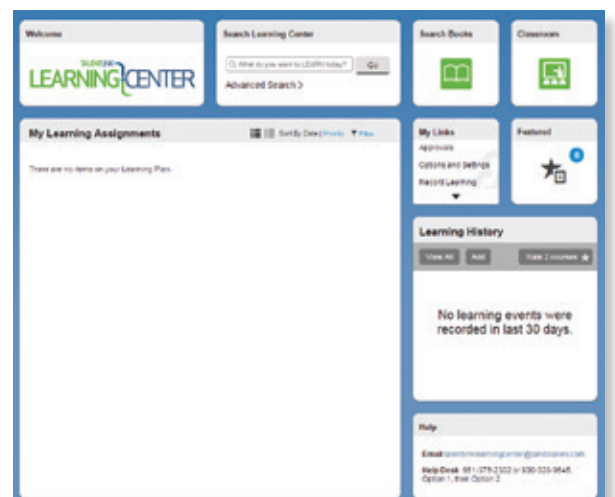
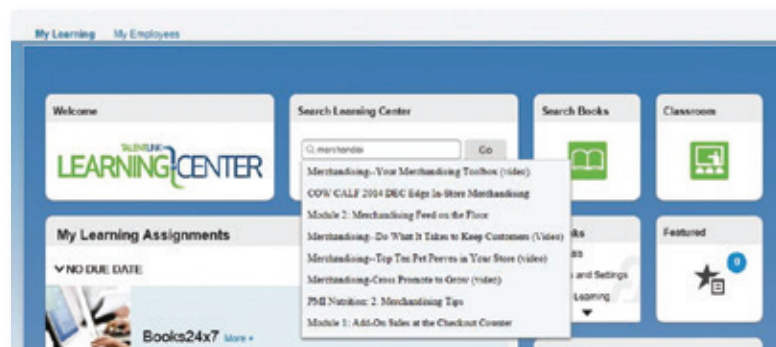
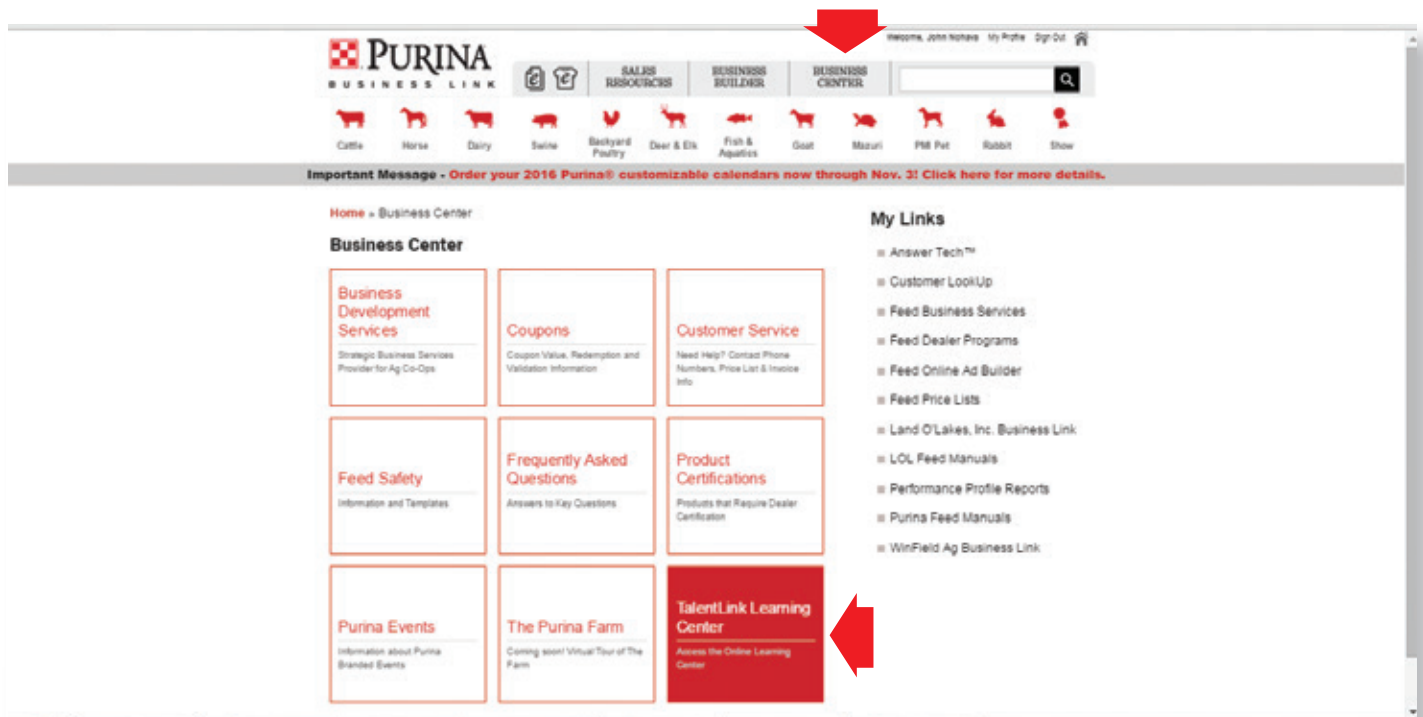
**Special Orders
are Welcome!**

