

Award-winning Ballantrae grocer jazzes it up at Markham festival

BY HANNELORE VOLPE
Staff Writer

Ballantrae's Dave Parsons has been awarded the life member designation by the Canadian Federation of Independent Grocers.

He'll wear another hat and play the Markham Jazz Festival this weekend.

The grocers group includes The Village Grocer in Unionville, Michael-Angelo's Market Place and Longo's in Markham.

He received the award for his work in enhancing the Canadian Independent Grocer of the Year award program. Mr. Parsons has travelled the country for almost 13 years, visiting grocery stores which have been nominated for the award.

"I have seen a lot of Canada," Mr. Parsons said.

As the program's chief juror, he assesses all aspects of the stores' operations and interviews customers shopping there. He makes sure to highlight customers' opinions, he said.

Mr. Parsons also created the specialty store category recognizing that retail outlets, which



DAVE PARSONS: Former Coca-Cola vice-president plays Markham Jazz Festival with quartet Saturday.

develop and maintain a distinct niche in the grocery community need to be acknowledged. He's also been instrumental in developing the Share Group Program that allows retailers to come together and share business strategies and marketing programs.

The life member designation is the highest honour the organization can bestow.

Mr. Parsons will be officially recognized Oct. 29 at Grocery Innovations Canada 2007, Canada's premier grocery exposition and conference at the organization's Luncheon of Honour.

Before working for the Canadian Federation of Independent Grocers, Mr. Parsons was with the Coca-Cola Company, retiring as vice-president after 30 years with the firm.

When he's not travelling around the country on grocery-related business, the pianist performs with other band members of the Dave Parsons Quartet at events such as the Markham Jazz Festival. The quartet is performing during the festival at Harvest restaurant in Unionville Saturday from 7 to 11 p.m.

He is a member of the Thornhill Swing Band, which performs at a variety of events, including the Unionville Heritage and Big Band Festival Sept. 3.

The pianist has also performed at the Ballantrae Golf and Country Club.

Mr. Parsons is the accompanist for senior choirs in Ballantrae, Markham and Unionville.

SHARE a little
MAGIC



Big Brothers
Big Sisters
of York 905-895-0289
www.bbbsy.ca

A little time can make a HUGE difference in a child's life!

With several volunteer programs to choose from, one is sure to suit your schedule.

This message brought to you as a community service of The Economist/Sun-Tribune.

FOREVER LOBSTER



Lobster lovers rejoice!

Lobster is a feature of our regular menu throughout the summer months. Don't miss it!

You can choose **Steamed, Broiled, Bonne Femme or Thermidor** any day.



6403 Main Street, Stouffville.
For **RESERVATIONS** please call 905.640.8494.
www.thecornerhouse.ca

Looking for a new car?
Check out our Road Test Library.
Click on yorkregion.com for the latest automotive news and reviews.

express service

Genuine Honda
Oil & Filter Change

\$36⁸⁸*

Includes premium quality 5W-20 or 5W-30 Genuine Honda motor oil, Genuine Honda oil filter and a new drain plug gasket.

No appointment necessary.

Don't open your hood to strangers. Bring it home to Honda.

Speed. Trust. Convenience.

When you think oil and filter change – think fast with Express Service. You'll always get friendly and convenient service, and with no appointment necessary. You also get the confidence of knowing that your vehicle is in the trusted hands of factory trained Honda technicians who use only Genuine Honda parts.

MARKHAM Honda
8220 Kennedy Road, Markham
1-866-430-1513
www.markhamhonda.com

READERS' CHOICE
AWARD WINNER
2007
ECONOMIST & SUN

HONDA
GENUINE PARTS & SERVICE

*Available for most Honda models. Taxes not included. Provincial environmental fees, if any, excluded. Dealer may sell for less. See your Honda Dealer for full details.

AUGUST 25TH, 2007 **11:30 AM – 3:00 PM**

UNITED
UMMA
CANADA

GRAND OPENING
PARTY

FUN ACTIVITIES, FANTASTIC DEMONSTRATIONS AND GOOD FOOD

COME JOIN

IN CELEBRATION
AND
IN MEMORY OF
MICHAEL TAWADROS
(ORIGINAL OWNER)

Right in the heart of Stouffville,
across from the CIBC Bank.

For more details, call
MELISSA OR RUBIN

**UNITED MARTIAL ARTS CANADA
(STOUFFVILLE) INC.**

6276 MAIN STREET
STOUFFVILLE, ONTARIO
L3A 1G7
Phone: 905-591-0757
Fax: 905-591-0780