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**HUMBOLDT ATHLETIC MANUFACTURER SCORES BIG WITH
FARM BUREAU'S ENTREPRENEUR OF THE MONTH AWARD**

WEST DES MOINES, IOWA – February 7, 2008 –A Humboldt, Iowa athletic manufacturing company started by two Iowa football coaches more than 30 years ago has been named the Renew Rural Iowa entrepreneur of the month winner for February. Renew Rural Iowa is an entrepreneurial mentoring and training initiative started nearly two years ago by Iowa Farm Bureau Federation (IFBF) to grow small businesses in rural Iowa.

Hadar Manufacturing produces a wide variety of athletic equipment including the football dummies and physical education equipment which put them on the map. They also have new welding and metalworking capabilities which have expanded the line by hundreds of items. More than 40 employees work at Hadar Manufacturing, but maintaining growth and economic viability is always a challenge for today's Iowa entrepreneurs.

“We've seen our company grow in an exciting new direction, but it wasn't easy. We also weathered many economic storms, including going out of business in 1982. But, we came back—bigger and better than ever,” said Hadar president, Mary Hadar Miner. Hadar Manufacturing opened a research and development lab five years ago and has grown its staff from a base of nine employees during the late 80's to more than 40 during the busy season. “And, we see a lot more growth on the horizon, thanks to the business mentoring and financial management expertise we gained through attending the Renew Rural Iowa business seminar in Cedar Falls,” said Miner.

Hadar Manufacturing was started by Al Hadar of Humboldt and Norman Wolters of Greene. Hadar's daughter, Mary Hadar Miner and her husband, Wayne, a former football and track coach, now help run Hadar Manufacturing, still located in Humboldt. Mary's brothers, Jim and Joe Hadar, also serve as research and development engineer and chief technical officer at the plant.

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The Renew Rural Iowa program has mentored dozens of Iowa entrepreneurs through these economically challenging times since its inception more than a year ago. “A lot of companies see the intense competition for their products and services and need some advice to weather the storm,” said Dennis Harding, IFBF business services administrator. “Rural Iowa entrepreneurs come to Renew Rural Iowa to understand not just the legal aspects of growing or establishing a business, but to hone their skills in financial management, marketing and network with service providers and other businesses. For them, having all this knowledge in one place at one time, is priceless.”

A series of Renew Rural Iowa Business Development seminars will be held around the state, with the next one to be held May 15 at the Isle of Capri in Waterloo. To register for Farm Bureau’s Business Development Seminar online, visit www.renewruraliowa.com or call 800-254-9670. Seminar price is \$40 for Farm Bureau members or \$75 for non-members. To become a Farm Bureau member, contact your local county Farm Bureau office or visit us online at www.iowafarmbureau.com.

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About Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the online media center at www.iowafarmbureau.com.