

Moorman, Ron

# Ron Moorman and friends celebrate 50 years with Culligan

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**Belleville** - Ron Moorman, now 77 years old, was born and raised in Belleville and still goes to work every morning at his office in the city. In 1955 Ron opened the Culligan Water Conditioning business and it continues to grow to this day.

Culligan Belleville really began in the garage of Moorman's Volkswagen dealership on Pinnacle Street, beside the Quinte Hotel. Back then few people in Belleville knew what soft water was, and absolutely no one knew who, or what, the Culligan Man was! Of course the first Culligan service vans were all Volkswagens!

In 1965 a decision was made to move to a larger location and Ron Moorman found just the piece of land he wanted on the northern outskirts of town. He talked to his bankers, who shook their heads and said he didn't need such a large lot or such a big building for his small business. But Ron Moorman persisted and managed to put together enough money to convince the bank to finance the property along with a 4,000-square-foot building. The new dealership opened in 1966 with speeches, local dignitaries, a jazz band and a parade of Culligan trucks from Pinnacle Street out to the brand new building on College Street West. Of course today that building is located right in the heart of Belleville. Perhaps the bankers were a little short-sighted?

During the late 1960s and early 1970s, in addition to owning a growing business, Ron spent a number of years as a Field Sales Manager for Culligan Canada and he was instrumental in setting up many new Culligan dealerships across Canada. By 1988 Ron had returned full time to his own business and bought a second Culligan Franchise in Peterborough.

The Belleville dealership has continued to expand with three more additions, complete with a second floor added in 1997. Most recently a new retail showroom, featuring Beachcomber Hot tubs, water fill stations and a drive-through for water and salt was opened in 2002. Today the dealership which started in the back of a garage operates five showrooms across central Ontario with over 60 team members employed.

Ron Moorman has been the recipient of a number of national Culligan dealer awards, including Million Dollar Round Table, the President's Circle and has been recognized as the Top Dealer in Canada on three separate occasions.

Ron is proud and grateful, not only for the many friendships he has made during the past 50 years, but also because his children joined him in the family business with Paul Moorman, Company President, and his daughter Beth Beatty working alongside him every day.



## Here's to fifty years!

■ On Saturday, May 7, 2005, Ron Moorman celebrated 50 years in the Culligan Water Conditioning business in Belleville. On hand for the party and award presentations were (l-r) Don Fettes - Executive Vice President, Wholesale Division, Culligan International; Paula Burke - Director of Franchise Business, Culligan of Canada; Ron Moorman - Culligan Belleville; David Mehrbrodt - Executive Vice President, Franchise Division, Culligan International and Mark Seals - Chief Executive Officer, Culligan International.