

# Idea Exchange 2011

Submit Your Bright Ideas by Sept. 30!

GEAPS' greatest resource is the collective knowledge of its 2,600 members, and each year at GEAPS Exchange, the Educational Programming Committee demonstrates its appreciation for those who have made a real contribution during the past year with the annual Idea Exchange.

Has your company launched a product that's new to the industry during the past year? Have you developed an innovation that others might find useful? If so, consider applying for a spot on the stage at Exchange 2011 in Portland, Ore.

The Idea Exchange program is a way for people in the grain-operations industry, as well as industry suppliers, to share good ideas and highlight innovations or new products. The Idea Exchange draws a sizeable audience each year, giving speakers a large platform to share their ideas and providing a great networking opportunity. In addition to the live event, Idea Exchange participants will see their winning contributions in *In-Grain*, on the GEAPS website and in other industry publications.

The Idea Exchange program is divided into two segments:

### For Regular Members

The first segment, called "Why Don't They? ... I Did!" features ideas that grain-operations managers, workers—or suppliers—put into practice to improve safety or efficiency at their own facilities. Applicants chosen to present during this segment receive \$100 cash.

### For Associate Members

The second segment, "What's New?" includes new products and services developed for grain operations during the past year. This is a great way to gain extra recognition for your company.

With our members' help, the Idea Exchange has consistently been one of the things GEAPS does best. If you've got a good idea or a new product of interest to the industry, please fill out and send in the application form on the right.

All applications are due by Sept. 30 in the GEAPS office, 4248 Park Glen Rd., Minneapolis, MN 55416. You can also fax your form to (952) 929-1318, or send it by e-mail to [chuckh@geaps.com](mailto:chuckh@geaps.com).

If you have questions, please contact Chuck House at (952) 928-4640; or [chuckh@geaps.com](mailto:chuckh@geaps.com).

# What's New – Why Don't They?...I Did!

## What's New? (for Associate members, industry suppliers)

The new product is called (please print):	When was the product launched?
This is its purpose (Please be thorough. Attach sheet if necessary):	
Here is what makes it unique:	
Here is how it is utilized by the grain industry:	
How does it improve safety/efficiency?	

## Why Don't They...I did! (for operations professionals)

We call it the (give your innovation a title):	
This is its purpose (Please be thorough. Attach sheet if necessary):	
Here's how it helps promote safety and/or efficiency:	
Your name:	Job title:
Company:	GEAPS member? Yes No
Company address:	
Phone:	Fax:
E-mail:	

**Note to applicants:** To get full consideration, make sure to answer the questions clearly and thoroughly. Applications that cover all the basic points in plain English stand a better chance of making it through the selection process. Spell out what the innovation, product or service actually does, as well as how it's an improvement over existing technology or the current way of doing things. Feel free to attach a separate page or two to make your case. Include drawings or photographs if you like.

