

## Messick Announces New Employees

ELIZABETHTOWN (Lancaster Co.)—Messick Farm Equipment welcomes Nelson Horning and Mike Shotzberger to its growing team of qualified employees.

Horning joins the parts department with more than 11 years experience in the farm equipment industry. He has been parts manager at ABC Groff, Inc. for the past eight years.

Shotzberger joins Messick's sales force with more than 30 years experience in the farm equipment industry. His latest job was sales manager for ABC Groff, Inc. of New Holland.

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Mike Shotzberger, left and Nelson Horning have joined Messick Farm Equipment.

## Hejnal To Head Dairy Equipment Manufacturer

ELK GROVE VILLAGE, Ill.—Dirk Hejnal has been elected president of Westfalia Systemat, Inc., a manufacturer of high tech dairy equipment and accessories. Hejnal had previously been the company's national sales manager.

Announcement of the appointment was made by Ludger Schomacker, director of worldwide marketing, Westfalia Separator AG, Westfalia Systemat's parent company. According to Schomacker, Hejnal will be in charge of the division's day-to-day operations and will oversee all administrative activities. In addition, he will direct the strategic planning and market development for the company's new computer-based product lines.

Hejnal joined Westfalia Systemat in 1992, serving as assistant to the general manager, and was named national sales manager in 1993. Prior to joining Westfalia Systemat, he worked from 1986-1992 for Westfalia Separator AG as an intern, and later as a sales office coordinator and as an assistant manager at Westfalia



Dirk Hejnal Separator's Eastern Germany branch.

Hejnal holds a bachelor of business administration degree from the University of Muenster-Germany business school.

## Md. Dept. Of Ag On Internet

ANNAPOLIS, Md.—Maryland Secretary of Agriculture Lewis R. Riley has announced that information about the Maryland Department of Agriculture and its many programs to serve farmers and consumers alike can now be found on the internet.

"I am pleased that the Maryland Department of Agriculture now has another outlet to make contact with our customers—the citizens

of Maryland. Our goal is to put material on the internet to inform people about our services so they can receive better help from us when they need it. In the future, I can see us putting such items as farmers' market locations and the schedules for fairs and shows on the internet as well as news items of interest to the agricultural community," Riley said.

Maryland Department of Agri-

WYOMISSING (Berks Co.)—Celebrating our heritage will be the goal of the annual Heritage Festival on Saturday and Sunday, Oct. 7-8 from 11 a.m. to 5 p.m. at the Berks County Heritage Center.

There are many exciting events planned for this cultural weekend sponsored by the Berks County Parks and Recreations Department.

Saturday's highlights include an antique auto display, an antique farm equipment show, demonstrations and sales by the Heartland Guild of Craftsmen, arts and crafts and activities for the children, as well as a Pennsylvania German Farm and Home Crafts demonstration.

There will also be special talks and walks on the Deppen Cemetery, the Herb Garden, the Red Bridge, the Lenni Lenape Indians, and the Union Canal.

There will be three Canal History Time Traveler Walks to the lock on Saturday at 10 a.m., 1 p.m., and 4 p.m. Please call to register.

The day's musical entertainment will include the Full Circle Music Society from noon to 1:30 p.m., Sonny Miller and the Happy Valley Boys from 2 p.m. to 4 p.m., joined by the Country Western Dancers of Reading, with a chance for everyone to try line dancing from 3 p.m. to 5 p.m., plus authentic canal, coal mining, and Pennsylvania German Folk songs by Ernest Kniss and Joe Shidisky.

Saturday will also feature many activities for children, including old time children's games, cider, balloons, pumpkin decorating, face painting, coloring, and pony and wagon rides. In addition, story tellers Marion Gehman and Karen Terri Ludwig will spin their tales for the kids.

The activities will continue full force on Sunday, where the featured activity is a full size and miniature Carriage and Wagon show. The antique farm equipment show, children's activities, home craft demonstrations, and Heartland Guild demonstrations and Arts and Crafts sales will be

continued, also.

In addition, there will be demonstrations of plowing and log skidding, a pleasure drive along the towpath, driving demonstrations, a horse pulling exhibition, family games, the raffle drawing for the Davidheiser Log House Fund Raiser, and the awards presentation.

