

GALLEN ON THE GO▶▶

I had no idea how deeply gratifying my 2011 FREEDOM 55 tour would be; it was fabulous! I feel truly blessed that the structure at DEBCO could allow me to be on the road for so many weeks. Having only touched the surface with respect to the many distributor customers that I would like to meet and feeling that it is almost a rite of passage (having been inducted into the PPPC Hall of Fame in January), I am going to continue on my expedition in 2012.

DEBCO has continued to grow in its 28 years. This is due in large part to a compilation of the ideas and brainstorming sessions with our customers, whom we see as our sales force. Last year's FREEDOM 55 TOUR (aka Gallen on the Go) brought the following advancements: FAST FORWARD one day shipping, e-invoicing, the improvement in our phone systems and call-answer rate, expedited processing of artwork and a complete restructuring of our customer service department. We are extremely grateful for your input.

It has been a couple of years since DEBCO graced the podium to accept the Supplier of the Year honorarium but in 2011 we finished fourth by two votes. The quest to get back on the SUPPLIER OF THE YEAR list continues to cause us to pause and take stock of our operation. With that as my goal, I will continue to visit as many distributor customers as possible to learn what constitutes a winning supportive supplier partner.

As a firm, Debco has made great strides in many operational aspects but the journey is never complete and far from over. My 2012 travels will begin in Ontario but as the weather warms up and driving becomes less treacherous, I will again travel across this great land. Last year I boasted of travelling over 5000+ kilometers on rentals cars and seeing 200+ distributor partners in their offices. I hope that if the opportunity arises and you get my call, inviting myself over that you will open the doors. NO product knowledge sessions here....just good old-fashioned one-one conversation..... a town hall meeting of sorts. I hope to see you on the road.....

If you would like to submit a request for me to travel to your office, please do so in an email to marketing@debcosolutions.com. Although I cannot promise to make the visit this year, I can assure you that I will do what I can to make a trip to your location fit into my itinerary.

Best Regards,



Stan Gallen
Sr. VP Sales

Please feel free to respond directly to me at stan.gallen@debcosolutions.com with any comments you may have

