



Business News

Elanco Names Managers

INDIANAPOLIS, Ind. — Elanco Animal Health has named several managers for various product divisions.

Billy C. Lawton of Oklahoma City, Okla., was recently named marketing associate for cattle products. Lawton had previously served as a cattle products sales representative in north central Texas and Oklahoma.

Lawton, a 15-year Elanco employee, is responsible for the marketing activities that support cattle products in the United States. His duties include developing and supervising nationwide sales incentives, advertising, and public relations programs.

The Marlin, Texas, native holds bachelor's and master's degrees in agricultural education from Sam Houston State University, in Huntsville, Texas. He taught high school vocational agriculture in Texas before joining Elanco.

Elanco Animal Health has named Dr. Larry A. Stobbs marketing manager, veterinary products.

Previously a research and development manager for Elanco in Canada and a project manager for Lilly Research Laboratories in Greenfield, Ind., Stobbs is responsible for sales, marketing, and communication activities in the U.S.A. for Elanco cattle veterinary products, including Micotil® and Tylan® Injectable.

Stobbs, a licensed veterinarian, has been with Elanco since 1980 and has been involved in both field research and regulatory activities in Canada. He was an instrumental figure in the research and regulatory processes necessary for clearing Micotil in Canada, the first country in the world to obtain approval. Stobbs has also been involved in research with Rumensin®, Tylan and Compudose®, thus giving him a broad base of experience with Elanco cattle products and customers in the feedlot setting.

Prior to joining Elanco, Stobbs spent three years as a practicing veterinarian in western Canada. He is a member of the Canadian Veterinary Medical Association, the Alberta Veterinary Medicine Association, and the American Association of Industrial Veterinarians.

Elanco Animal Health has named David B. Hewlett marketing manager, cattle products. Previously an Elanco manager of new market planning, Hewlett is responsible for marketing and sales activities in the United States for Elanco cattle products, including Rumensin®, Tylan® Premix, and Compudose®.

Hewlett has served in several positions during his 12-year tenure with Elanco. He has been involved with the cattle business as a market analyst, market research manager, district sales manager, and manager of global business planning and licensing. Through his various positions, he has gained valuable perspective into the animal health markets worldwide



Billy C. Lawton



Dr. Larry A. Stobbs



David B. Hewlett



David F. Gordon

and the cattle market in particular.

A graduate of Utah State University with an undergraduate degree in range management and a master's degree in natural resource economics, Hewlett also holds an MBA from the University of Chicago.

Prior to joining Elanco, Hewlett was involved in the cattle industry through research and extension positions at South Dakota State University where he was director of beef marketing.

Elanco Animal Health has named David F. Gordon as director of sales and marketing for cattle and veterinary products in the United States.

Previously a director for Elanco Animal Health in Canada, Gordon will now direct U.S. marketing, sales and communication activi-

Seedway Appoints Representatives

HALL, N.Y. — Seedway, Inc. announces the employment of Bruce Roberts of Dover, Del., who will serve customers on the Del-Mar peninsula and in southern New Jersey.

Roberts will work extensively with Milford Fertilizer Company and other Seedway dealers, supplying Asgrow and Seedway agronomic products and services.

Roberts is a native of Burlington County, New Jersey. He has extensive agricultural experience as seed production manager for New Jersey Crop Improvement Association, retail seed sales for an independent New Jersey seed

supplier, and district sales manager for the Mid-Atlantic area for a national seed company.

Also, Seedway, Inc. announces that Brent L. Miller of Pottstown, Pa., has recently assumed responsibility for serving company accounts in southeastern Pennsylvania, New Jersey, and northwestern Maryland. Mr. Miller will be responsible for sales and service to farm and turf seed customers.

Miller is a native of York County, and was graduated from Kutztown State College in 1970. He has been involved in teaching, retail agricultural sales, traffic manager, and later branch manager of a regional seed company location.

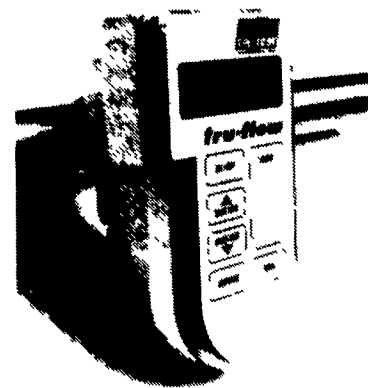
Yield Indicator Instantly Displays Production Data

NAPERVILLE, Ill. — The new Surge® tru-flow milk yield indicator provides dairy producers with specific milk yield data on individual cow performance.

