

Winnebago Industries Names Wallace Ballard District Sales Manager

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FOREST CITY, IOWA, July 1, 2011 – Winnebago Industries, Inc. has named Wallace “Wally” Ballard to the position of district sales manager. Ballard replaces Tom Neal who is retiring after over 40 years with the Company.

In his new position, Ballard is responsible for the sales activities of the Company’s Winnebago®, Itasca® and ERA® motor homes, as well as dealer development and training for dealers in Texas.

Ballard brings a wealth of RV industry experience to the position, most recently serving seven years as a district sales manager for Fleetwood RV. Prior to that, Ballard was district sales manager with CIT Group.

A native of Weatherford, Okla., Ballard earned a bachelor of science degree from Southwestern Oklahoma State in Weatherford. Ballard and his wife, Shelley, live in Hurst, Texas.

