

E&MJ Rosher

Newsletter



Rosher's celebrates 50th Anniversary



On August 16 E & MJ Rosher will celebrate 50 years in business.

It was in 1960 that Edward (Ted) Rosher started selling Fiat tractors from his home in Doubleview to the farming community.

Ted's involvement with the agricultural equipment industry started five years earlier when he joined the sales department of the Agricultural Parts & Supply Company in Pier Street, East Perth.

Subsequently Ted, who was from a dairy farming background, moved with the firm to Bassendean becoming the Assistant Sales Manager. Uncertainties as to his future in the company led him to apply to become an Agricultural Parts Metro Dealer for the Fiat tractor.

He was loaned one Fiat tractor to start



Rosher's second premises on Albany Highway in Maddington.

off with – and this he'd already sold before he opened the doors of his business, which was established in partnership with his wife Maureen at their home in Doubleview on August 16, 1960. Within 12 months it had grown by an additional sales person and was operating out of a small sales yard in Guildford.

In 1964 a move was made to a petrol station site on Albany Highway,

Maddington – a location now occupied by Kenlow. At this stage the business had grown to employ an additional sales person and an office person.

With the Maddington site lacking in a number of areas, the business was relocated to a better equipped, more spacious site at 1744

Albany Highway, Kenwick – a site now occupied by Euro Parts. Here the staff grew to seven and Rosher's was handling the full range of Fiat tractors, a comprehensive range of other equipment and four backhoes with operators, which undertook work for Councils, Government and private companies.

Continued on page 4.

What do Ted and Madonna have in common?

Ted Rosher wouldn't have known anything about it but on the day he started his tractor sales business, Madonna and Timothy Hutton also first saw the light of day on the other side of the world and Sarah Brightman was just two days old.

Harold Holt was delivering the Federal Budget as Treasurer in the Robert Menzies Government and the Australian population stood at 10,275,020.

Ted probably wouldn't have given much thought to Britain granting independence to Cyprus as he lay in his bed at the end of that

momentous first day in business – August 16, 1960

He wouldn't have been too concerned that Fidel Castro of Cuba had nationalised American and other foreign owned property just a few days earlier. And it's highly unlikely that he would have held his breath as France granted independence to a number of its West African colonies.

On the other hand, it's highly likely that he would have been cheering loudly a couple of weeks later as John Devitt and Dawn Fraser took out 100m freestyle Gold at the Rome Olympics.

As he travelled around he would have been extremely pleased that the Narrows Bridge had opened late the previous year. In the evening he would have enjoyed watching Perry Mason: Perth's television service had been going for about 10 months.

For celebrity lovers, August 16 was also the birthday of TE Lawrence (Lawrence of Arabia), I Spy's Robert Culp and veteran Israeli leader, Shimon Peres.

In what was obviously a good omen for Ted's business, celebrities seem to have avoided dying on August 16, 1960.

A moonlight lesson and a bit of mischief on the road to 50 years in business

There are still people around after all these years who will enjoy a good chuckle whenever conversation turns to Ted's Moonlight Sale.

The story had its beginnings when Ted went out with a local dealer to sell a tractor to a farmer and trade in his existing Ford.

They arrived at the farm after dark and were taken to view the old Ford. Says Ted, "It was bathed in moonlight on a hill. I took a look and it presented quite well so I told the farmer I'd give him \$2000 for it."

In the morning harsh reality struck. The Ford was in anything but good condition. It had a flat tyre and wouldn't start among other things.

That morning Ted clearly understood an old truth that has left many a suitor full of regret in the morning – "The loveliest of faces are to be seen by moonlight."

As every salesman knows it sometimes takes a bit of drama to make a sale. A good weapon in any salesman's armoury is the element of surprise, particularly when it's coupled with the ability to demonstrate that a particular product can overcome what seems to be an insurmountable challenge.

In the early days Ted remembers going out to a farm in the Hills hoping to sell the Fiat tractor on the back of his truck. The farmer had an old Fordson, which was to be traded in, and a set of discs.

It was obvious the farmer was not impressed with the look of the small Fiat. "If that tractor can pull these discs up the slope, I'll buy it."

Ted's mischievous side took over. "I don't know," he said, "I'm not sure the Fiat will be able to do it."

"Of, course," said Ted, "the Fiat though small punched well above its weight. It sailed up the slope with little effort. The farmer was left speechless and I got the deal done on the spot."

Some things change, some remain the same

Ask Ted to identify the biggest change that has taken place in his business since 1960 and he will refer to the way deals are done.

"When we started most sales were concluded with a handshake. There was no paperwork and we were normally given a cheque in full payment there and then."

"Nowadays it's all very different. Each deal involves a great deal of detail and paper work. This is particularly so when it comes to second hand machines, where it's necessary to carefully document details related to the condition of the machine."

"Fortunately, our 5 Star accreditation and the diligence of our people enables us to stay on top of things when it comes to ensuring we dot the Is and cross the Ts."

"Of course," Ted says, "there have been many other changes, such as the use of technology and the establishment of our modern premises, with its customer friendly showroom, comprehensive parts department and well equipped servicing facility."

"I think it would be extremely difficult to start off in this business today in the way I did. The costs are just too high and in those days there wasn't any discounting of prices."

"However, over the years there is one thing that hasn't changed. Trust is as important today as it was 50 years ago. Customer trust is the main reason why, over the years, we have sold tractors to the sons and grandsons of people we first dealt with decades ago."

A double anniversary

It is fitting that in the same year that Roshers is turning 50, Kubota is celebrating its 120th anniversary.

E & MJ Roshers was one of five original Kubota distributors countrywide and is one of only a few dealers to have operated under the same company name during their entire involvement with the Kubota brand.

