



# SCHEDULE YOUR PURINA MILLS HORSE OWNER'S WORKSHOP **TODAY**

*Don't miss your chance to be part of Purina Mills' biggest and most successful marketing event!*

1. Take advantage of our massive 2008 HOW<sup>®</sup> National Advertising campaign. Over 1 million people, nationwide, will see our ads along with a special money-saving offer.
2. Sign up early to have your HOW<sup>®</sup> event listed on-line in our HOW<sup>®</sup> Event Locator. Return this completed card by 1/18/08 to be included.
3. Pick your HOW<sup>®</sup> Event date in February or March for maximum marketing, advertising and internet support.
4. Choose a strong Lead HOW<sup>®</sup> Coordinator to work with your Purina Mills Sales Person, organize speakers and promotions and drive attendance. It's a big job for what should be your biggest selling event of the year!
5. Complete required information below and return this card by 1/18/08 to receive coupons and door prizes to support your HOW<sup>®</sup> Event.

HOW<sup>®</sup> Event Date (Feb./March preferred):★ \_\_\_\_\_

Dealership Name:★ \_\_\_\_\_

Dealership Address:★ \_\_\_\_\_

Dealership City/State/Zip:★ \_\_\_\_\_

Dealer Acct. #:★ \_\_\_\_\_

Lead HOW<sup>®</sup> Coordinator:★ \_\_\_\_\_

Lead HOW<sup>®</sup> Coordinator Phone #:★ (\_\_\_\_) \_\_\_\_\_

Purina Mills<sup>®</sup> Sales Person:★ \_\_\_\_\_

Do you want to participate in one of the CCTV events listed below-

CCTV January 17th 7:00 - 9:00 pm Eastern Standard Time

CCTV February 21st 7:00 - 9:00 pm Mountain Standard Time

*If participating in the January 17th, HOW CCTV Meeting, please return this form by 12/31/08 to receive you special HOW kit.*

★Required information

FEBRUARY, 2008						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH, 2008						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Please fax this form Kathy Farris to 314-317-5276

Questions? 800-227-8941 • www.horse.purinamills.com