



# **Elec-Trak**<sup>®</sup> **NEWS**

**Garden Tractor**

73-23

September 21, 1973

SEP 24 1973

R. M. FISHER

## COLE COPS CONTEST CONGRATULATIONS

Ohio Elec-Trak sales representative, Bill Cole, took top honors for 1973 in both sales and collections at last night's annual national sales meeting banquet in Saratoga Springs.

In making the award presentation, Paul E. Brunswick, Manager-Marketing, noted Cole's constant drive and take-charge attitude in his territory were responsible for both the victories. For his superb collections efforts, Bill wins the use of a car of his choice for a year and for his excellent sales results, he and his wife win two seats on OPEO's Getaway trip to Grand Bahama Island this November.

Also presented at the banquet held at the Gideon Putnam Hotel were awards for outstanding sales to Pete Vea, Bob Hemingway, and Bob Pyle from the field sales force and Carl Wetherby, Ellis Blood and Jim Stackhouse from our spring headquarters sales team.

Top district for collections during the 1973 selling season was the North Central District with Erv Diederich as District Manager.

The banquet was the formal highlight to the three-day meeting. During the annual event, all field sales personnel got together to exchange ideas and discuss programs for the up-coming selling season.

Brunswick noted that the meeting has involved about eight days work crammed into three days but it has been a tremendous success.

"It has put us way out ahead of the competition and we're now eager to begin the regional dealer meetings next month in preparation for a big 1974".

The meeting concludes this afternoon at a luncheon round table highlighted by a talk from General Manager, Bruce Laumeister.

## CHRISTMAS PARTY FOR ALL OPEO EMPLOYEES

The date is December 15th and the location is the Tower Inn on Route 5 between Scotia and Amsterdam. Those with ideas for the party are asked to contact Barbara West or Russ Light. Further details will be announced at a later date.



