

Atlantic Breeders Names Sales Performance Winners

LANCASTER, Pa. — Eighteen Atlantic Breeders Cooperative sales and service personnel recently received high recognition for their outstanding performance during the first six months of 1988. They were presented with special awards and prizes by Gary Heckman, Atlantic's Member Sales Director. This program encourages and recognizes achievements which improve service and increase sales volume.

Highest award winners were Professional Technicians Paul Whiteford of New Oxford; Ben Wilson, Chambersburg; and Nick Brin, Drumore; Coordinator Russell Bowen, Elizabethville; Area Supervisor David Zimmerman, New Holland; and Direct-Herd Representative Charles Smith, Quarryville.

In the sales performance categories, Whiteford led in first service increase, units of semen sold and usage of sampler sires. Paul Roland of Elizabethtown led in total first services performed during his period. David Russell, Kinzer, was tops in the usage of high PD\$-value sires and Ken Warren of

Kenton, Delaware had the highest share of business in herds using Atlantic's mating programs.

Among Atlantic's Area Supervisors, Zimmerman was the leader in total first services, high PD\$ sires and mating programs usage.

Carl Snyder, Dayton, topped the list for semen sales and sampler sires usage. Willis Ritchey, Chambersburg, had the highest gain in first services.

Other Technicians among the top 10 in total performance were

Brian Martin, Narvon; Robert Keen, Campbelltown; Pat Arnold, Myerstown; Eugene Fleck, Threa Springs; and William Myers, Bedford.

In direct-herd sales during the six-months period, Curtis Shuey of

Massillon, Ohio was second and Bill Charlton, Wooster, Ohio was third.

Another performance contest is currently underway throughout Atlantic's service and sales territory.

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