

# Farm Business News

## Named to executive club

LITITZ — Gary Willier, Lititz, has been named to the Carnation Executive Club. Formation of the Executive Club within the sales staff has been announced at Carnation Genetics by W.R. "Skip" Pringle, general manager. Simultaneously, the names of the twelve members of the 1980 club were released.

"This is a functioning group," Pringle commented, "Its primary purpose is advisory. It is an integral part of our marketing team."

The twelve appointees include the general manager, the company comptroller, the five regional sales managers and five district sales managers, each having been nominated by his regional sales manager.

Plans call for the executive club to meet two to three times each year to discuss marketing and marketing strategy.

"District sales managers were selected on the basis of demanding criteria," said Pringle, "which included sales effort, sales increase over the previous year, handling of accounts receivable, preparation and timeliness of reports, number of Genetic Opportunity herds added, number of cow evaluations

in the district, and the quality of service given customers."

Included as members are Pringle of Modesto and Bennie Austin of Los Angeles, company comptroller.

The Regional sales managers are: Willier,

Eastern Region; Don McCormick of Turlock, Ca., Western; Don Cuperly of Randolph, Wis., Mid-west; Dave Owens of Vancouver, Wash., Northwest; Jules Clausung of Hartford, Wis., Mississippi Valley.

Rounding out the membership in the executive club are the five district sales managers: Jimmy Bills of Brownwood, Tx., Western; Milo Snyder of Orchard, Nb., Mid-west; Dan Berry of Snohomish, Wa., Northwest; Dale Niemann of Fairland, Ind., Mississippi Valley; and Al Shulsky of Bainbridge, NY, Eastern.

## Attends training school



NEW PARK — Lee Manifold, general manager of M & R Equipment, Inc., New Park, was among the International Harvester dealer personnel who attended the company's

Future Action Computerized Training System. The program is designed to broaden the participant's management skills through computer oriented techniques.

## Call for free book

ELBURN, Ill. — Curtiss Breeding Industries Inc., the Elburn, Illinois artificial insemination organization, has announced the free phone-in availability of its 1980 Beef Bull Book to any interested beef producer.

"We're inviting beef cow herd owners to phone us on our toll-free lines," states Kent Barber, Beef Director for Curtiss. "In order to speed delivery of these beef sire listings at this important time of year. Bull Books will be put in the mail the same

day we receive the telephone request."

The Curtiss Beef Bull Book contains a comprehensive listing of beef sires whose semen is available from Curtiss. Breeds include Angus, Charolais, Hereford, Polled Hereford, Larnousin, Summental and others.

A special and unique feature of the Curtiss Beef Bull Book is its inclusion of photo copies of the complete performance pedigree for each listed Angus sire.

To obtain a return-mail copy of the 1980 Curtiss Beef

Bull Book, cattlemen need only dial the toll-free number: 800/323-6061.



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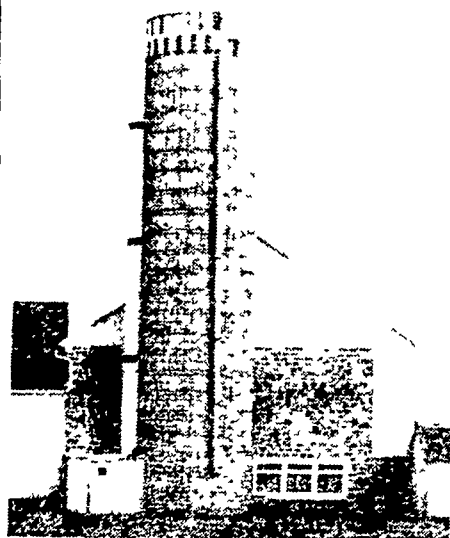


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