



SUNY, John Deere Form Educational Partnership

COBLESKILL, N.Y.— An educational partnership unique in the eastern United States between the John Deere Company and SUNY Cobleskill was announced recently on the Cobleskill campus.

John Deere Company of Columbus, Ohio, has selected the College of Agriculture and Technology at Cobleskill as the site of its two-year Ag Technician Training Program.

The program is only offered at a few select colleges, and Cobleskill is the first college east of the Mississippi River to form a partnership with John Deere.

This cooperative venture is designed to more effectively train students in servicing and repairing agricultural equipment. It will prepare students whose career goal is employment at an equipment dealership to keep pace with rapid advancements in equipment technology.

Beginning in fall 1992, Cobleskill students will receive state-of-the-art training on John Deere-supplied equipment through a combination of classroom instruction, hands-on laboratory training and supervised work experience at a John Deere dealership.

The new Associate in Applied Science degree program is offered as a sequence under Cobleskill College's existing Power and Machinery major in the Agricultural Engineering curriculum.

Students must be sponsored by a John Deere dealership to participate, and will spend a minimum of 20 weeks at a John Deere dealer-

ship during semester and summer breaks.

Usually, graduates of the program return to the dealership as full-time employees. The college will assist students in locating a sponsoring dealership if they are unable to find one.

As part of the alliance, John Deere will provide SUNY Cobleskill with training aids and equipment valued above \$250,000, as well as technical manuals and instruction for college faculty.

Students will receive expert instruction in use of the most modern diagnostic tools and the latest John Deere tractors, combines, implements and individual equipment components. Areas of concentration include engines, power trains; and electrical, hydraulic and diesel systems.

In the classroom, students will round out their technological training with a variety of required and elective courses in management, salesmanship, English, mathematics, the sciences and social sciences.

John Deere Company established its partnership with education to help meet the needs for well-qualified college graduates to fill challenging, professional job openings.

Every year, well-paid, career-oriented positions at John Deere dealerships are left unfilled due to a shortage of trained technicians, according to company officials. There is a significant demand for well-qualified dealer technicians in the large area served by the Col-

umbus Sales Branch today.

Besides SUNY Cobleskill, the only other institutions in the U.S. currently offering the John Deere Ag Tech program are located in Iowa, Kansas, North Dakota and Nebraska.

Seeking to start a training program in the East, John Deere Company, Columbus, Ohio contacted SUNY Cobleskill's Department of Agricultural Engineering, which also offers the upper-division Bachelor of Technology degree in Agricultural Equipment Technology and six other associate degree course sequences.

As the largest agricultural equipment manufacturer in the world, Deere and company's worldwide sales totaled \$7.055 billion in 1991. In addition to New York State, John Deere dealerships throughout the Northeast and portions of the Midwest are eligible to sponsor students at SUNY Cobleskill. John Deere's Columbus, Ohio branch serves dealerships in a 16-state region.

To obtain more information or an application, please contact the Admission Office, (518) 234-5525 or Agriculture and Natural Resources Division, (518) 234-5323; SUNY Cobleskill, Cobleskill, New York 12043.

Equipment Operator Workshop Set

LEESPORT (Berks Co.) — The 37th annual Equipment Operators Workshop has been scheduled for Tuesday, February 25 in the auditorium of the Berks County Agricultural Center.

Presenters this year include Berks County Conservation District erosion and sediment pollution control technicians, Pennsylvania Land Improvement Contractors Association (PLICA), Bernie Morrissey Insurance, Bureau of Forestry, Pennsylvania Fish Commission, USDA Soil Conservation Service, and other agencies. This year, lunch will be sponsored by Wheel and Crawler Equipment Company.

Some of the topics included in the program will be current conservation concerns, wetland regulations, PNDI study of Berks County, and insurance-computers-safety.

A letter of invitation has been mailed to contractors. Any contractor is welcome to attend and can make a reservation by calling the conservation district at (215) 372-4657.

White Oak Mills Promotes Lloyd

ELIZABETHTOWN (Lancaster Co.) — Don Lloyd has accepted the position of Director of the dairy department for White Oak Mills, a dairy and swine feed manufacturer located here with a branch located in Pinola, Pa.

