

# GALLEN ON THE GO▶▶

## From Sincerely Yours To Cul8r

I began my Debco career at the tender age of 35 (tender now, back then not so much!), making sales appointments across the country. Twenty-one years later, I am happily reconnecting with our customers nationwide, and am realizing that the life cycle is an on-going process and nothing ever stays the same.

I "cut teeth" with industry icons like First Impression's Gerry Brookwell and the renowned baritone voice of Peter Kmech Sr., all dynamic men with the fabric of our industry woven through them. Closer to home it was Don and Lee McLoughlin and The Heslop family (now in their 3rd generation). These and many other great industry icons have handed off the reins to their progeny, with the hopes and dreams that their kids will continue success on the foundations built for them. People I visited over 20 years ago have successfully transitioned their businesses to the next generation, a group from whom I am learning a tremendous amount. I am invigorated by this influx of new knowledge and so very respectful of the roots from which they come.

As the baby boomers continue to age (myself included), what we are going to see is a revitalization of our industry with differing expectations that are a product of a world in which terms like 'instant messaging' and 'BBM' are now part of the cultural lexicon. Words like "now" and "instant" take on a more definitive meaning as our technology has enabled simultaneous communication. The new generation of buyers are fuelled by constant stimulation and high-speed communication. This new generation of multi-taskers demands an instantly reachable business partner. Fail to deliver, and the next partner is waiting in-line to take your spot. But despite these inevitable new demands, what hasn't changed is the wish to be treated with respect and the right to be quoted a fair price for products and services upon which we can rely.

It is certainly an interesting ride for suppliers; not unlike the distributor whose long-time client reaches retirement thus closing the door to past patronage. While that can be tough to swallow, it opens a whole new realm of exciting possibilities if you're willing to adapt and learn. These continue to be stimulating times full of a wealth of challenges and opportunities to begin anew! Quite honestly, I would never have envisioned the day that a hand-held device activated from the Orient can trigger an entire production run or command inventory for a year!

We would love to hear about your adaptation strategies to the technological transitions taking place at such a rapid rate. We will be posting this blog on our Facebook page and ask for your feedback with an opportunity to tell your story and share your ideas. Smokestack, telex, email, or blog post, I'll be happy to read your message!!

Please feel free to respond directly to me at [stan.gallen@debcosolutions.com](mailto:stan.gallen@debcosolutions.com) with any comments you may have. 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](mailto:marketing@debcosolutions.com). Although I cannot promise to make the visit this year, I can assure you that I will do my best to make a trip to your location fit into my itinerary.

Best Regards,



Stan Gallen

