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WHEELS

Meet your dealer principal

By Melanie Hennessey

While it may have been a job that brought John Haden to Georgetown two decades ago, it's the people and close-knit feel of the

community that have kept him here ever since.

"I really enjoy the small-town atmosphere. It's a different way of life and doing business," said Haden, Concept Ford's general manager. "You go out and cut your grass on Sunday and it takes you four hours because seven of your neighbours come out to talk. I love it."

The Toronto native joined the Concept Ford team 20 years ago as a sales person and back-up business manager. He, along with his wife and son, have called Georgetown home for the past 10 years.

Since much of Haden's time is spent at the dealership, it seemed natural to get involved and give back to the community as a business person. As such, Concept Ford supports Twisters girls' hockey, Air Cadets, local golf tournaments, food drives and more.

"I try to do as much as I can," he said. "We

live in a smaller community, and I think the more we help out, the more the community helps us out."

And for the past six years Haden has also taken part in Movember— a movement where men grow moustaches and raise

> funds for men's health, with a focus on cancer research. This year, the fundraiser hits particularly close to home as Haden's grandfather is currently battling cancer.

> Haden has been in the automotive industry for the past 26 years, getting his start cleaning cars at a dealership in Etobicoke while attending Humber College for business administration and

marketing.

He then worked as a car salesperson for four years in Mississauga before coming to Concept Ford, where he has been ever since.

"I've pretty much done all of the jobs throughout the entire dealership," he said, noting, "The people here are just fabulous to deal with. We still have that small-town perspective on things, which I really like."

Concept Ford is located at 361 Guelph St., Georgetown. For more information, visit www.conceptford.com.



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