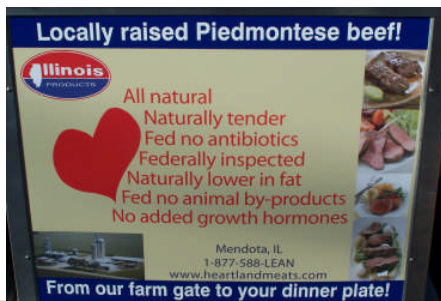


PAUS 2010 FIELD DAYS ~ Marketing, Marketing, Marketing!

July 29, 30, 31 ~ Heartland Meats Inc., Mendota, Illinois ~ Hosted by John & Pat Sondgeroth



THURSDAY 7-29-10

- 6 am-8 am Breakfast at hotel
- 8:30 am-Board meeting, Holiday Inn Express

4 pm-Unique (“cheap chicken”) dinner at a unique little but GREAT place called Ripp’s in Ladd, IL This was chosen as they have been doing 1 thing and doing it well since the 1930’s—they DO have the **marketing** figured out! Dinner included

FRIDAY 7-30-10

- 6-8 am Breakfast at hotel
- 9 am-Farm tour followed by tour of Heartland Meats processing facility
- 12:00 noon-Lunch provided by and at Heartland Meats included
- 1 pm-Annual meeting at hotel
- 6:30 pm-Banquet provided by and at Heartland Meats included
- 8 pm-Annual Auction

PLEASE start thinking about YOUR DONATION to the Annual Auction. As always, this is great fun. Donated items need not be big or expensive. Please plan on participating in this worthwhile PAUS fundraiser.

SATURDAY 7-31-10 **RISE AND SHINE!**
PROMPTLY AT 6 am-Bus will pick you up at the Holiday Inn Express

- 6-8 am Nap or Network.
Enjoy a few extra winks before the big day OR visit with fellow attendees
- 8 am-Arrive at Oak Park Farmers’ Market (Tip: You may want to pick up some fantastic donuts prepared right at the market with a unique **marketing** story)
- 9:30 am-Bus departs for...
- 10:30 am-Arrive at Chicago Green City Farmers’ Market. Lunch included at the market
- 1 pm-Bus departs for Michigan Avenue, Chicago, IL OR stroll over to beautiful Millenium Park
- 4 pm-Bus departs for a great dinner featuring Piedmontese Beef at Scoози, one of Rich Melman’s Let Us Entertain You restaurants—the epitome of **marketing!**
- Bus returns you to the Holiday Inn Express after dinner Bus, lunch & dinner included

Pat and I realize that this has a much different focus than our past PAUS Summer Field Days, however, we hope you welcome the opportunity to see first-hand what our *ultimate* goal is—to **market** our wonderful and unique Piedmontese Beef!

Maps and various “tidbits” of information will be available to you as needed. To make this successful, we need your help, so PLEASE join us! If you have any questions, feel free to call us at 815-539-7117. We look forward to treating you to a great time!