**Call Staples at 800.369.9658
to learn how you can customize
your own promotional items.**

Online Learning Center

How do you find your Learning Assignments?

1. Go to www.purinamills.com
2. Login to Business Link
3. Click on the **Business Center** Tab
4. Click **TalentLink Learning Center** Link
5. View your assignments or search for educational materials



Promo/Event Ideas

JANUARY/FEBRUARY

Store Themes

Winter	Animals
Knowledge	Back to Basics
Information	

Event/Sale Suggestions

Book Signings	Yesterday's Wisdom Classes
Warehouse Sales	Coupon Madness
Back-to-Basics Sale	Bargain Stock-up Specials
Winter Warm Up Sale	Customer Appreciation Sale
Animal (Pet) Care Days	Customer of the Month Club
Valentine's Pet Day	Fire Safety Day
Money Saving Sale	
Care for Wildlife Event	
After Christmas Sale	
Start of New Year Sale	
Ground Hog Day Promo	
President's Day Sale	
Barn Building Seminars	
Get Ready for Spring Event	

MARCH/APRIL/MAY

Store Themes

Spring has Sprung	Spring Cleaning
Baby Animals	Newborns
County Fairs	Lawn & Garden
Gardening	

Event/Sale Suggestions

First Day of Spring Ad	Bouncing Bunny Sale
Country Skill Classes	Animal Care Days
St. Patrick's Day Sale	Veterinarian Day
Daylight Savings Promotion	Rabies Clinic
Preseason Garden Sale	Trail Riding Days
Spring Into Savings	Spring Planting Days
Gorgeous Garden Days Sale	Master Gardener
Midnight Madness Sale	Vendor Day
Easter Holiday Savings	Old Horse Contest
Memorial Day Cookout Event	Pet Parade
Easter Egg Hunt	Antique Farm Equipment Show
Spring Cleaning Event	Guess the Amount Contest
Horse Day (Demonstrations)	Sidewalk/Front Porch Sale
Mobile Pet Grooming	

JUNE/JULY/AUGUST

Store Themes

Summer Time	Outdoor
Animals	Harvest
Garden	

Event/Sale Suggestions

BBQ/Local Event	End of Summer Sale
Keepin' Cool Days	Pet Grooming Event
Country Fair Days	Mobile Pet Vet Day
Gathering the Harvest Festival	Pony Rides Kid's Day
Farmer's Market	Petting Zoo Animal Day
Pet Care Warm Weather	Family Day
Horse Shoeing Demonstrations	Watermelon Seed Spitin' Contest
Horse Training Demonstrations	Summer Meltdown Sale
Preserving the Harvest Classes	Crazy Hat Day
Saddle Fitting Demonstrations	Biggest Vegetable Contest

SEPTEMBER/OCTOBER

Store Themes

Harvest	Winter
Animal	Country
Family	Holiday
Fall	

Event/Sale Suggestions

Fall Harvest Festival	Christmas in October
Wild Life Seminars	Wind Up for Winter
BBQ/Chili Cookoff	Early (Wild) Bird Specials
The Great Pumpkin Contest	Favorite Team Day
Wrap up for Winter Sale	Pumpkin Painting
Animal Care Days (cold)	
Wild for Wild Life	
Beef Up the Barn Promo	
Five Day Sale	
Stock Up for Winter Sale	

NOVEMBER/DECEMBER

Store Themes

Gift	Holiday
Animal	Family
Harvest	End of Year
Winter	

Event/Sale Suggestions

Barn Fire Ready Seminars	Keepin' Warm Sale
Gift Certificates	Christmas Decoration Sale
Snow Meltin' Sale	Early Bird Sale
Gift Specials Flyer	Deck the Barn Sale
Sharing the Bounty Sale	End of Year Inventory Sale
Angel Christmas Tree (Gifts for families/children in need)	Two Day Sale
Midnight Madness Sale	Holiday Carolers