



**Save The Date...**

**EastGen  
OFFICIAL LAUNCH**

**September 28, 2011**

**7:00 p.m.**

For all members and staff at the  
Guelph Head Office location.

**More details to follow**

**EastGen Payment Information**

Enclosed is your final statement for EBI and Gencor. In order to avoid confusion throughout the transition to EastGen, we provide the following information regarding payment of your account.

**Payment by Cheque:** Please make your cheques payable to "EastGen Incorporated". Customers may continue to give a cheque to their field representative and it will be forwarded to EastGen's head office at Guelph, or if you prefer to mail your cheque, an EastGen envelope has been provided.

**Payment at Bank:** The detachable portion of your statement can be brought to your bank with payment. The bank will transfer the funds into the appropriate account.

**Payment on Internet:** For June statement balances paid in July, please continue to select "Gencor or Eastern Breeders Inc." as the payee. For July statement balances paid in August, please set-up "EastGen" in your payee list.

**Payment on Internet:** If you have previously signed a "PAC" form for Gencor, your payment will now be directed into the "EastGen" bank account. There is no action required on your part. The PAC option will be re-offered to all EastGen customers in the future. Please check your EastGen Account number carefully since it may have changed.



*Special Edition - July 1, 2011*

**EastGen Becomes Reality**

On February 8, 2011, the producer/owners of EBI and Gencor took a proactive, strategic step to form the strong new company, EastGen. The organizations have a long history of leadership within the industry and in an era of constant change the bold move will position the member owned genetics company to be the leader in genetics, programs and service.

EastGen is a real Canadian success story- based on 60 years of committed relationships, loyalty, service, innovation and improvements. Our customers live and breathe improvement and we're dedicated to work with them to constantly improve the cattle genetics industry.

The new company will build on its successful past and create an organization that will be stronger, smarter and better at serving the diverse needs of our customers. July 1st is the start date of EastGen and our team is diligently working on the promise of leading genetics and leading programs and services for our customers. We ask for your patience over the coming months as we work to bring the two companies together and fulfill our promise.

Two words will describe the new company;

**EastGen Solves and EastGen Leads.**

*How will people know that we have delivered on our promise?*

Proof will be in the relationships with customers. EastGen partners for the long term with an understanding of and willingness to support our customers by providing solutions to their reproductive and genetic improvement needs. Service and loyalty are other forms of relationships. Customers rely and depend on the service that EastGen provides them and the industry. Recognizable by others will be EastGen's work ethic with strong values.

Proof will be in advanced genetic products and programs offered through technology, business innovations and solutions. A critical success factor for EastGen is the genetics – we are committed to a leadership position whether our customers value strictly commercial traits or a balance of high longevity and production.

In summary, Proof will be in the profitability that we provide our customers.

We look forward to working with you to build a strong future!



**EastGen Distribution & Field Fees**

**Monthly Storage Fees**

|           |        |
|-----------|--------|
| 1-99      | \$.07  |
| 100-199   | \$.065 |
| 200-299   | \$.06  |
| 1000-2499 | \$.055 |
| 2500-4999 | \$.05  |
| 5000 & up | \$.02  |

**Minimum Monthly Charge \$6.00**

*Semen Insurance: \$0.08 per \$100.00 semen value per month. Semen value determined at customer's discretion.*

**Private Embryo Shipment Fee Schedule**

|                            |          |
|----------------------------|----------|
| Export Shipments           | \$170.00 |
| Tank Import Inspection Fee | \$50.00  |

**Private Collection**

**Process:**

Accredited Vet to conduct health test for entry into A.I. Centre. Bull must enter within 60 days of test date. Bull enters isolation and waits 30 days. After 30 days in isolation retests are done. Semen can be collected and processed after that. Bull is eligible to return home. \$12.00 per day housing \$100.00 Health Test Fee \$1.25 per processed straw

**Semen Transfers and Delivery Fees**

| Method   | Cost per transaction   |
|--|--|
| Competitor semen shipped to EastGen - Handling charge billed to customer. Semen placed in EastGen Storage.                                   | Per dose - \$1.00<br>Minimum - \$25.00<br>Maximum - \$150.00 up to 600 doses<br>601 & up - \$0.25 per dose |
| Competitor semen dropped off at EastGen or EastGen depots by Sales Rep - Handling charge bill to supplier. Semen placed into EastGen Storage | Per dose - \$1.00<br>Minimum - \$25.00<br>Maximum - \$150.00 up to 600 doses<br>601 & up - \$0.25 per dose |
| Delivery Fees to Farm Tank EastGen   | \$25.00 in addition to transfer fees   |
| Special Shipments EastGen area   | \$50.00 in addition to transfer fees   |
| Outside EastGen area   | \$75.00 in addition to transfer fees   |
| Imports  | Fees Variable<br>Please ask to speak to distribution representatives                                       |

**Prices are subject to change without notice**

**Liquid Nitrogen Fees**

|   |   |
|---|---|
| Contract - long holding tank (minimum \$1000.00 per year) | \$2.00 per litre                              |
| Bovine Customers (less than \$1000/yr)                    | \$4.00 per litre                              |
| Other (Vets, Equine)                                      | \$5.00 per litre<br>Plus \$25.00 delivery fee |
| Medical & Industrial                                      | \$8.00 per litre<br>Plus \$25.00 delivery fee |

# Working For You

## An Introduction to the EastGen Team



### EastGen Interim Board of Directors

**Back Row:** (l to r) Warren MacIntosh, Robert Wright, Dennis Wagler, Charles Bennett (President), Wayne Dickieson,

**Middle Row:** (l to r) Joe Krol, Norm McNaughton (Executive), Alan Brown (Executive), Brian Betts (Vice President), David Larmer

