



Chamber members and local citizens were on hand for a ribbon cutting recently at a new building for natural gas provider, Atmos Energy. The new office building and warehouse is located in the Brownfield Industrial Park on Seagraves Hwy.

Local company receives award

Reinke Manufacturing Company, Inc., a leading manufacturer of mechanized irrigation systems, is excited to announce that Diversity D Irrigation of Brownfield, has received a Gold Reinke Pride award in recognition of the company's 2011-2012 marketing year success.

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

"Reinke congratulates Diversity D Irrigation on this recognition of their ongoing hard work and success," said Reinke Vice President of Marketing Tim Goldhammer. "We are proud to have them as a dealer and appreciate their ongoing commitment to Reinke and to their community."

Diversity D Irrigation is owned and operated locally by Ross and Dani Roberts.

The company recently opened a new expanded location north of Brownfield on the Lubbock Hwy.

The Roberts and their employees were instrumental in starting the Brownfield Community Garden, designing and installing the irrigation system.

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."



Diversity D Irrigation owner Dani Roberts accepts a Gold Reinke Pride award at a recent industry convention.



Chamber members joined the owners and employees of Scott George Motors last week for a ribbon cutting to celebrate the opening of the used car dealership on the Lubbock Hwy in Brownfield.



Chamber members helped administrators and employees of Apex Secure Care cut the ribbon on their renovated facility with new ownership and management, located on Cub Drive.

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AEROBICS SCHEDULE

Monday - 5:30 PM - 6:30 PM
Tuesday - 5:30 PM - 6:30 PM
Thursday - 5:30 PM - 6:30 PM

FITNESS HOURS

Mon. - Thur 5:30 AM - 8:00 PM
Friday 5:30 AM - 7:00 PM
Closed Saturday & Sunday

Weather Whys

Q: What causes frost to form?

A: Frost forms when the temperature at the ground reaches freezing, says Brent McRoberts of Texas A&M University. "Very often on calm, clear nights, the temperature near the ground can be several degrees cooler than temperatures above the ground," he explains. "The thermometer might read 34 degrees on top of a roof, but at the ground, it might read 32 degrees. This is because the ground loses heat quickly. So water vapor in the air, because it is so cool, condenses as supercooled dew and then turns to frost and maybe ice. Frost tends to form on glass, such as car windshields or windows, metal or rock surfaces first because these tend to lose more heat quicker. So usually, a car windshield will frost over before vegetation does."

Q: Does frost form quicker in some areas than others?

A: Yes, McRoberts says. "Cold air is dense and it tends to sink," he explains. "On a calm night, cold air will tend to sink into low spots. That's why valleys can be much cooler than the surrounding area because the cold air from the hills sinks into the lower areas. So when the cold air starts sinking, frost will form quicker in the low spots than the high ones. It's not uncommon for some valleys to be cooler by 10 degrees or more, thus more frost tends to form in these low areas. Also, some soil types, such as sand, retain less heat than others, and frost tends to form quicker on these."