

Business News

Case Announces Agreement

RACINE, Wis.—Case Corporation has reached a worldwide cobranding and supply agreement Alitec Corporation, a leading manufacturer of power attachments.

Case-branded Alitec attachments, designed to be fully compatible with Case skid steers, can be purchased through Case IH dealers.

Several Alitec attachments, including flail mowers, tillers, stump grinders and augers, are available as Case-branded products.

"All Case IH dealers who sell skid steers are able to offer these attachments," said Bob Weiglein, Case marketing manager, application systems.

"The agreement reinforces Case's commitment to supply more than just the prime mover," said Weiglein. "We're providing systems for customers rather than just equipment." For farmers, the agreement means they can purchase their skid steers and attachments from one source, with the



Case Corporation's recent agreement with Alitec Corporation allows Case IH dealers to offer farmers a complete system solution with Case-branded Alitec attachments for skid steers.

guaranteed service and support they expect from every Case IH product.

Case IH dealer personnel are already being trained in servicing and supporting the co-branded products. In addition, all Case-branded Alitec attachments have passed Case engineering of key products to ensure full compatibility with Case IH equipment," said Weiglein.

Farm Credit Elects Chairman

LEWISBURG (Union Co.)—Northeastern Farm Credit announces the election of Don Cotner, of Don Cotner Farms, Danville, as chairman of the 1996 board of directors.

Cotner has served on Northeastern Farm Credit's board of directors for 14 years, representing the Lewisburg Division of Farm Credit's service territory. He is a partner in Don Cotner Farms, which operates an independent 300,000 layer operation which conducts wholesale and direct egg marketing. His operation also includes more than 1,000 acres of crop.



Don Cotner

New Eckroth Location To Have Grand Opening



A new farm store, shop, warehouse, and parts department will be unveiled Monday February 26, by Eckroth Brothers Farm Equipment, Inc. at Orefield in Lehigh County. Situated on five acres along Kernsville Road just west of town between Rt. 100 and Rt. 309, the 17,500 square foot building is the result of expansion by Dan and Eugene Eckroth that started nearly fifty years ago when their grandfather began in business at New Ringold. The Eckroths still have the New Ringold location and also distribute parts from their location in Bloomsburg. Their former location in Bangor has been closed in favor of the new facility.

A dealer for Case IH, Cub Cadet, and Massey-Ferguson, the Eckroth business has been built on a low-pressure sales approach with a friendly sales and shop team that makes every effort to satisfy customers.

The open house will run through March 2 with a special schedule of events of interest to all farmers. In the photo, Niels Ostergaard and Bob Zigler prepare to welcome everyone to their open house.



From the left, Sylvan Witmer, a salesperson with Cedar Crest Equipment receives a plaque from Jim Smith, district manager for Patz Sales Inc., in recognition of the fact that Cedar Crest Equipment has been among the top 10 Patz dealerships in the United States and Canada.

Cedar Crest Equipment Holds Open House

NORTH CORNWALL (Lebanon Co.) — Cedar Crest Equipment, located in Lebanon and East Earl, recently held an open house at the Lebanon Fairgrounds.

The annual event provides an opportunity for people interested in farm equipment to talk directly with company representatives of major farm equipment manufacturers, attend some equipment clinics, get a first hand look at some equipment, enjoy a lunch, and get an opportunity at some special open house discounts.

Companies represented included Ueblor feed carts; Lancaster Silos; I.H. Rissler TMR mixers; Valu dumping waterer, LAPP energy free waterers, and Ritchie waterers; Lancaster Levelflo; Norbco Inc. livestock misting systems; Schaefer ventilation equipment and Pleasantaire, Zimmerman and Leading Edge fans; Show-East Stalls; Houle manure pumps, Patz feed and manure handling equipment; GSI feed bins; Noland Systems Inc., Fiberdome; and Pasture Mat cow mattresses.

In other business, Jim Smith, district manager for Patz Sales

Inc., Pound, Wis., presented an award to Sylvan Witmer, a salesperson with Cedar Crest Equipment. Smith covers an area that includes half of Pennsylvania, New Jersey, Delaware and Maryland.

As a Patz dealership, Cedar Crest Equipment covers an area encompassing several counties in south central Pennsylvania.

The award was presented to Witmer in recognition of the fact that last year Cedar Crest Equipment was among the top 10 Patz dealerships in the United States and Canada.

Witmer has been a salesman for the company for six years.

According to Smith the fact that the Cedar Crest performed so well was remarkable because it is a

small-sized dealership for Patz and one out of 500 in the United States and Canada. "It's a major achievement for a small dealer," Smith said. "Our challenge now is to stay in the top 10."

Patz manufactures equipment such as silo unloaders, barn cleaners, conveyors, feeders, mobile and stationary TMR mixers, bale choppers, manure pumps, for dairy, beef and poultry animals, and it also handles a line of equipment for sawmill and industrial uses.

According to Smith, Patz is also looking more toward recycling and waste handling equipment.

He said Cedar Crest did so well because it can keep operating costs low with its two-person sales staff and still offer better service because its staff includes factory trained service people.

New Holland Names Sales, Marketing V.P.

NEW HOLLAND (Lancaster Co.) — New Holland North America, Inc. announces R.M. (Mac) Reeves has been named vice president, sales and marketing, replacing retiring Robert J. Nicolazzi.

Reeves, of Lancaster, began his near 30-year career in 1966 with then-Sperry New Holland as a field sales trainee/sales representative. He has been responsible for

various positions in sales, product management, and marketing research.

In 1988 he was selected to head marketing services for the company's North American Sales Operations, and in 1991 became general manager of the Americas Sales Operations, his most recent position. Reeves holds a bachelor's in agronomy from the Virginia Polytechnic Institute.

Wonsidler Is Association President

HARRISBURG (Dauphin Co.) — Charles J. Wonsidler of C. J. Wonsidler, Inc. of Quakerstown was recently elected as president of Penn-Jersey Equipment Dealers Association.

Wonsidler is the son of Morris and Clara Wonsidler. His father had a dairy farm of 170 head of dairy cattle and a milk store operation.

At 16 years old, Charles was fully employed on the dairy farm. He milked, processed, and delivered their bottled milk.

In 1959, Charles Wonsidler married Ruth and later had their daughter, Darlene. Also, in 1959, Wonsidler and his brother, Jesse, took over the dairy operation. In 1965, Charles began selling barn and milking equipment. In 1969, Wonsidler established his Allis-

Chalmers dealership and built a new 50 foot x 100 foot building. At this time, he committed to being a full-time dealer of farm and lawn and garden equipment.

The AC dealership grew and developed good customer relations so that, in 1973, Charles expanded his building and doubled the operation. In 1974, Charles added New Idea equipment to his dealership. Demand and sales grew so that in 1977 Charles added a branch store with Allis-Chalmers equipment.

In 1979, Charles added his third dealership location in Oley with Allis-Chalmers and New Holland Equipment. Charles's nephew, Barry Sell, became store manager.

Charles serves as president until the next convention in November 1996.