

Minneapolis **SUCCESS STORIES SCRIPT**
Domain, Incorporated
Bill Buell
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VIDEO:

farms (footage from video)
cows (from video)
Domain logo or sign
stills of farmers (video)
cows (video)

tractor (video)
Domain employees in office
-working on paperwork
-talking on phones
computer software on screen
cow eating (video)
slab of beef (video)
cows (video)

PDA pamphlet
Domain employees
-working on determining needs of a producer (paperwork)
-writing down goals and program ideas
Doboy logo (feed bags in video-calf)
employee in lab looking closely at feeds
cows
cow being milked mechanically
feed bags or cows eating in video

shots of a farmer at work

Tend-R-Leen logo
meat handlers with slabs of beef in video

AUDIO:

Concerned with keeping dairy farming apace with the ever-changing demands of technology and the marketplace, Domain Incorporated prides itself on helping dairy farmers - their partners - meet and even exceed their production and profit expectations.

Today, farming is more of a business than ever before, and Domain is there to ease the transition farmers are going through. With products and services such as computer software, nutrition and feed management, and dairy-beef production, Domain ensures successful dairy farming.

It all begins with P-D-A, Domain's Professional Dairy Advisors program. This is the first step in determining the specific needs of a dairy producer. They set and initialize a program to meet those goals. Then Doboy, the nutritional dairy feed division of Domain fine tunes the feed rations in order to make sure dairy cows are kept healthy and producing large quantities of profitable milk. Doboy can even customize the feed of individual farmers to match their precise needs.

And just when you think the profitability for dairy farming ends there, Domain adds a unique Tend-R-Leen program, introducing dairy farmers to the beef industry. With the

VIDEO:

meat on display
-steaks on display in the store
-steaks being put on the grill

Employees at Domain
-in offices
-on computers
Group of employees discussing a problem
together around a conference table
-individuals from that group in the meeting

AUDIO:

Tend-R-Leen feeding and management system, farmers raise their dairy steers to achieve quality beef never seen before from these animals, adding incremental profit to their operations.

Domain seeks out new and better ways for dairy producers to improve their production and profitability. Working together to solve their partner's needs, they have a significant ability to create new products and provide the services necessary to lead dairy farming into the future.

VIDEO:

Bill Buell on camera

stills of clients from video

employees using computers

-calculators

-phones

cows in the pen (from video)

variety of employees working in groups

Bruce Werner on camera

lab researcher mixing feeds

products or logos

Doboy products or logo

Tend-R-Leen logo

slabs being put in refrigerator

Tend-R-Leen ads

Kelly Bygd on camera

Dairy Decisions software in use

disks

individual cow shots

employee typing information into program

Bill on camera

slow move to close-up on Bill

AUDIO:

Bill Buell - Executive Vice President

presents Domain's mission (60sec)

- the relationship betw. Domain and client is a partnership (no matter what size they are)
- economic - Domain helps farmers run a business
 - helps in the transition from tradition to business
- provide control in a fluctuating market (milk prices)
- offer new technology to farmers
- employees work as a TEAM to accomplish these goals

Bruce Werner

(60sec)

discusses dairy feed and T-R-L program

- scientific reserach
- patented products - Crop Cure, Forage Mgt.
- Doboy's benefits to the farmer
- Tend-R-Leen
 - 2nd income on the side for dairy farmers
 - farmers paid premium for meat (unusual for Holsteins in the past)
 - quality being produced is worth it

Kelly Bygd

discusses Dairy Decisions (50sec)

- what it does
 - herd management software
 - works regardless of size of farm
 - keep in touch w/ individual animal
- how it came about
 - a dairy farmer writes it (knows what he's talking about)

Bill Buell

concludes with outlook for the future (30sec)

- changes mean one thing: you can complain about it or take it as a new opportunity - Domain takes it as a new opportunity