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**Customer Focused Collaboration**  
MASTERING VALUE CHAIN IMPLEMENTATION

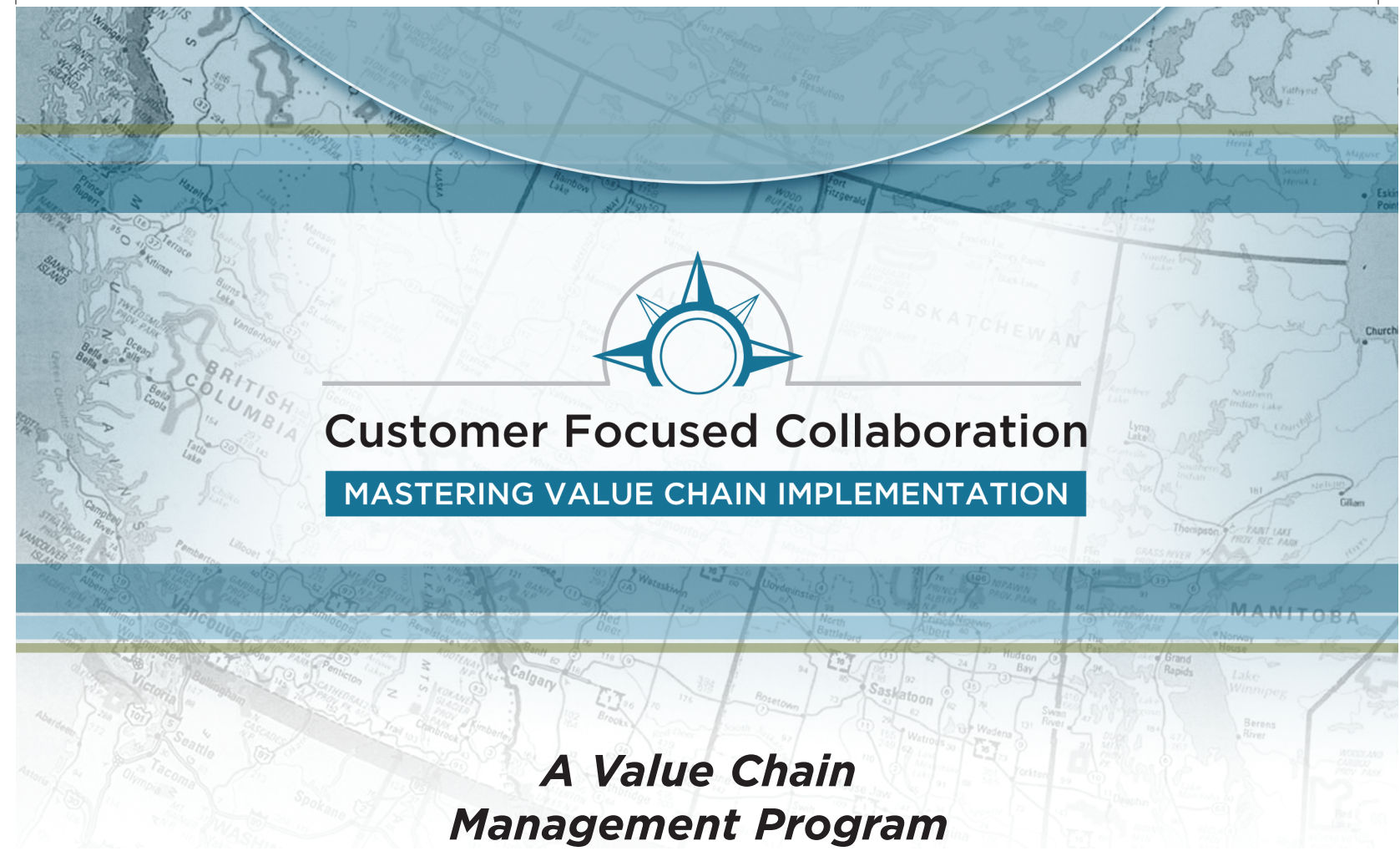
**Value Chain Management Program**



Provided by Western Canada Value Chain Initiatives



Partners and Sponsors



**February 24-26, 2009**

**March 2-4, 2009**

*Delta Burnaby Hotel and Conference Centre  
Burnaby, BC*

*Holiday Inn Airport West  
Winnipeg, MB*

A well developed customer focused value chain can assist agriculture and food companies to achieve product and service differentiation. The program provides applicable lessons that can be implemented within your company. Through a facilitated process using interactive “real” case studies and small group work, you will gain an understanding of business models that provide competitive advantages.

**“The program was of great value to me individually and to my company.”**

**- 2007 Participant**



## Customer Focused Collaboration

### MASTERING VALUE CHAIN IMPLEMENTATION

#### Value Chain Management Program

*This two-and-a-half-day value chain management program offers executives, managers and their business partners an opportunity to learn the value of customer-focused collaboration. The program starts with a Networking Reception at 6:00 pm on the first evening. Day Two session starts at 8:30 am and Day Three at 8:15 am. Full registration includes two breakfasts and two lunches, the Networking Reception and a Banquet Supper. A limited number of hotel guest rooms have been held for your convenience at a discounted rate, until Feb. 4, 2009. Registration Desk opens at 5:00 pm Day One.*

#### About the facilitator:

Guest speakers will provide basic trends and tips for providing customer focused solutions in retail and food service industries. These executives in residence will be available for discussion in small group tasks and one to one discussions.



David Parker has been with ABG since its founding in the late 1970s. David delivers nearly 100 presentations annually, primarily in North America, in the areas of sales, business, value-based solutions, financial management, coaching and supervision skills, team development, and communications.

**Excellent Program**  
Register your team early  
**Space is limited!**

Hotel Reservations can be made directly with

Delta Burnaby Hotel and Conference Centre  
4331 Dominion Street  
1-888-890-3222

Prior to February 2, 2009 for group rate.

Holiday Inn Airport West  
2520 Portage Avenue  
1-800-665-0352

Group Code RAC prior to February 2, 2009.

## Registration Invoice for: Value Chain Management Februray 24-26,2009 March 2-4, 2009

PARTICIPANT INFORMATION		
First name:	Last name:	
Company:	Title:	
Address:		
City:	Province	Postal Code:
Telephone:	Fax:	
Email:		
Location:		
<input type="checkbox"/> Burnaby, BC February 24-26, 2009 <input type="checkbox"/> Winnipeg, MB March 2-4, 2009		

Registration cost: **\$424.00 including GST**  
\*If GST exempt, please provide us with a copy of your GST exemption letter

Please make payment of: **\$424.00** Includes meals and materials

**Please check (✓) payment method, then fax, email or mail to the address below.**

**Payment by credit card**

( Mastercard or  Visa)

Credit Card Number:	Expiry date (mm/yy)
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Name as appears on credit card:

**Signature of credit card holder:**

*By signature I authorize the use of my credit card  
Your statement will read Alberta Agriculture and Rural Development.*

**Payment by cheque, or money order.**

(Cheque is payable to Alberta Agriculture and Rural Development)

Alberta Agriculture and Rural Development	toll free in Canada 1-800-387-6030
Value Chain Advanced Management	fax: 403-742-7527
Bag 600	<b>registration deadline: February 4, 2009</b>
Stettler AB T0C 2C0	