

# Hoober To Display New Tractors

INTERCOURSE (Lancaster Co.) — The Pennsylvania Farm Show is a great place to visit with customers and learn what's going on in their world, according to Daryl Peifer, sales manager for Hoober Inc.

Hoober Inc. will again feature a display of their farm equipment at the revitalized Farm Show Complex in Harrisburg this coming January. A new line of tractors carrying the "Farmall" name will be one highlight of the exhibit.

The new exhibition hall and addition of "Farmer Days," which began at last January's

Farm Show, helps the Hoober sales staff focus on agricultural visitors, according to Peifer.

"The new Farm Show facility and three farmer days certainly provides a more concentrated opportunity for us to visit customers and customers to visit each other," said Peifer.

Because the Farm Show today isn't so much a place to make direct sales and because many customers live far away from the dealership, the show's main importance is dealers' personal contact with farmers. The learning experience goes both ways, Peifer noted.

"It's more of a relational kind of show," he said. "We probably learn more than we convey to farmers. They're very smart and savvy today."

Hoober plans to display several new Case-IH tractor lines, including the 42-82 horsepower JX and JXU series, the MXM series, and the utility line of DX Farmalls, ranging from 18-55 horsepower.

While the return of the Farmall name might evoke the C, H, and M models of the 1940s and 1950s, the only real similarity between these old tractors and the new DX line is the horsepower range, according to Peifer.

leaving at this time," NCFC Board Chair Jack Gherty said. "David has agreed to provide his advice and counsel during the transition period, and we intend to take advantage of that offer."

Gherty indicated that the Board has chosen NCFC Vice President and Chief Economist Terry Barr to serve as interim President. Barr, who has been



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## Farm Show 2004 Exhibitor Spotlight

Hoober also expects to have a Case-IH Model 1200 vacuum planter on hand at the show.

At live machinery demonstrations during Farmer Days, Hoo-

er is slated to show off a vertical mixer equipped to handle large square bales, along with the help of tele-handler loaders.

## Leadership Transition At National Council Of Farmer Cooperatives

WASHINGTON, D.C. — The National Council of Farmer Cooperatives President and Chief Executive Officer (CEO) David Graves has announced plans to leave NCFC to pursue other business and professional opportunities.

"The NCFC Board deeply appreciates David's past service and understands his reasons for

leaving NCFC for nearly 20 years, will assume those duties on Nov. 1.

The NCFC Board has established a search committee to recruit and screen candidates for the position of NCFC President and CEO. No timetable has been set for that decision.

"NCFC, under Terry Barr's leadership, will continue its current strategic direction and in-

tense focus on pursuing agricultural and cooperative interests, on behalf of members in the legislative and policy arenas," Gherty said. "The members of NCFC appreciate David's contributions and leadership and wish him well going forward. We are fortunate to have an individual as experienced and qualified as Terry Barr to lead NCFC through this transition."

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