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TWO NEW EXECS AT CENTURY RAIN-AID

Two new appointments to the Century Rain-Aid executive and administrative staff were announced by Ernie Hodas, President.

Ben Taliaferro, a 17-year veteran in the industry, was named Executive Vice-President, with a broad range of operational responsibilities. After attending Lawrence Institute of Technology and Wayne State University, with extension courses at Stanford University, he started with Century Rain-Aid nine years ago as a Division General Manager. He has lectured extensively on irrigation at the University of Michigan and Michigan State. He is a past educational committee chairman of the Irrigation Association.

Paul R. Sowerby assumes the post of Inventory Manager for Century Rain-Aid. Headquartered at the company's Main Office and Central Warehouse in Madison Heights, MI., he will administer CRA's huge stock of irrigation equipment and supplies, featuring such well-known national names as Rain-Bird, Nelson and Safe-T-Lawn. A graduate of Western Michigan University, his previous posts include Production Control Analyst for Ford Motor Company, and sales and management positions including the presidency of Safety Sales, Inc.

Century Rain-Aid maintains branches in Coldwater, MI and Elk Grove Village, IL, as well as its Southfield office and its headquarters in Madison Heights, MI.



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