



Reinke Manufacturing Company, Inc., a leading manufacturer of mechanized irrigation systems, is excited to announce that Wendell's Irrigation of Grant, has received a Reinke Longevity award for its 40 years of marketing Reinke products. The Reinke dealership also received a Gold Reinke Pride award in recognition of the company's 2011-2012 marketing year success.

Wendell's Irrigation was honored during Reinke's recent annual convention held October 21-23, in Hershey, Pa.

"We thank Wendell's Irrigation for their long-standing commitment to Reinke and congratulate them on their awards," said Reinke Vice President of Marketing Tim Goldhammer. "The longevity award is something special to us at Reinke. It's a reminder of our company's growth, the dedication of our dealers and the lasting relationships we have built with them."

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.

During the recent convention, gold, silver and bronze Reinke Pride awards were given to a total of 107 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 Reinke dealers receiving sales and achievement awards continues to grow," said Goldhammer. "Our annual convention is a fun event, and we enjoy being able to bring all of our dealers together each year to recognize and applaud one another's efforts."