

Case Builds Corporate Structure, Intensifies Focus

RACINE, Wis. — Case Corporation has announced a new corporate structure designed to further strengthen the company's customer focus and create a new global product management function which will speed the development of new products.

The reorganized structure will provide worldwide leadership for new-product development; encourage cross-functional teams throughout the organization to more effectively design, manufacture, market and support Case products; integrate product development, engineering, purchasing and manufacturing operations on a global basis; provide increased focus on development of international markets.

"This new organization enables us to remain close to our customers worldwide," said Jean-Pierre Rosso, Case president and chief executive officer. "This will ensure that we continue to develop products that meet the unique needs of the markets we serve."

Victoria L. Rickey has been named to the newly created position of senior vice president, product management and strategic

planning, reporting to Rosso.

Kenneth Q. Kessler, previously senior vice president, engineering worldwide, has been named senior vice president, product planning.

Thomas E. Evans has been named to the newly created position of senior vice president, operations, reporting to Rosso. Evans will have global responsibility for manufacturing, engineering, purchasing and quality.

Additionally, R. Gary Diaz has joined Case as senior vice president, product development and engineering, reporting to Evans.

Alfred J. Mulvey, formerly vice president, purchasing, becomes vice president, purchasing and component manufacturing, reporting to Evans.

The Case International Business Group, formerly headed by Rickey, has been realigned. Phil R. Moore, formerly general manager, Australia, has been named general manager, Asia-Pacific. Sales and distribution responsibilities for Eastern Europe, the Middle East and Africa are being assumed by Steven G. Lamb, executive vice president and general manager, Europe.

Richard M. Christman will continue in his position as senior vice president, sales and marketing-North America. Harold D. Boyanovsky and Dennis E. Schwiager continue in their respective positions as vice president, parts operations, and vice president, North American marketing.

As part of the reorganization of the field sales organization, Herman F. Kosten has been appointed vice president, North American agricultural equipment sales and Jon R. Carlson has been named vice president, North American construction equipment sales.

As part of the new structure, John M. Johansen has been appointed operations manager for the North American agricultural sales organization, reporting to Kosten. In addition, the ag field sales organization will be grouped into three regions led by Kosten. Brian H. Kirkpatrick has been named region manager for the North Region, James L. Irwin becomes region manager for the Midwest Region, and Larry J. Adams will be region manager for the South Region.

Reporting to Jon Carlson, William R. Seidel has been appointed manager, North American construction equipment sales operations, and Glen E. Miller has been named region operations manager for the newly created North American CE regional office in Racine.

Under the reorganization, five

North American construction equipment regions have been established and five sales managers named: Robert F. (Robin) Killian, northwest region; James E. McCullough, northeast region; George L. Wells, southwest region; Randy V. Platek, southeast region, and Fred C. Hnatiw, Canada.

Powley Named Dauphin Extension Director

UNIVERSITY PARK (Centre Co.) — Patricia L. Powley has been named county extension director for Penn State Cooperative Extension in Dauphin County. She succeeds James Welshans, who has returned to full-time educational programming responsibilities.

Michelle Rodgers, interim director of the Capital Region of Penn State Cooperative Extension, announced Powley's appointment. "I am very pleased that Patricia has accepted this important assignment in Dauphin County," Rodgers said.

"Patricia's broad leadership experience, as well as knowledge of the county and educational programming, will be an asset as we strive to provide relevant educational programs and assistance to the citizens of the region."

Powley joined Penn State Cooperative Extension in 1970 as assistant home economist in Adams County. In 1972, she assumed duties as home economist in Dauphin County. Powley was promoted to senior extension agent in 1984. In 1988, she began deliver-

ing educational programs on financial management in a four-county area. She will continue this educational effort in her new position.

