

Business News

Return on investment theme of meeting

HERSHEY — Badger Northland, the Kaukauna, Wisconsin based full line farmstead equipment manufacturer, held its eastern national sales meeting recently at the Hershey Convention Center.

Over 350 dealers, distributors, representatives and wives attended the three day event which featured new and existing Badger equipment along with outside speakers who gave insight into the agricultural marketplace.

The theme of the meeting, Return on Investment, stressed that agricultural equipment dealers such as Badger's would have to become increasingly aware of new farm management techniques in order to assist their farmer customers in the running of their operations. In that the Pennsylvania area is heavy in dairy production, this segment was featured.

Highlights of the meeting included the introduction of Badger's

new Feed Weigher-Mixer and other feeder equipment which will allow livestock raisers to mix high energy, complete blended rations right on their own farms.

Other highlights included the exhibition of Badger's complete line right in the convention center.

Awards were also given to outstanding Badger Dealers for sales efforts over the course of 1980. Awards were presented to the following dealers in the categories:

SOLID MANURE SYSTEMS
Taul Equipment, Inc., Cecilia, KY, James G. Manson, Fort Covington, NY

LIQUID MANURE SYSTEMS
Taul Equipment, Inc., Cecilia, KY, Marcel Morissette, Inc., St. Claire, Quebec, Canada.

FORAGE SYSTEMS Dennis Homan, Maria Stein, OH, James G. Manson, Fort Covington, NY

FEEDING SYSTEMS Dennis

Homan, Maria Stein, OH; and James G. Manson, Fort Covington, NY

Badger Northland relies heavily on the Pennsylvania and eastern areas for approximately 47 percent of its estimated \$35 million annual sales.

Opens new lab

THE BUCK — Biometrics, an agricultural testing laboratory, has opened at The Buck in southern Lancaster County.

The laboratory, according to Richard Croyle, a Penn State graduate in animal nutrition and biochemistry, has worked previously for several companies, including most recently Supelco, a chemical firm located at Bellefonte.



Willard Odenwelder proudly joins the four technicians in his area who placed in the top five total performance awards. Seated left to right: Willard Odenwelder, Gary Stockin. Standing left to right: Frank Baylor, Jake Myer, and Ron Hall.

Honors top employees



Gary Stockin, left, is 1980 First Place Overall winner in NEBA Sales Performance Contest. Willard Odenwelder, District Manager, makes the presentation.

Joins sales staff

ELIZABETHTOWN — Pars Soil Service would like to welcome Bob Cain to its staff. Bob Cain is from Lancaster County. He has had a

background in farming. He will take the position of Sales Manager, and will help promote the sales of promesol in six states.

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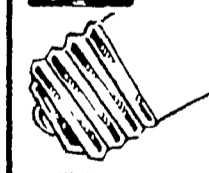
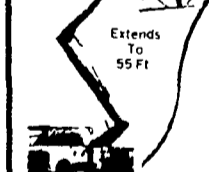
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