

Harvestore holds workshops

CHICAGO, Ill. — The Ninth North American Agricultural Lender's Conference sponsored by A.O. Smith Harvestore Products, Inc., featured some innovations at the 1983 session held Sept. 11-13.

This year, selected important subjects were discussed in close encounter workshop sessions rather than from the podium.

These subjects included use of micro-computers in lending and agri-business, cooperation between agri-business and ag lenders, operating farms for efficiency, and personal stress management.

"We felt that this approach would improve the effectiveness of the interchange between speaker and audience that's so important to

successful communication in meetings of this kind," said Carl K. Clayton, director of marketing staff services for Harvestore Products. "We also gave particular emphasis this year to practical information lenders could use in their day-to-day activities."

About 400 persons from the United States and Canada attended the Harvestore system lender's meeting. There were representatives from 49 Harvestore system dealerships, 21 U.S. states and 2 Canadian provinces.

The four workshops addressed a variety of subjects of vital interest today. "Micro-computers — Their Effective Use in Lending and Agri-Business," featured a banker and an agri-businessman who told how they used computers to make their work more efficient. "Our Program for Efficiency" consisted of discussions by four Harvestore system farmers who described how they increased productivity and cut expenses with efficient management. In "Communications — Key to Our Mutual Success," two bankers and two agri-marketers told how they cooperated to their mutual benefit and that of their farmer customers. "Stress Management

Today" featured a presentation on how proper living habits and diet can make life and work easier and more meaningful.

The meeting also included a number of other presentations on subjects of current and practical interest. Among the speakers were Orion Samuelson, noted farm broadcaster and vice president of

WGN Communications, who spoke on a recent visit to the Soviet Union, and the impact on farmers of the upcoming presidential campaign — and John Marten, staff economist for Farm Journal magazine, who reviewed the agricultural economic prospects for the upcoming year.



The Ninth North American Agricultural Lender's Conference sponsored by A. O. Smith Harvestore Products, Inc., featured general sessions on subjects of current interest to lenders as well as close encounter workshops on subjects such as use of micro-computers in lending and agri-business, cooperation between agri-business and ag lenders, operating farms for efficiency, and personal stress management.

Stouck gets bank post

GETTYSBURG — Dwight C. Harris, President of Farmers Bank and Trust Company, announces the appointment of Forrest L. Stouck as Assistant Vice President and Agricultural Loan Officer.

Stouck, a specialist in agricultural lending, will operate out of Farmers' Gettysburg office at 202 W. High Street due to its central location to the bank's nine offices in York, Adams and Franklin counties.

Stouck is well known in the farming community. He has worked in the agricultural finance industry for 19 years. He was formerly with the Federal Land Bank and Production Credit Association office in Gettysburg and Dauphin Deposit Bank in Carlisle.

Stouck resides in Gettysburg with his wife, Sandra, and his son, Craig.



Forrest Stouck

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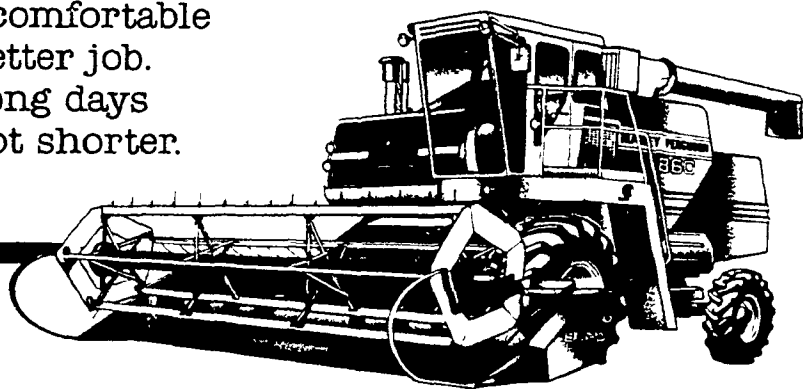
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