

# Myerstown Youth Named Regional FFA Star Agribusinessman

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A Myerstown RD1 youth has been named one of four Regional FFA Star Agribusinessmen of America.

He is Lloyd John Wenger. He will be eligible for one of FFA's highest honors, Star Agribusinessman of America, at the National FFA Convention in October.

Lloyd Wenger began selling farm machinery when he was only 10 years old. He's been selling ever since, providing a vital service to Pennsylvania farmers. In recognition of his outstanding career development, Wenger has been named FFA Star Agribusinessman of the North Atlantic Region by the FFA Board of Directors and National Officers.

Last year, 19 year old Wenger sold nearly half a million dollars worth of farm machinery, making him one of the top salesmen of agricultural machinery in Pennsylvania.

The Star Agribusinessman is married and he and his wife, Kathryn, live on a 60 acre farm which Lloyd bought in March 1969, using a loan from a local banker to make the purchase.

"The farm provided a base of operation for a production program in vocational agriculture which included feeding dairy heifers and bulls and raising market hogs. In addition, Wenger raises some corn and other cash grain.

But the farming operation is only a sideline for Wenger, whose main interest and full-time occupation is the farm machinery business. He began working for Wengers' Farm Machinery, Inc., as a mechanic's aide when he was 10 years old. "I started out doing jobs such as emptying the wastebaskets and sweeping up the shop," recalls Wenger. "I worked on farm machinery in the evenings and due to my age this was a big challenge to me.

"During the summers my father would take me with him out of state to buy farm machinery," says Wenger. "It was these trips that made me decide to be part of the farm machinery business. I started selling slowly," he says. "I would do my own service work and most of my own trucking. Soon I had my

own repeat customers plus new additions and my sales kept increasing."

Wenger says he particularly likes the challenge of buying used farm machinery for the company. "I get a thrill going out of state to a large farm machinery auction to see 400 or 500 tractors sell, knowing that I must select 10 to 12 of the most qualified tractors for our operation. I try to go to at least one auction a month to keep up with market changes," he says, adding that past experience and good judgment are his guide in determining the price he should pay.

Selling isn't the only thing that interests Wenger. He's worked in all phases of the Wenger Farm Machinery business, from the shop and parts department to the accounting operation. One of his recent projects has been to reduce the stock of old inventory. A study of the business in 1969 revealed that the company was holding nearly a quarter million dollars worth of inventory that was not selling. Wenger was given the assignment of reducing the inventory to a manageable level. By changing sales commissions and putting other innovative ideas into effect, Wenger now has reduced the old inventory to an acceptable level.

A young man who can't pass up an opportunity to sell, Wenger recently expanded his sales operations by taking on a line of small tools. In one month of 1971 he sold over \$2,000 worth of tools at an average price of \$2 apiece. He is well satisfied with the sales volume and is eager to expand the tool sales. In his spare time Wenger also likes to buy and sell used cars.

A member of the Eastern Lebanon FFA Chapter, where his advisor is G. L. Strickler, Wenger has served as Chapter Historian, Parliamentarian and Chaplain. He has participated in several chapter committees and attended the National FFA Convention in Kansas City in 1967. Wenger has also been a participant in Dairy judging contests and has earned several gold medals for his proficiency in judging dairy cattle.

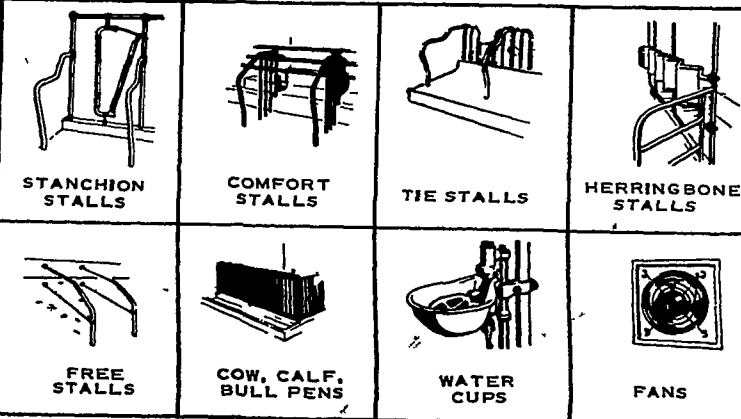
A firm believer in setting high goals, Wenger is determined to sell over \$750,000 in 1971. Having sold nearly a quarter million dollars worth of machinery in the first four months of the year Wenger feels he is off to a good start. He plans to maintain the farm, expanding to 50 head of Holstein feeder bulls. Eventually, young Wenger plans to become president of Wenger's Farm Machinery, Inc. He hopes also to expand his small tool sales business to a \$25,000 volume.

"I like my job," says Wenger. "My goal is to have Wengers' Farm Machinery sell three million dollars worth of machinery by 1975. This would make the company the largest of its kind in the Eastern United States."

The other three Regional Star Agribusinessmen are: Wayne Robert Morris, Fullerton, Calif.; Robert G. Timblin, Alvo RD1, Neb., and James E. Stone, Weatherford RD1, Texas.

Elsewhere, the Regional Star American Farmers have been announced as follows: Lonney Eastvold, Hartland RD1, Minn.; Dennis A. Carlberg, Frewsburg RD1, N.Y.; Leroy Crawford, Ames RD1, Okla., and Irvin Joe Petsch, Meriden, Wyo.

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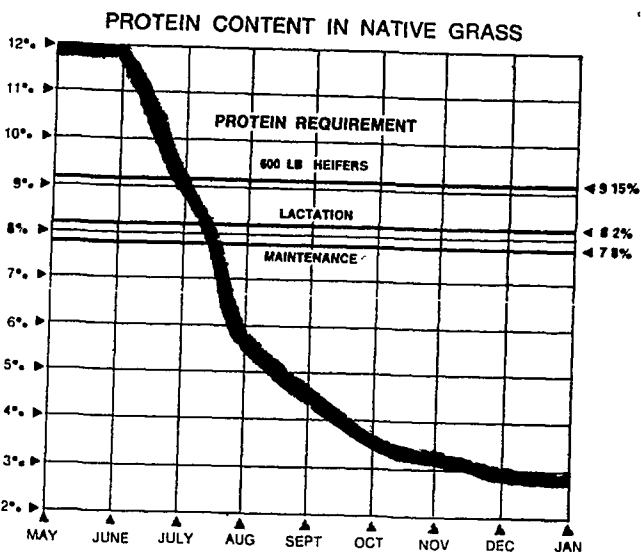
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