

Reinke® Manufacturing, Inc., a leading manufacturer of mechanized irrigation systems, is excited to announce that Wendell's Irrigation Sales & Service Inc., of Grant has received a Gold Reinke Pride award in recognition of the company's 2008-2009 marketing year success.

Wendell's Irrigation Sales & Service Inc. was honored during Reinke's recent annual convention held Oct. 25-27, in Austin, Texas.

"We are extremely pleased with Wendell's Irrigation Sales & Service and everything they have accomplished this past year," said Tim Goldhammer, vice president of marketing, Reinke. "We appreciate the commitment Wendell's Irrigation Sales & Service and their staff have made to help market Reinke irrigation equipment."

Reinke dealerships from across the United States and Canada gathered to attend Reinke's annual convention. The awards ceremony recognizes select Reinke dealerships for their hard work and dedication to sales and marketing throughout the past year.

This year, a record number of gold, silver and bronze Reinke Pride awards were given to a total of 90 dealerships.

The Reinke Pride awards are determined as part of an incentive program that distinguishes superior achievement levels according to an evaluation based on a dealership's exterior and interior housekeeping and maintenance, indoor and outdoor displays, safety, retail environment, merchandising, professionalism, promotions and event participation, and market share.

"The number of dealers with exceptional sales during the 2008 and 2009 marketing year was phenomenal," said Goldhammer. "We were grateful for the opportunity to bring all of our dealers together and recognize everyone's efforts."