

Jacobson named sales manager

Kevin Jacobson, Wanamingo, Minnesota is named to a new

position as District Sales Manager for Sire Power, Inc. Kevin will be serving Southeastern Minnesota according to Michael Creek, Sire Power's National Sales Manager.

Kevin will be managing established sales territory and continue to concentrate on new customers in this area. His duties will include direct herd semen sales, delivery of semen, supplies, and nitrogen direct to the farm, teaching A.I. training schools, supervising A.I. technicians, and promotion of the GOLD Sire Development Program. He will also have sires available from the ALLIED GENES marketing group.

He comes to his new position well qualified with a background in agriculture, and dairy farming experience. Previously, he was a sales and service representative in the A.I. industry for the past two years in semen sales. His

capacities were very service-oriented in dealing with customers.

Prior to this, from May 1980 to May 1982 he was a herdsman on a 100 cow dairy farm near Chetek, Wisconsin. After he completed an Associate Degree in Agri-Business from the Willmar Vocational Technical Institute in 1976, Kevin worked on the home farm from 1977 through 1980.

Kevin's experience and ability will enable him to coordinate and organize an effective sales approach in Southeastern Minnesota. His A.I. background and sales experience will enhance his new

job with Sire Power, Inc. He enjoys working with farmers and the dairy industry, and looks forward to working in this area.

Kevin and his wife, Joyce, have two children and will continue to reside in Wanamingo, Minnesota.



Kevin Jacobson

Hardy Appointed at Cornell

ITHACA, NY — Ralph W. F. Hardy, one of the nation's leading scientists in the field of life sciences and an authority on biotechnology, has been named president and chief executive officer of the Boyce Thompson Institute for Plant Research at Cornell University.

Hardy will assume his new duties Sept. 1, 1986, succeeding Roy A. Young, who has served as managing director of BTI since 1980. Young and his wife plan to return to Oregon, where he was associated with Oregon State University for many years.

Hardy is the fifth chief executive officer of the research institute. Established in 1924 in Yonkers, NY, the institute moved to Cornell campus in 1978. Recognized worldwide as a leading research

organization of its kind, BTI is dedicated to the improvement of food and fiber production and to the maintenance of environmental quality. BTI concentrates its research efforts entirely on plants, focusing on four primary program areas — biological control, environmental biology, nitrogen and crop yields, and plant stress.

Christian C. Hohenlohe, chairman of the BTI Board of Directors, said: "The directors are extremely pleased that Ralph Hardy agreed to join the Boyce Thompson Institute as president. He brings a wealth of rich experience to his new post. He is a proven administrator and a highly successful business executive; he also has the academic credentials and professional interest to effectively guide the plant research activities on which the institute has developed its international reputation."

Hohenlohe also announced the change in title from managing director to president. He explained, "The directors felt that since the institute is a private, independent, not-for-profit corporation, assigning the title of president to the chief executive officer would certainly be in keeping with recognized business practices. Further, the title of president more accurately reflects the broad scope and heavy responsibility of managing this major research enterprise, which employs a staff of 130 and operates with an annual budget of almost \$8 million."

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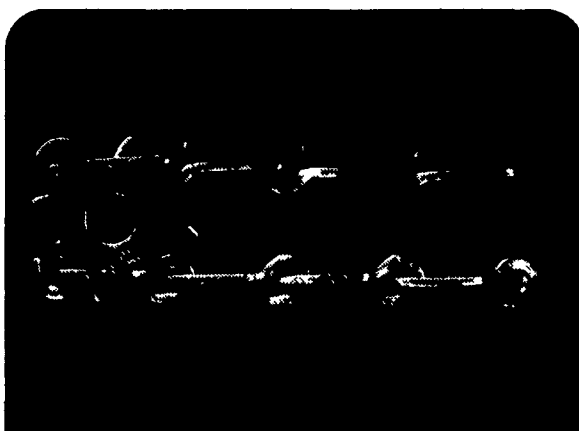
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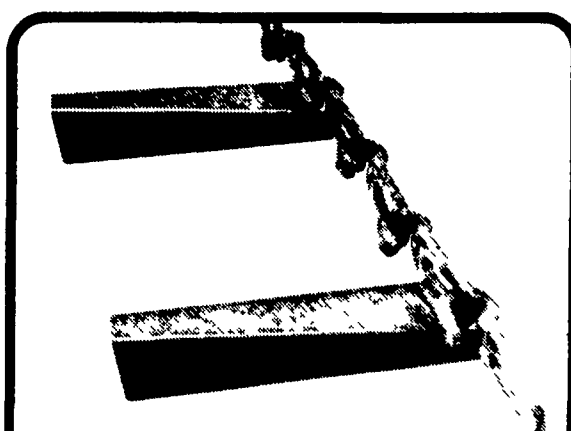
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