White Oak Mills services Pennsylvania and areas in Delaware and Maryland.

Lloyd has been with White Oak Mills for more than six years. His extensive dairy background includes growing up on a dairy farm, managing a dairy operation, and more than 15 years of direct contact and experience in working with dairy producers in a dairy nutrition capacity.

Lloyd's responsibilities as the director of the dairy department include overseeing White Oak Mill's dairy supervisors and sales and service representatives. Lloyd will also be responsible for the feed programs and custom rations for White Oak customers, as well as new product research and development in his new capacity.



Don Lloyd

J I Case Streamlines Business

RACINE, Wis. — J I Case, a leading maker of agricultural and construction equipment headquartered here, revealed the major step in its previously announced restructuring plan that will streamline the organization, improve communications, reduce administrative costs, and improve customer service and response to market dynamics.

The simplified structure will organize the company according to functional areas of responsibility rather than along divisional, or product, lines. As a result, the company is dissolving its two primary business groups — agricultural equipment and components and construction equipment and parts — and consolidating support staffs under the heads of North American sales and marketing, North American manufacturing, and worldwide engineering.

In announcing the restructuring, Robert J. Carlson, chairman and chief executive officer, said, "This is a necessary progression in our plan to turn this company around and put it on a firm footing for the future. By simplifying the overall structure of the company, we will dramatically improve accountability, communication and operational control, which should yield significant competitive advantages and help us achieve our goal of financial viability."

The following executives were named to lead the new functional organization:

- Edward J. Campbell, who joined Case from Tenneco Inc.'s Newport News Shipbuilding on January 6, continues as president, reporting to Carlson.

- Peter Menikoff, who came to Case in November 1991 from Tenneco headquarters in Houston, will continue as executive vice president responsible for all financial activities, audit, law, information services, real estate, corporate planning and development, and Case Credit Corporation. He also reports to Carlson.

- Richard M. Christman, 41, is named senior vice president, sales and marketing-North America, reporting to Campbell. Christman has been with Case since 1975 and has been senior vice president, parts division, since 1989. He earlier served for three years as senior vice president, European sales and

marketing, two years as vice president, North American agricultural retail enterprises, and in various retail sales and marketing planning positions in both of Case's agricultural and construction equipment divisions. Christman earned a B.S. degree in mechanical engineering from Rose Hulman Institute of Technology and an M.B.A. from the University of Michigan in marketing/finance.

- Thomas E. Evans, 40, is promoted to senior vice president, manufacturing-North America, reporting to Campbell. Evans joined Case in 1989 from Federal Mogul Corporation where he had been general manager of their Seal and Ball Bearing Operations. Earlier he spent 14 years in engineering and manufacturing management with Rockwell International. Evans most recently served Case as vice president, worldwide engineering and North American manufacturing for the Construction Equipment Group.

- Kenneth Q. Kessler, 60, is promoted to senior vice president, engineering-worldwide, reporting to Campbell. Kessler has been working with Case since 1989 and was named director of product development in September 1991. After receiving his B.S. degree in agricultural engineering from the University of Missouri, Kessler spent 34 years in engineering management with Deere & Co., working with both agricultural and construction equipment.

- Theodore R. French, 37, is promoted to senior vice president and chief financial officer, reporting to Menikoff. He replaces Edward McFadden, who has resigned. French has served as vice president, corporate planning and development, since joining Case in November 1989 after 12 years with Rockwell International. While at Rockwell, French held a number of increasingly responsible positions in financial management, including plant controller, manager of operations analysis, director of financial planning and analysis, and director of business development. French earned both a B.B.A. degree in economics and an M.B.A. in finance from the University of Georgia.

Firm Honored For Safety



WARREN (Warren Co.) — Hyma Devore Lumber Mill was recently recognized for their commitment to safety by the Warren Area Loggers and Sawmillers Safety Committee and the Warren County Cooperative Extension.

Hyma Devore has been a strong supporter of the annual Warren County Loggers and Sawmillers safety competitions since their inception. In addition, Hyma Devore's team of competitors placed first in the safety competitions this year.

Willbur Devore, right, owner of Hyma Devore Lumber Mill and Conrad Hultman, left, forester for the mill received the award at a recent annual meeting of Warren County Cooperative Extension.