The musical entertainment for Sunday includes The Outlaws from noon to 2 p.m., Ken Gehret Bluegrass from 3 p.m. to 5 p.m., and the authentic canal, coal mining, and Pennsylvania German Folk songs.

The Heartland Guild of Craftsmen has donated valuable works of art for our raffle to raise funds to restore the Davidheiser Log House. Tickets will be available at the Festival and the winners will be drawn on Sunday, Oct. 8 at 4 p.m.

The Heritage Center is located on Red Bridge Road off Route 183, 1 mile north of the Reading Airport. Call (610) 374-8839 for more information.

## ABS Promotes Trapp To Manager

DEFORREST, Wis.—ABS Global, Inc., recently announced the promotion of Paul Trapp, Jr. to the position of manager, progeny promotions.

Trapp has been a member of the ABS Communication Services team since January 1994, previously in the capacity of West Coast tour and photography specialist.

Effective August 1, Trapp has assumed the responsibilities of overseeing all dairy photography and video needs and functions, as well as managing a rapidly growing and globally renowned ABS daughter tour program. In this

capacity, Trapp will manage the locating and inspecting of ABS sired cattle for tour and photo opportunities, while managing the four-person ABS Progeny Promotions Team.

Trapp is a 1993 graduate of the University of Minnesota with a bachelor of science degree in applied economics, with a marketing emphasis. Trapp has been extensively involved in the dairy industry through collegiate judging teams, dairy clubs and the agricultural fraternity, Alpha Gamma Rho. Trapp also served as a member of the Holstein Foundation's first Young Dairy Leaders Institute.



Paul Trapp, Jr.

## Company To Introduce Precision Farming System

ATLANTA, Ga. — Agco's purchase of MF worldwide accelerated their entry into the high-tech precision-farming revolution, which was triggered eight years ago when Massey Ferguson introduced its yield monitoring system on high performance combines in Europe. This new system provided farmers with instant measurement of crop yields across fields as they were being harvested.

Then, in 1992, MF® introduced combines with optional yield meters operating in sync with global positioning system (GPS) equipment, making it possible to map yields in a field while recording the position of the combine in the field. The positioning and yield data are recorded simultaneously by an on-board computer and then transferred by a memory card to the farm computer. Yield maps may then be printed that show how crop performance varies

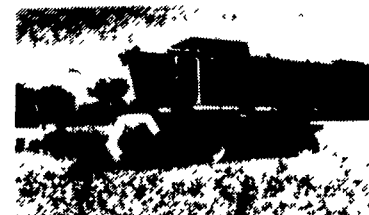
within an individual field and from field to field.

Now, following the successful introduction of its precision farming system in Europe, Agco is preparing to introduce yield-mapping combines in North America.

Yield mapping is achieved by using global positioning system navigation satellites developed by the U.S. government for military use. There are 24 satellites at a distance of 11,000 miles from the Earth and they can be used to give precise locations anywhere on the globe.

For non-military use, an error is introduced in the signal to limit location accuracy. Agco uses a differential GPS system with two receivers, one stationary and one on the combine, to achieve location accuracy withing a combine's length.

"Users frequently achieve accuracy of 99.5 percent with the



Global positioning equipment on the Massey Ferguson combine picks up signals from navigation satellites for highly accurate position fixes. This information is transferred with simultaneous measurements from the MF yield meter into the combine's computer and later processed into a yield map.

Agco grain yield monitoring system," said Dexter Schaible, director of Agco product development in North America. "Yields vary enormously across a field. Highest yielding areas of a field are often double the lowest yielding areas of that same field. A three to one ratio is not uncommon.

"A yield map is a real eye-opener for a farmer and shows the land and crop performance as it has never been seen before," said Schaible. "The yield map allows a farmer to identify a problem area of the field. The farmer can then go back to that site and determine if the problem can be economically solved. Despite similar soil types over a farm, farmers are amazed at the tremendous yield variation within fields that are often not visible to the naked eye."

on the internet is simply the first installment. There will be more to come," said Riley.

For more information on the Maryland Department of Agriculture internet sites, contact Harold Kanarek, Public Information Office, Maryland Department of Agriculture, 50 Harry S. Truman Parkway, Annapolis, MD 21401, (410) 841-5882; e-mail mdahq@annap.infi.net.