



Reinke Manufacturing, Inc., a leading manufacturer of mechanized irrigation systems, is excited to announce that Wendell's Irrigation Sales and Service of Grant, has received a Gold Reinke Pride award in recognition of the company's 2010-2011 marketing year success. The Reinke dealership was honored during Reinke's recent annual convention held Oct. 23-25, in Branson, Mo.

"Reinke congratulates Wendell's Irrigation Sales and Service for all of their accomplishments over the past year," said Reinke Vice President of Marketing Tim Goldhammer. "We're proud to have them as a dealer and appreciate their commitment to Reinke and to their community."

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

This year, gold, silver and bronze Reinke Pride awards were given to a total of 91 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.

"We had an impressive number of Reinke dealers receiving achievement awards this year," added Goldhammer. "As a company, we always look forward to the annual convention. It's a fun time to bring all of our dealers together and recognize one another's efforts."