



John "Jack" Rust

June 23, 1925 - July 8, 2012

John Laurence "Jack" Rust was born in Bloomington, Illinois in 1925 and passed away on July 8, 2012. He was preceded in death by his parents Laurence A. Rust and Bernice Brown Rust; stepmother Mary Franklin Rust; and his two brothers, Laurence A. Rust Jr. and David E. Rust. He is survived by his loving wife of 42 years, Donna; children, Julia Bowdich (Ray, deceased), Jane Janke (Bill), Amy Donohue (James), Kevin Contreras, and John D. Rust. He is also survived by his ten fabulous grandchildren, Glenn Janke, Jodie Maguire (Michael), Erin Stephens (Adam), Tom Donohue, Justin Rust, John Donohue, Sullivan Contreras, Kelsey Rust, McCailey Contreras and Teryn Zeleny also, brother-in-law Ron Kinnard and wife, Nancy and devoted canine pal, Rosie. Graduating in 1943 from Bloomington High School, he enlisted in the Army and later received his West Point appointment. At West Point, Jack became a Cadet Captain and company commander. He played football and lacrosse and was named to All-American lacrosse team in 1947, 1948 and 1949. He was inducted into the Army Sports Hall of Fame in 2009. After graduating 1949, Jack served in the 6th Armored Cavalry in Europe. He resigned his commission to go into business while continuing to serve in the United States Army Reserve and retired as a colonel in 1985. Jack's love affair with New Mexico began in 1960 with an offer from Caterpillar Tractor to take over the dealership from R. L. Harrison. He expanded the territory to include all of New Mexico and West Texas. For over 42 years, Jack successfully led Rust Tractor Company with passion, integrity and love of his

customers and business partners, including over 400 employees. His quietly applied leadership skills, his ever-considerate demeanor and his thoughtful direction in remarkably diverse responsibilities were appreciated by all ranks, sectors, and personages. Jack led a life of effective leadership and meaningful service. The generous spirit of "Happy Jack," as he is affectionately known to his family has been exemplified by his many charitable contributions. In 1965, he led the first one million dollar campaign for the United Way. Jack and Donna have been leading philanthropists in this community, making a variety of carefully considered gifts to such key New Mexico institutions as Presbyterian Hospital, Albuquerque Community Foundation, UNM, CNM and NDI-NM. A central theme of many of these gifts has been to enhance the education, health and ethical climate of our state. At the dedication of the Presbyterian Rust Medical Center it was noted that, "Everywhere they go, Jack and Donna Rust improve the lives of others." In the spirit of giving back to the community that has been so good to him and his family, Jack Rust was a man of action. Always a team player, he not only jumped in but enlisted other friends and community leaders to join forces to create opportunities for the betterment of others. He set the bar for many men and many companies. He was an All-American in mind, heart and spirit. His unwavering ethics, leadership and courage were appreciated by the many boards that he founded and served on throughout the years. Rest in peace Jack Rust, you were a dedicated family man, a world-class fly fisherman, a strong soldier, an old school business man, a baby whisperer, a lover of chocolate chip cookies, a collector of abandoned golf balls, a champion gin rummy player, and a man of great integrity. You left the world a better place than you found it and will be missed by a great many people. In sum and in short, Jack Rust's life was a remarkable manifestation of his beloved West Point's maxim: "Duty, Honor, Country." A Memorial Service will be held Friday, July 20, 2012, 11:00 a.m., at Calvary Chapel, 4001 Osuna Rd. NE. In lieu of flowers, donations may sent to Presbyterian Health Care Foundation, The Rust Assistance Fund at CNM, or NDI-NM.

Tribute Wall

SB

“ All my memories of dear Jack can be summed by the fact that he has become "the voice in my head", that silent partner with whom I share thoughts and reflections. Jack was indeed a father to me, the very best kind. In my remaining life I shall endeavor to live up to his shining example, until once again we can be together again. Doug Brown

Sarah and Doug Brown - September 10, 2012 at 12:00 AM

BS

“ Over the years, whenever conversation would turn to Mr. Rust, I would declare myself his greatest fan. After the wonderful memorial service for him, however, it is very obvious that I'll need to amend that statement by saying that I am one of a great number of his greatest fans! Having worked at Rust Tractor for 18 years - 12 of them as Mr. Rust's secretary - I have many wonderful memories. To share just a few was his overwhelming pride in his family, his unwavering trust in his employees, flying paper airplanes in the hall with my daughter as a toddler, the stories he would sometimes share about someone who had just left his office (always positive), and the fact that upon saying goodnight to him at the end of the workday he would always thank me for my assistance. He and Donna, even after 15 years absence from the company, have continued to call around my birthday and at the holidays to say hello I will forever be grateful for their thoughts and kindnesses. Rest in peace, Mr. Rust, we'll miss you.

Becky Stevenson - July 22, 2012 at 12:00 AM

DH

“ I would appreciate the opportunity to give all my condolences to the Rust Family. I am the youngest son of Al Herman who joined the Rust Tractor Company in 1960 as the Vice President of the Service Department. Jack was some what of a second dad in ways to me & my brother Alan when we were growing up. I remember all the good times our families had together with great fondness. I had the privilege of working for Rust Tractor starting when I was just 15 years old in 1974 at the original location on 4th street. I continued to work Rust through the accusation of Rust Tractor by Wagner Equipment were I am still employed. A combined 39 years now. One of my many memories was during some of the employee meetings Jack would mention how he hired Herman's kids right out of the Cradle. May God Bless you Jack and keep your Family Safe... Sincerely, David & Joyce Herman

David Herman - July 20, 2012 at 12:00 AM

SH

“ On behalf of the French Family of Companies, we express our deepest condolences.

Shelia Hocker - July 13, 2012 at 12:00 AM