Milking time, overmilking time, and end-of-milking time indicators provide the additional management information producers need to quickly identify health problems, heat detection, and identify slow and low producing cows.

Ideal for either stanchion or parlor configurations, the Surge tru-flow flow-cell fits easily into the milk hose with minimal vacuum drop. Two tru-flow systems are available — the portable, rechargeable system and the fixed in place system. In both systems, the Indicator can easily be held in one hand when it needs to be moved. The tru-flow is waterproof built to last and totally clean-in-place.

For more information on the Surge tru-flow Milk Yield Indica-



Get the information you need to better manage the performance of dairy cows with the new tru-flow milk yield indicator from Surge®. Portable and fixed-in-place systems are available.

tor, contact your local Surge dealer or write to Surge Tru-Flow, Babson Bros. Co., 1880 Country Farm Drive, Naperville, IL 60563.

Agronomist To Speak At Regional Meeting

LEWISBURG (Union Co.) — Dr. Norman Jones, owner and agronomist of A&L Eastern Laboratories, is scheduled to speak at the large regional meeting being hosted by Nutrient Solutions in Agriculture, division of Gro-Mor Plant Food Company, here on March 2 from 9:30 a.m.-3:30 p.m.

The meeting is free and open to all farmers and producers, who should call Gro-Mor at (800) 322-0060 to make reservations for the event, which will be held at the Country Cupboard Restaurant on Route 15 North of Lewisburg.

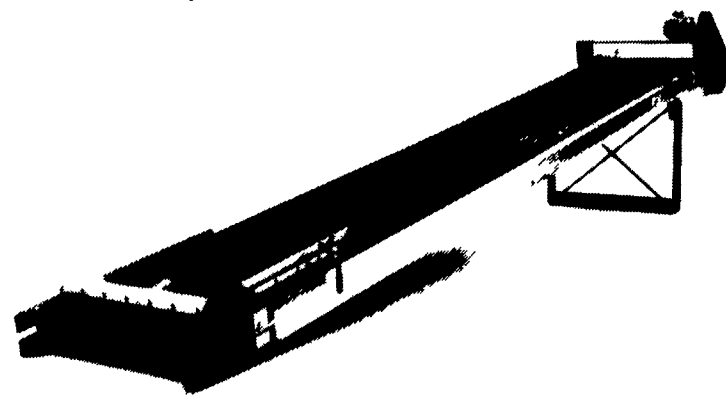
Jones will speak on the science and art of "analytical farming," describing the recent advances in soil, plant, and manure testing procedures, and how the proper use of these leads to improved profitability and cash flow in today's farming enterprise.

Gro-Mor Plant Food Company utilizes A&L Labs soil sampling services, providing their customers with newly revised and

updated computerized soil analysis reporting.

Other speakers include Pioneer Seed discussing new corn and soybean hybrids; American Cyanamid discussing the latest in problem weed control; John Yocum from the Penn State Southeast Field Research Farm in Landisville, discussing corn and alfalfa insect ID and control through IPM and chemical methods; Robert Denlinger on the profit advantage of using Gro-Mor Liquid Plant Food; Bobby Jones from Northeastern Farm Credit on farm financing in the 1990s; Don Lindsey, formerly with SCS, on what the government has in store for us via nutrient management planning; and Dr. Jim Ferguson, University of Pennsylvania Veterinary School, discussing the latest information on how to feed 8-percent less protein while increasing production by up to 25-percent.

A hot lunch will be served to all attendees free of charge, and door prizes will be awarded.



The new Patz Model 3605 Conveyor uses open-center concave pan sections and a 36-inch-wide belt to move large volumes of feed quickly.

Belt Conveyor Handles Big Volume

POUND, Wis. — The new Patz Model 3605 Conveyor uses open-center concave pan sections and a 36-inch-wide belt to move large volumes of feed quickly.

Other features include:

- Conveyor lengths from 4 to 120 feet.
- Choose a smooth or textured belt.

- Belt speeds of 370, 260, 130, and 65 feet per minute are available.
- The drives are double V-belt

or gearbox speed reduced and roller chain.

- The heavy-duty steel drive pulley is crowned and rubber lagged for positive, nonslip traction.

The Model 3605 delivers up to 3,700 pounds per minute, depending on elevation (up to 30°) and type of feed.

For more information, contact a Patz dealer or Patz Sales, Inc., P.O. Box 7, Pound, WI 54161, (414) 897-2251.