Roshers began to supply Kubota equipment 35 years ago, three years before Kubota established a distribution company in Australia.

Ted Roshers with a plaque from Kubota which commemorated the 30 year association between them.



What our 5 Star service rating means to you

When it comes to servicing your machine, things have certainly changed at Roshers since the early days when Ted would personally spend weekends going out with a mechanic to service customer machines on site.

Today, there's one very important difference between Roshers and the rest of the pack

As the proud holder of Kubota's 5 Star Rating, Roshers is required to meet the highest standards of service in its workshops. In order to hold onto this 5 Star Rating, the company is required to undergo an audit of its performance every two years.

Failure to satisfy Kubota's stringent requirements will mean a loss of the coveted 5 Star Rating.

What does this mean to you as a customer? In the first place Roshers is well aware of the fact that it cannot drop its guard, so you have an assurance of excellence. Also, even if you don't own a Kubota machine you can enjoy the peace of mind of knowing your machine is being serviced to the highest standards.

We are sometimes asked what the 5 Star Rating means. The following are the main requirements:

- Factory trained service technicians
- The correct testing and diagnostic equipment and service tools.
- The latest service information on hand.
- Online direct to Kubota Australia.
- Up to date service schools being

attended on new models.

- Professional help and advice.

There are two other important benefits of servicing your machine with us. Unlike many other dealers we do not see our servicing department as a black hole and cost centre. In fact it's a key part of our business which means we have to continuously deliver client satisfaction and constantly work on improving the efficiency of our operations to ensure we deliver top class service.

One of the best ways of achieving this is having highly experience technicians. There isn't much our factory technicians don't know when it comes to the technical side. However, they're also totally focused on another key element - getting it right first time so you can avoid unnecessary downtime.

And if a problem does arise on site, our mobile servicing unit is there to help with service where and when you need it throughout the Metro area.



From regular maintenance through to major overhauls are undertaken in our workshop.



One of our well equipped mobile servicing units.

Parts department - keeping your downtime to a minimum

From the word go, Roshers placed major emphasis on offering customers a comprehensive range of spare parts.

Sometimes this was to prove costly as Roshers was forced to dump parts from suppliers who had gone out of business.

Today nothing has changed. Whether you need spare nuts and bolts, or something more specific, you will find what you want at Roshers.

Our shelves are always kept well stocked and we have a team of three people to ensure you find the parts you are looking for to keep your equipment in working order. All of our parts specialists are focused on getting you what you need when you need it, so as to minimise your downtime.

And if we don't have it on our shelves we will get it for you.

Ted believes that if he sold all the spare parts in stock at Roshers today, he'd get enough to retire or make many round the world trips. Perhaps somebody should keep an eye on Ted whenever he strays too close to the parts store.



Some of the many smaller components on our shelves.

A hot night in O'Malley's shed

Selling agricultural equipment is the most specialised sales job of all, Ted says.

Why? Because agricultural sales persons need to know a lot about the **Weather, Crops, Markets** and the capabilities of their **Product**. A thorough knowledge of these four key areas enables them to advise the client on the machine best suited to the job.

But sometimes the advice amounts to little more than plain common sense. Ted remembers selling a tractor in 1964 to a Mr O'Malley. The deal was financed by the Commonwealth Development Bank, which did not require the tractor to be insured.

On Ted's insistence, O'Malley eventually agreed to have the machine insured. Six months later O'Malley's shed burned down.

Says Ted, the heat must have been very intense. It was the only time I saw a tractor burnt to the ground. The tyres and the plastics had all melted.

Tractor sales people are a different breed, Ted says. "My wife once berated me for remembering every sale and yet forgetting the kids' birthdays. This was my second sale. I clearly remember it. It was bought by the Giumellis of Pickering Brook."



From page 1 –

Roshers celebrates 50th Anniversary



Location, Location, Location. Roshers certainly snared the right spot at a Dowerin Field Day some years ago

1968 saw Roshers become the State distributor for Zetor tractors – a development which meant a great deal more country work and establishing a dealer network. Later it handled the sale of White tractors.

In 1974, Roshers finally settled into its current premises in Kenwick.

Over the years the machinery range grew to include Kubota tractors, mowers and power equipment; Kärcher cleaning systems, Antonio Carraro tractors; MTD mowers and garden equipment; Jarrett mowers and slashers, Hardi spraying equipment; Amazone turf renovating equipment and mulchers.

Now staffed by 14 people, Roshers has an impressive showroom, 5 Star accredited service workshops and a comprehensive range of spares running to 14,000 line items.

Roshers has enjoyed a long association with many clients throughout WA over the

years. One of these clients, Trevor Barker of Young's Siding, has bought 10 Kubota and 2 Zetor tractors and still has them all.

What will Ted be thinking on August 16? "How grateful I am to all our customers, suppliers and our many excellent staff members for getting us to this milestone. I would never have dreamed it possible 50 years ago."



Still at it. Ted (right) discusses a tractor's performance with a customer.

What lies ahead for Ted and Roshers after he's blown out the candles?

While agriculture has remained an important part of Roshers business, it has over the years significantly broadened its product range allowing it to diversify into other market areas.

It has had a strong relationship with private contractors and local government bodies for many years, supplying them with generators, sweepers, pressure cleaners, scrubbers and mowers.

More recently, it has expanded into the supply of generators and engines to a broad range of industrial undertakings and in particular, mining camps.

Ted believes that Roshers has laid the foundation to further develop with WA as it steams ahead as the country's engine of growth. "I believe we have

the reputation, the product range, the dedicated people and the facilities to take advantage of the fact that we're in the right place at the right time.

And what about Ted? In recent years his son, Cameron has taken over day to day management of the company, so Ted's happy to be back on the showroom floor - using his considerable experience to guide customers on the choice of the best machine for the job.

