

Professionalism A Must With Growers

(Editor's Note: The following article of local interest appeared in the May, 1977, edition of "Agri-News" a monthly publication of the Agricultural Division of Ciba-Geigy Corporation.)

Effective planning must allow for seasonal hills and valleys in the farm supply

business, but one crucial test of a dealer's professionalism arrives when weather and other variables compress the workload to an even greater degree than anticipated.

Bud Perry, president of C. A. Perry and Son in Hobbsville, N. C., has experienced over 20 seasons

since he joined the firm in 1955 and has seen his share of crises.

"When the schedule gets tight, the pressure really mounts to maintain your schedule. Earlier this year, we were delayed about three weeks due to rain, but when the fields started to dry, farmers were pressing for fertilizer and chemical applications.

"I think one of the important points to take into account in a situation like this is not to over-obligate yourself. Set a reasonable schedule and promise only what you can do. If you're honest with your customers, they normally will understand your problems.

"On the other hand, if you promise a grower an application or delivery time, and then don't show up when he's ready, you'll probably have an unhappy customer. You must follow through on your promises, or you're in trouble," he relates.

Perry also points out that the quality of the employees who contact the growers—whether they be fieldmen, applicators or off personnel—can have a bearing on customer relations when the pressure starts to rise.

Gaining and maintaining grower respect also can be the key to easing these difficult situations, Perry says.

"We stress to our people that they must be professional when working with growers. They have to earn his respect, and this can be accomplished through technical abilities and human relations skills.

"In our area, the trend is to fewer growers with more acres. In many cases, they're younger farmers, returning to take over from dad, an uncle or a neighbor. Some have taken college courses and have two or four-year degrees. We're seeing a lot more of the two-year grads. These younger farmers are willing to learn modern farming techniques and are more willing to accept change. They know it's important to their operations," Perry emphasizes.

He reports that this movement is presenting more challenges to himself and his employees. Although the firm's customers rely on them for advice, growers are absorbing considerable technical knowledge themselves through seminars and publications, Perry says.

In addition to Perry, company field representatives Dan Ward (who manages the firm's Edenton branch facility), Greg Berryman and Ronald Hobbs attend university pesticide meetings and seminars sponsored by the Gates and Chowan County extension services. Also, they confer on an informal basis with manufacturer sales representatives such as Ciba-Geigy's Terry Rock.

If Perry has to place one human relations skill on the top of the list, he selects the ability to listen.

"I think one of the best

ways to win the grower's confidence is to work closely with him on his needs and problems, listen to what he has to say. Don't try to call all the shots, be open to suggestions from the farmer. You must be careful not to insult his skills. Like I said before, these people are becoming more and more knowledgeable and know what they want. And it's up to us to provide the correct answers," he says.

Supply correct answers to growers on new products is also a vital function at C. A. Perry and Son.

"We rely strongly on the reputation and recommendations of major chemical manufacturers that have performed a lot of research and testing on these products. We'll try a new chemical on a few plots in cooperation with the county extension service or a chemical company. If the product performs, we put out larger plots.

"We're always looking for a new product that does a good job in controlling problem weeds and insects. However, it should be easier to handle and easier to work with than the competition. But we still have to prove its worth to our growers.

"As an example, we'll be putting out two or three plots this year using Ciba-Geigy's Dual corn herbicide with our more progressive farmers. When we have the results, we'll communicate this information to our customers at grower meetings and through visits on the farm or in our office," Perry explains.

However, with corn being an important crop in this northeastern corner of the state, Perry sticks with Aatrex which often is used in combination with Princep or another herbicide.



Deanne Morgan



Elizabeth Burke Ricks

Two Earn Degrees

ROCKY MOUNT—Two Edenton students Miss Deanne Morgan, daughter of Mr. and Mrs. Charles B. Morgan of West Queen Street; and Miss Elizabeth Burke Ricks, daughter of Mr. and Mrs. J. P. Ricks,

Jr., of Edenton received their degrees from N. C. Wesleyan College here this past Sunday.

Miss Morgan was awarded the Bachelor of Science in elementary education, and Miss Ricks was awarded the Bachelor of Arts in behavioral studies.

Wesleyan President S. Bruce Petteway presided and Dr. James Ralph scales, president of Wake Forest University, delivered the principal address at the combined baccalaureate-commencement ceremony.

N.C. Wesleyan is a four-year liberal arts coeducational college closely associated with The United Methodist Church.

DAR District Meeting Set

At the District 8 meeting of the N. C. Daughters of the American Revolution in Halifax, Monday, the regent and historian of the Edenton Tea Party Chapter, Mrs. Roger E. Leeper and Mrs. Marguerite Burch, represented the local chapter.

The district chairman, Mrs. Barbara Barnes of Rocky Mount, introduced the state regent, Mrs. Martha Robinson, who conducted a workshop, which was most informative to the members present.

Following the workshop and luncheon, the group was shown through the Sally-Billy House, which was a project of the DAR, to furnish after it was restored by the State Historical Society.

It was announced that the Edenton Tea Party Chapter will host the Good Citizens Day in the Fall.

