

John Martin, Don Gentzler, and Jacob Lapp of Lapp's Barn Equipment, Inc., Gap, Pa. accepted their Gold M.V.P., B.U.C.S. Top Sales Leader, and their Five Million Dollar Winners' Circle awards from Murray Thorndycraft, vice president-sales and marketing of J-Star Industries.

## J-Star Honors Lapp's

CLEVELAND, Ohio — John Martin, Don Gentzler, and Jacob Lapp of Lapp's Barn Equipment, Inc., Gap, Pa. accepted their Gold M.V.P., B.U.C.S. Top Sales Leader, and their Five Million Dollar Winners' Circle awards from Murray Thorndycraft, vice president-sales and marketing of J-Star Industries, at a dealer meeting here recently.

The elite MVP Award (Major Volume Performer) recognizes the company's top dealers who have achieved bronze, silver, or gold levels of sales and performance objectives during 1994.

The prestigious Winners' Circle includes dealers from the United States and Canada who have exceeded cumulative purchase increments of \$1 million. The Top Sales Leaders Award recognizes the top sales leaders for J-Star's main product lines.

The presentation took place at J-Star's regional dealer meeting held in Cleveland, Ohio at the Clarion Hotel. The meeting gave dealers an opportunity to hear about new products, innovations and programs which J-Star Industries will be featuring for the balance of 1995.

## Kessler Represents Pennfield Feeds

LANCASTER (Lancaster Co.) — Pennfield Corporation, a Lancaster-based dairy and livestock feed manufacturer has announced that Dean Kessler has been named to represent Pennfield Feeds in the Southern Lancaster County area.

Kessler, who started with Pennfield in 1991 as horse and specialty feed sales and service representative will continue in this capacity as well as dairy feed sales.



Dean Kessler

## Agco Allis Recognizes Wonsidler

ATLANTA, Ga. — Charles Wonsidler of C.J. Wonsidler Brothers, Quakertown, was recently recognized for outstanding sales performance in 1994 by Agco Corporation, the parent company of Agco@Allis.

As one of the Company's top performers in farm equipment sales, Wonsidler was invited to attend Agco's annual dealer conference in Laguna Niguel, Calif. Only 250 of the over 2,600 Agco dealers in North America were invited to join this elite group.



Charles J. Wonsidler, left, Agco Allis dealer, Quakertown, receives award from Robert Ratcliff, Agco chairman and CEO.

# Deere Publishing Offers Farm Management Texts

John Deere Publishing has added two new textbooks to its award-winning Farm Business Management series. Like other texts in the series, these books are highly illustrated, which helps break down complex ideas into simple, easy-to-understand concepts.

"Managing Livestock Production" and "Marketing Ag Commodities" are designed to introduce readers to new technologies, services, and agricultural practices that can make farm managers more productive and profitable. The company intends to market these comprehensive textbooks to farmers, secondary and trade schools and libraries and book-

stores.

"Managing Livestock Production" offers a historical perspective of the beef and dairy cattle, sheep, and hog industries, as well as informative advice on investment strategies, marketing, cost reduction techniques, and performance measures.

"Marketing Ag Commodities" teaches readers how to take advantage of new and emerging markets in the United States and around the world.

The John Deere Publishing lineup now features 32 textbooks. Most are available with slide sets, transparencies, videotapes, and, in some cases, computer software.



John Deere Publishing has added two new textbooks to its award-winning Farm Business Management series. "Managing Livestock Production" and "Marketing Ag Commodities" are designed to introduce readers to new technologies, services, and agricultural practices that can make farm managers more productive and profitable.

## South Mountain Swine Genetics Adds Salesman

ELVERSON (Chester Co.) — South Mountain Swine Genetics has announced the addition of Brian Beam to the sales staff.

Beam has a bachelor's in animal science with business option from Penn State University. His education had an emphasis on swine production with courses in genetics, live animal evaluation, nutrition, and slaughter evaluation. His senior thesis was done on the subject of the stress gene in swine.

Beam was a member of the Penn State Livestock Judging Team. In 1993, at the Keystone International Livestock Exposition Beam was chosen as the high individual in swine judging.