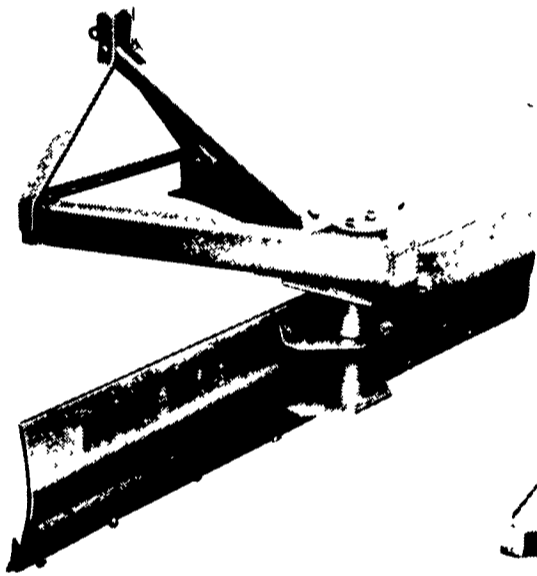
Powley has a bachelor's and a master's degree in home economics education from Indiana University of Pennsylvania. She also completed course work from the Institute of Financial Planning in Denver, Colo., and is a certified financial planner. She is pursuing a paralegal certificate.

Powley also has applied her expertise in financial management by serving on local, regional, and state community and extension committees. She is a member of the National Association of Extension Home Economists (NAEHE) and has held various leadership roles in professional associations, including treasurer of the NAEHE and president of the national Epsilon Sigma Phi Honorary Fraternity.

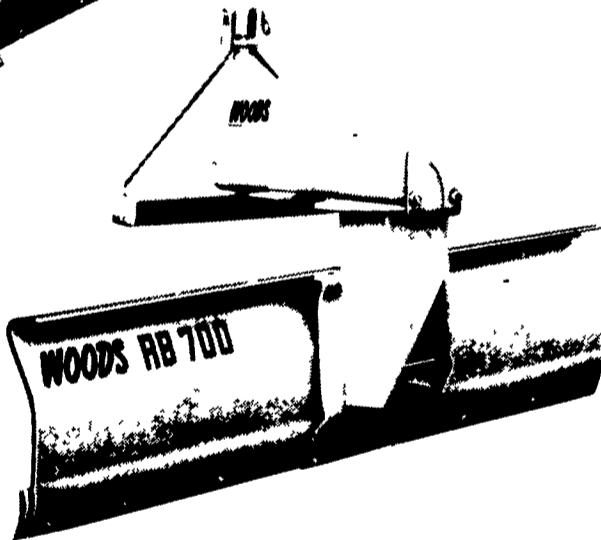
Powley has received many awards and honors, including the national outstanding home economist award from NAEHE in Wichita, Kan.

GET READY FOR WINTER

LIGHT DUTY BLADES (6 FT. AND 7 FT. MODELS)



MEDIUM DUTY BLADE LINE (6 FT., 7 FT. AND 8 FT. MODELS)



HEAVY DUTY (8 FT., 9 FT., AND 10 FT. MODELS)



WOODS

... come in for a demonstration

R.S. HOLLINGER &
SON, INC.
Mountville, PA
717-285-4538

THOMAS POWER
EQUIPMENT
Avondale, PA
215-268-2181

NESLEY
EQUIPMENT CO.
Pottstown, PA
215-469-6391

ECKROTH BROS.
FARM EQUIPMENT
New Ringgold, PA
717-943-2131

PIPERSVILLE
GARDEN
CENTER
Pipersville, PA
215-768-0414

BANGOR IMPLEMENT
Bangor, PA
215-588-5924

make it Milk

PRESSURE POINTING



This Is THE ANSWER For A Structurally Sound Wall

- Stronger Than Repointing Methods
- Longer Life Span
- Fast & Economical Installation

So Please
Give Us A



WE CAN
STRENGTHEN
ANY WALL

- Stone Wall Repairs
- Installation & Maintenance of Concrete Bunker Silos
- Pre-Cast Gunite Lined Water or Manure Storage Tanks
- Dam, Reservoir & Spillway Repair
- Slatted Floor Systems
- Silo Repairs

We're The "Concrete Specialists"

MAR-ALLEN CONCRETE PRODUCTS, INC.



Gunite Construction • Precast Concrete Products
Bridge Repair • Tank Repair • Holding Tanks • Installation • Pre-Qualified by PennDot

20 Cocalico Creek Rd.
Ephrata, PA 17522
(717) 859-4921

1-800-477-4921