**Front Row:** (l to r) John deVries, Brian Anderson



**Brian O'Connor**

The Board of Directors of EastGen is pleased to announce the appointment of Brian O'Connor as the first General Manager of the newly formed company. As General Manager, O'Connor will play a lead role integrating the two organizations, creating vision, core values, and a company culture as well as, establishing new policies and processes. O'Connor brings over 27 years of experience in the A.I. industry to the organization with over 22 of these years being spent in Senior Management. Most recently, O'Connor has spent the last 12 years as General Manager of Gencor, with previous experience in managing the marketing departments at Gencor and EBI, and a role as Sire Analyst with EBI. O'Connor received his Bachelor of Science in Agriculture Degree in 1984, from the University of Guelph.



**Nellie Endeman**

Assuming the role of Finance Manager is Nellie Endeman. Nellie has held the Finance Manager position at Gencor since 1999. Nellie has gained a wealth of experience and is recognized as a leader in her field. Nellie has managed all aspects of the finance division and has been involved with the start-up and ongoing Finance responsibilities of GFI and Thornloe Cheese as well. She has been an active member of the Semex Alliance Finance and Audit committees and has provided leadership and financial services to 4-H Ontario and the Canadian Guernsey Association. Nellie received her CGA accreditation in 2002 and also worked for four years as a Continuing Education professor of financial courses at the University of Guelph. Nellie is motivated to work with and prepare staff and Directors for the measures that will properly position the company in a constantly changing industry.



**Adam Weaver**

Adam Weaver joins the team as Sales Manager. Adam is an energetic motivator of people driven by creating successful sales and marketing strategies followed up with disciplined execution. He is keenly focused on developing people by mentoring and developing trust through mutual accountability to ensure top performance. Adam enjoys drawing from the expertise of the team to develop plans that will build on the relationship staff have with customers to increase services and sales. Adam was active in his family farm near Arthur that had both a farrow to finish and cow calf operation with 500 acres cash cropped. Adam is looking forward to returning to his roots after rising to Senior Sales Manager positions during his 19 year career with companies like RIM, Ricoh and Moore Business Forms. He has demonstrated in previous roles an ability to transition between industries, adapt and lead sales growth.



**Diane Green**

As Human Resources Manager for EastGen, Diane Green is an experienced professional that comes to EastGen from Agricorn. She has worked in all human resource areas and is particularly motivated working with staff and senior management teams as companies go through large scale change. Diane has achieved her Certified Human Resources Professional designation and possesses a Certificate in Human Resources Management. Her experience will be invaluable as EastGen develops new compensation plans, job designs, pension and benefit plans and new corporate policies. Diane is committed to building relationships and playing a key part in the development of highly motivated teams focused on providing excellence in customer service.

**Sign up for Member News and Updates at our new website.....**  
**[www.eastgen.ca](http://www.eastgen.ca)**

**EastGen**

## Member Login Site

Sign up for our Member Login site today. 24 Hour Access to:

- Ordering semen, service, farm products
- Instant access to your Progen Report
- View all past breeding information
- Current account activity and transactions
- Semen inventory levels
- Current YS usage and incentive program levels
- EastGen Sire Line-up with pricing
- Update customer profiles
- Sign up for EastGen news

To login in visit [www.eastgen.ca](http://www.eastgen.ca)

The Member Login is located on the home page. Simply click on [Sign Up Now](#) to access your EastGen account today!

**Former EBI Customers: Not all information will be available initially. We will continue to work on developing all services during the EastGen transition.**

# Contact Us

### Head Office

5653 Hwy. 6 N, RR#5  
Guelph, ON  
N1H 6J2  
Toll Free: 1-888-821-2150  
Tel: 519-821-2150  
Fax: 519-763-6582

### Woodstock Sales Office

PO Box 1618,  
Woodstock, Ontario  
N4S 0A8  
Tel: 519-539-9831  
Fax: 519-421-7221

### Kemptville Sales Office

PO Box 2000  
Kemptville, Ontario  
K0G 1J0  
Tel: 613-258-5944  
Fax: 519-258-3719

### For Technician Service:

#### Former Gencor members:

|   |                |
|---|----------------|
| Alliston Districts (52, 53, 83)                       | 1-800-461-7600 |
| Caledonia Districts (01, 06)                          | 1-800-265-9260 |
| Listowel Districts (84, 86, 87, 88, 89)               | 1-800-265-8870 |
| Lindsay   | 1-800-461-7600 |
| London, Wyoming, Essex Districts (40, 46, 47, 48, 49) | 1-800-265-9260 |
| Markdale District (71)                                | 1-800-461-7600 |
| Wingham Districts (91, 94, 95)                        | 1-800-265-9260 |
| Woodstock Districts (16, 18, 19, 30, 33)              | 1-800-265-9200 |
| All Northern Regions Districts (20, 21, 23, 25)       | 1-800-265-8870 |
| Beef Inquiry Line 1-888-821-BEEF (2333)               |                |

#### Former EBI members:

|               |                |
|---------------|----------------|
| Ontario East  | 1-800-267-8297 |
| Ontario West  | 1-800-267-2110 |
| New Brunswick | 1-800-267-8297 |
| PEI           | 1-800-791-6640 |

All service numbers remain the same for all Farm Tank Representatives and Market Development Specialists.

**[www.eastgen.ca](http://www.eastgen.ca)**  
**email: [info@eastgen.ca](mailto:info@eastgen.ca)**