



## **Ditch Witch® Names Best in the Business**

**Ditch Witch of West Texas** was recently honored by The Charles Machine Works, Inc. (CMW™), manufacturer of Ditch Witch products, as a member of the 2009 Crescent Club, an elite group that represents the very best the Ditch Witch organization has to offer. From sales and marketing to parts and service, [*dealership name*] exhibited extraordinary service to its customers, to the industry, and to the Ditch Witch organization in 2009.

**Ditch Witch of West Texas** is proudly owned by Lenny Sadler and has been in business for 37 years. Sadler recently learned that his company was named the top Ditch Witch dealership in the world for 2009, and credits his employees from parts to service and sales, for the win, and said his son Jake, vice president of Ditch Witch of West Texas, has brought his business savvy to the dealership.

Criteria for Crescent Club membership is stringent and includes measurable goals for all segments of the dealership. This includes successful sales and marketing efforts for the entire Ditch Witch product line, as well as the financial performance, marketing and management, personnel, training, and superior parts and service departments.

“There is nothing more important to our organization than our customers’ success with Ditch Witch products,” says CMW Chief Executive Officer Tiffany Sewell-Howard. “The Ditch Witch dealer organization plays an essential role in the Ditch Witch experience and the Crescent Club is designed to reward the best of the best.”

The Ditch Witch organization specializes in the design and manufacture of high-quality underground construction equipment. The company is a one-stop source for trenchers, vibratory plows, pneumatic piercing tools, backhoes, electronic guidance and locating tools, horizontal directional drilling systems, drill pipe, downhole tools, vacuum excavation systems, pipe-bursting systems, excavator-tool carriers, compact utility loaders, and the Zahn® family of power utility equipment.

All of these products are recognized around the world for their advanced design, rugged construction, long-term durability, ease of use, and reliability. This product line represents the most complete range of equipment for installing utilities underground.

The Ditch Witch name is one you can trust for your equipment and financial needs. Ditch Witch Financial Services (DWFS) is a full-service provider, offering a wide variety of finance and lease options to meet your individual requirements.

Construction professionals can find more details about products, event updates, special financing offers, videos and other informative special features on the Ditch Witch organization's Facebook ([www.facebook.com/DitchWitch](http://www.facebook.com/DitchWitch)) and Twitter ([www.twitter.com/ditchwitch](http://www.twitter.com/ditchwitch)) pages, and the company's YouTube channel ([www.youtube.com/user/CMWorks](http://www.youtube.com/user/CMWorks)).

For more information about Ditch Witch products, please call 1-800-654-6481 or visit [www.ditchwitch.com](http://www.ditchwitch.com).

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