
Suggested Agenda

Invitation List

- Farmers, customers and non-customers
- Community/Club leaders
- Local City Council
- Fire Department
- Chemical sales representatives
- State agricultural association president
- Other dealers in the area
- Local media, radio, news
- Local Chamber of Commerce
- Other local businesses
- All fertilizer wholesale people
- Any other state organizations

An idea from a former regional winner: prepare a special drawing for the wives of farmer-customers to help pull them to the event. Reassuring wives about their husband's (and children's) safety with chemicals goes a long way, says Barry Guier, former regional Environmental Respect Award winner.

Possible Agenda

(Remember, the event and times are entirely up to you)

- 11:00 a.m.** Welcome (Outlet owner/manager)
- 11:15 a.m.** Opening Remarks (DuPont representative)
You could give a background of the Environmental Respect Awards Program and officially present your customer with the trophy. Consider: Why is the environment important? What are the fertilizer/ag chemical industry and agriculture in general doing to be environmentally conscious? What has the winning outlet done toward outstanding stewardship and why do they deserve the award?
- 11:30 a.m.** Plant tours (Manager, Employees)
You will want to have a tour of the plant's facilities, possibly, one every hour for three consecutive hours so if someone comes late, they won't miss out. The tour will be an opportunity to explain how physical structures protect the environment as well as show routine safety habits. This is where people interact and the spirit of environmental respect can shine!
- Noon** Break for a barbecue, buffet, or outdoor picnic.
- 12:45 p.m.** Dessert
Saving the sweetest portion of the meal until last may help keep your crowd for the whole program.
- 1:00 p.m.** Remarks (Local officials or VIP)
Comments by local officials honoring retailers can be made after these individuals have seen the operation. These people might be the local mayor or other VIP.
- 2:00 p.m.** Adjournment.