

# Lush named V.P. of Ont. group

BY DOUG HARRISON  
The Rockwood Miller

A better rapport with farm equipment dealers and the Ontario Retail Farm Equipment Dealers' Association (ORFEDA) is needed, says its newly elected second vice-president.

"We (ORFEDA) got involved in the Outdoor Farm Show as backers and as an Ontario dealer association, not just ORFEDA," says Rockwood's Alex Lush, who was recently elected to his new position at ORFEDA's 48th meeting and convention in Toronto.

"Some dealers in Ontario didn't see it that way and thought we got involved as a Board of Directors rather than for the province. We thought we were acting on the better interests of the dealers."

Lush's move up the executive ladder was initiated by two dealers, a couple of old friends through ORFEDA, who figured he would make a solid area representative. It was idea that interested Lush.

However, since Lush was already sitting on the computer, fu-

ture focus and insurance committees, among others, time and desire initially was a problem for the Sudbury native.

"If you can't attend all the meetings, you shouldn't get involved and that was a problem," insists Lush, 50. "It was also said that it would be 10 years before there was an opportunity to move up. But it didn't happen that way. I'm only in my fifth year on the board."

Lush, co-owner of Swanston Farm Equipment Ltd. in Rockwood, has always believed in ORFEDA and attended the conventions. They have given him financial insight to the business and the chance to bump shoulders with other dealers and exchange ideas.

Lush, who bought into Swanston as a minor partner in 1969 and then bought out then owner Walter Swanston in 1987, figures sitting on the board will also further his experience and relationship with dealers and help in maintaining his customer base. At last count two years ago,

Swanston had 82 suppliers.

"It's thanks to my wife Linda, who's a full partner, my son Brent, who's also in the business, and an excellent group of employees that I'm able to take the time to be on the board."

And being close to his day job after sitting in on committee meetings the night before helps, too.

"All I've gone in the world is one road east," laughs Lush, who grew up just minutes from Swanston.

ORFEDA is a non-profit voluntary provincial association founded in 1945.

It is the recognized voice of the farm equipment dealers, making presentations to the provincial and federal government, supplying trade publications, regular dealer bulletins, conducting training seminars, insurance counselling and legal representations to its members.

ORFEDA, through its computer division, is selling, installing and servicing dealer in-house computer systems. ORFEDA also operates the Outdoor Power Equipment Division (OPED) for Ontario Power Equipment Dealers' services.



Alex Lush stands on an AGCO tractor. (Doug Harrison photo)

## Cookin' up a storm for Big Brothers and Big Sisters

Rockwood is bracing for a heat wave set to strike the local Knechtel's with the arrival of the "Our Compliments Backyard Barbecue" on Saturday.

June 25, from 11 am to 3 pm, volunteers from Big Brothers and Big Sisters will be cooking up a storm in the parking lot at Rockwood Food Market in support of a great cause.

The local barbecue is part of a province-wide fundraiser involving 100 communities raising money for the agencies while promoting a selection of store specialties for the barbecue season.

"It's great to support a small charity like this, because they can really use the funds," commented Steve Liebig, manager at

Rockwood Food Market.

"And after all, the future will be in the hands of these kids."

Acton IGA will also be hosting a charity barbecue to help raise money for the Big Brothers and Big Sisters of Halton. The "Our Compliments" grocery specialties will be featured fare.

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