

## Conference Kicks Off Seed Sales

GOLDEN VALLEY, Minn. — To kick off the new 1991 seed sales season, Northrup King Co. held its national sales conference July 9-12 at the Northland Inn in Minneapolis, MN.

Attending from the company's Northeast sales region were district sales managers Tim Wren, DeGraff, OH; Martin Stites, Sandusky, OH; Bill True, Covington, OH; Darrel McKenzie, Lynchburg, OH; Curtiss Newell, Lisbon, OH; Ron Brown, Gorham, NY; Al Cox, Cato, NY; Allan Tillaugh, Sprakers, NY; Steve Shipman, Mill Hall, PA; regional agronomist Mark Mattingly, Lancaster, PA; and regional sales manager Jack Gaudette, Doylestown, PA.

The conference was built around the theme "Northrup King... Because You're in Business to Grow." A highlight of the conference was the address by Northrup King's new president Kent Schulze. Schulze, formerly president of DeKalb-Pfizer Genetics, brings 24 years of seed industry experience to Northrup King. His message focused on the contribution which every individual can make to serve farmers better.

A major portion of the meeting was devoted to discussing the company's new sales and marketing programs. In addition, crop production managers informed the group that 1990 seed production was on target for all crops. Quality assurance managers discussed new technologies that the company is adopting to enhance seed quality. Also addressing the group was national business consultant and speaker Dave Yoho.

Northrup King will again be a partner in the American Soybean Association's (ASA) national membership drive. Every new and renewing ASA member will receive a certificate good for a free bag of Northrup King soybean seed. This is Northrup King's third year of sponsorship.

"There is no better way to bring the farmer the value he expects than to work with him closely and see firsthand what challenges, problems, and hurdles he faces in his enterprise," said Schulze. "Our success at Northrup King is based on how closely we stay in touch with the farmer."

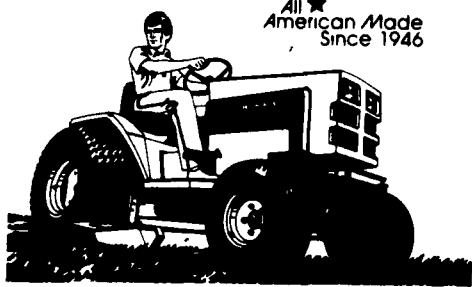


Northrup King's Northeast sales region, front row: Jack Walker, Lewisburg, OH; Jack Gaudette, Doylestown, PA; Tim Wren, DeGraff, OH; second row; Allan Tillaugh, Sprakers, NY; sales service manager John Lage, Paris, IL; Curtiss Newell, Lisbon, OH; Martin Stites, Sandusky, OH; Darrel McKenzie, Lynchburg, OH; Steve Shipman, Mill Hall, PA; back row: Jim Drews, Cream Ridge, NJ; Al Cox, Cato, NY; Bill True, Covington, OH; Mark Mattingly, Lancaster, PA; Ron Brown, Gorham, NY; and Kevin Monahan, sales service manager, Madison, WI. Northrup King recognized Shipman as dealer recruiter of the year.

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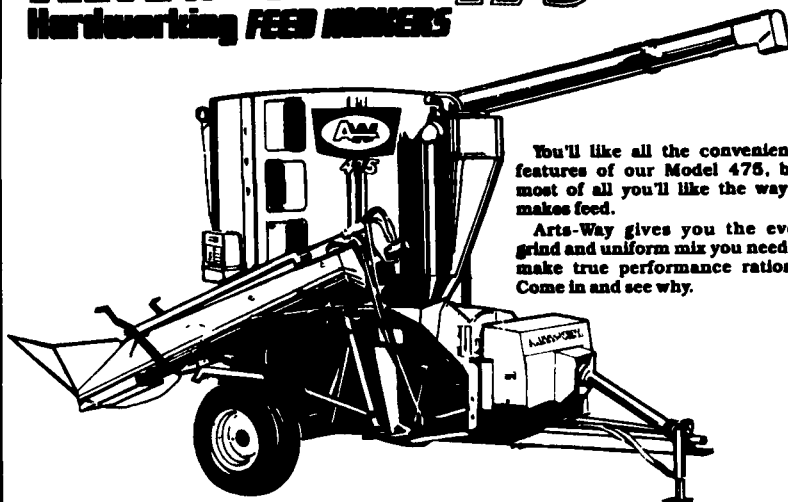
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