Beam has a wide range of experience. He has been employed by his brother on the family farm in Chester County, doing crop work on some 1,750 acres as well as tending their 600-head hog finishing facility. Beam has worked at Hatfield Packers a hog pen technician and a kill floor technician.

Since 1994, Beam has served as an assistant coach for the Chester County 4-H Livestock Judging Team.

## Deere Honored For Design, Engineering, Marketing

MOLINE, Ill. — Capping 1994 as a highly successful manufacturing and marketing year, Deere & Company was recognized in three industrial competitions for its quality product design, innovative engineering, and effective sales organization.

The company's new 800 Series tractor line earned the 1995 Industrie Forum (IF) Award for good industrial design in a major international competition held in Hannover, Germany. John Deere products captured a record 11 of "The Agricultural 50" outstanding innovations in product and systems technology for 1994. And the H.R. Chally Group, an Ohio-based sales research and executive consulting company, recognized Deere & Company's agricultural equipment marketing group for its "world-class sales excellence."

In Germany, an international jury selected the John Deere 8000 Series tractor line as one of the three best-designed products in the transportation category at the competition sponsored by Industrie Forum Design Hannover. This is Deere's first recognition by the world-famous industrial design center.

John Deere engineers captured 11 of the "AE 50" awards for innovation in the 1994 sponsored by

Resource magazine, a publication of the American Society of Agricultural Engineers.

John Deere's 70 Series four-wheel-drive tractors and the 7200 and 7400 row-crop tractors were among the products earning recognition, as were the company's new 820, 920, and 930 Mocoos (mower-conditioners). The 730 Air-Disk Drill and hydraulic hitch for the 750 No-Till Drill joined the company's 90 Series corn head and knife stalk rolls on the list of award-winning products as well.

Among the systems and components singled out for recognition were the John Deere electrohydraulic depth-control system for secondary tillage tools and a two-stage, hydraulic power-brake valve, jointly developed with Vickers, Inc.

Deere's 3215 and 3235 Fairway Turf Mowers and the Piranha 44-inch Rear-Discharge Mower were also recognized by the panel.

Deere & Company's Agricultural Equipment Division marketing organization was one of 10 companies to receive a World-Class Sales Excellence Award from the H.R. Chally Group, Dayton, Ohio. The companies were recognized following a major year-long study to identify world-class sales excellence benchmarks.

## Tobacco Blue Mold Is Here

John O. Yocum  
Penn State  
Research Station  
Landisville

Blue mold was found recently in a plant bed by Bob Anderson, Lancaster County agent. The bed was not treated with Ridomil.

All growers should use Ridomil on areas that have not been transplanted. Don't apply Ridomil in the transplanter water and apply the full rate. You can either apply two quarts before transplanting or one quart before transplanting and one quart at the last cultivation.

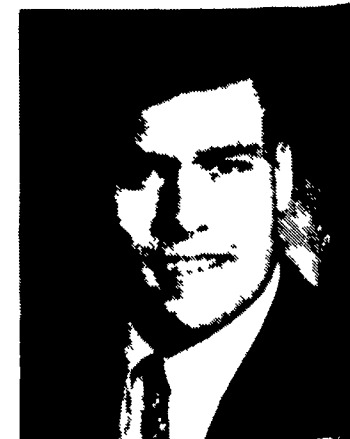
If a plant bed has blue mold, it should be destroyed since the spores are spread by air and will infect any untreated tobacco. If Ridomil was applied to the seedbed at seeding, an additional application of 1/2 rate Ridomil (1.25 teaspoon) plus 5 level tablespoons of ferbam should be applied after 70 days from the first application.

As soon as you are finished with plant beds, destroy them. If you find blue mold, contact Bob Anderson at the county extension office, 394-6851 or myself at the Southeast Agriculture Research and Extension Center, 653-4728.

## Bringer Interns At Farm Credit

LEWISBURG (Union Co.) — Ty Bringer, a graduate of Lewisburg High School and student at Penn State University, began employment in May with Northeastern Farm Credit as a summer intern. He will receive his bachelor's in agricultural business management in May 1996.

While at Farm Credit, Bringer will assist the branch staff in different phases of their credit and appraisal services.



Ty Bringer