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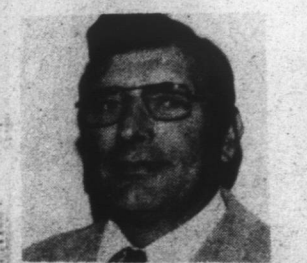
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Social Security Information

By Lee Wallio
Field Representative

A 5.9 per cent cost-of-living benefit increase for people receiving Social Security and Supplemental Security Income benefits will take place this summer.

The increase in Social Security benefits will take effect for the month of June and will be included in the checks paid to 33.4 million beneficiaries on July 1.

The SSI increase takes effect in July and is payable to the 4.3 million recipients in the July 1 SSI check.

In fiscal year 1978, the cost-of-living benefit increases will amount to about \$5.3 billion for Social Security and \$265 million for SSI.

The following are examples of average Social Security payments before and after the increase: Retired worker only, \$221 increased to \$234. Retired couple, \$377 to \$400. Mother and two children, \$517 to \$546. Aged widow, \$210 to \$223. Disabled worker, wife and children, \$488 to \$517. Disabled worker only, \$248 increased to \$262.

The maximum Social Security benefit for a person retiring in 1977 at age 65 will rise from \$412.70 to \$437.10. The minimum benefit at age 65 will rise from \$107.90 to \$114.30.

The maximum SSI payment will increase from \$167.80 to \$117.80 for an individual and from \$251.80 to \$266.70 for a couple.

Further information about Social Security benefits or SSI payments is available by telephone from any Social Security office.

The Elizabeth City Social Security office is located at 111 Jordan Plaza next to Southgate Mall (phone 338-2161) and is open 9:00 to 4:30 weekdays.

CARD OF THANKS

I want to thank each and everyone for the cards, gifts, flowers and visits while I was a patient in Chowan Hospital and since my return home. Thanks to all the Doctors, especially Dr. Hardin and nurses who were so nice and kind. Thanks again for everything.

Myrtle Norman

Hampden-Sydney Graduates Hear Ross Millhiser

HAMPDEN - SYDNEY, Va.—Speaking to 171 graduating seniors at the concluding ceremonies for Hampden-Sydney College's 201st session on May 15, Ross R. Millhiser, president of Philip Morris Incorporated, stressed that "Humane learning, as liberal arts education is called, develops a sense of truth, morality and beauty."

Emphasizing that "societal problems and hopes are general in character" and "do not lend themselves to special approaches", Millhiser urged the need for the individual who is able to "synthesize the many different disciplines."

Success and leadership demand not only the ability to think straight, but also the talent to articulate what you think in speech and writing," he continued.

Among the 171 graduates was Edmund Conger Leary, son of Mr. and Mrs. Joseph C. Leary, Jr., of Edenton.

AUCTION SALE

ANTIQUES - USED FURNITURE

Saturday, May 28, 1977 -- 10:00 A.M.

SALE LOCATED: 3 Miles West of Hertford, N. C. on Center Hill Road. (State Route--1118) FOLLOW AUCTION SIGNS.

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- Piano
- Piano Stool
- Oil Lamp
- Sewing Machine
- 3-Fine Beds (Hand made)
- Dressers, Rocking Chairs
- 3-Sofas, 4-Platform Rockers
- 1-Lot Small Tables, Odd Chairs
- 1-Lot Lamps, Dishes, Picture Frames
- Corner What-Knot Shelf
- Hutch, Kitchen Cabinet
- 2-Trunks--1 as--1 round top
- Quills, Blankets
- Electric Stove (Kelvinator)
- Refrigerator (Hotpoint)
- Oil Burner (Duro-Therm), Coal Heater
- Spring and Porch Glider

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Phone: 426-5688

CECIL G. BYRUM
Phone: 221-4287

OTHER ITEMS TO BE AUCTIONED:

- Round Oak Table (Claw Foot) with Leaf
- 6-Oak Chairs (Spindled Back, Rabbit Ear) with Cast Bottoms
- Round Front Oak China Closet
- Queen Ann Square Front China Closet
- Brass Hall Tree
- Oak Bedroom Suit
- Mahogany Bedroom Suit
- Chicks (Mantel and Hanging)
- Mahogany Table and 6 Chairs (Duncan-Phyfe)
- Mahogany Bedstead Bed (Pittsboro)
- Pine Blanket Chest
- Mahogany Drop-Front Desk (Claw Foot)
- Oak 21-Box Bed, Ice Box
- Oak Rocking Chairs, Hall Tree
- Oak Chest-of-Drawers, Dressers, Washstands
- Dressing Bin, Oak Buffet
- 1-Lot Small Tables (Mahogany, and Oak)
- 1-Lot Odd Chairs
- Sewing Cabinet
- 1-Lot Glassware (Depression, Corvial, Etc.)
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- Afterslip Lamp, Bowl and Pitcher

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GWALTNEY PORK BRAINS LB. 39¢

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GWALTNEY ITALIAN HAM & PEPPER HAM 6 OZ. PKG. EA. 99¢

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