

GALLEN ON THE GO▶▶



Dinh Tu Lee. To the industry at large the name may hold no particular distinction. But to us it is as familiar as family, because Dinh is just that; part of the Debco family. It is a boisterous, hardworking, diligent household of two hundred strong, to be sure, with each member bringing a wealth of personality to the table. Like all families it is entirely possible to begin to take a member for granted, a constant in your life that only absence can expose. But it is precisely that absence that brings Dinh to my mind these days, an absence that unwittingly puts him into a singular classification; our first retiree.

Retiree. Who would have thought we would be in existence long enough to have a retiree? Thirty years! Has it really been that long? It is a milestone we recently formalized at the Post Parade Room of Woodbine Racetrack, an evening that included video tributes, speeches, dining and dancing – not to mention the occasional torn racing ticket and expletive deleted!

But it was not the event that brought the true significance of the achievement of thirty years in business home to me. As the evening developed and I watched everyone frolicking about in their finest threads, it occurred to me that the true weight of the accomplishment lay there right in front of me, dancing before my very eyes. Though I often hear the ephemeral nature of the Ad Spec industry derided by those outside it (and occasionally, within it), it is by its graces that we are here as a family tonight. These 'trinkets' allow many of us to make an honest living at this occupation, a value consummated by evenings such as this. And it is not the luxury vehicles parked next to my Mazda CX7 at industry events that proves this out, but rather the opportunity to support this smiling, laughing family, cutting up the dance floor before me. It is an unspoken covenant that we – as the senior management and ownership group of Debco – hold with our staff; to work hard every day, to leave no stone unturned, shoulder to shoulder beside them, to remain a family in good health and welfare. In this they may be secure in their financial obligations, whether they be mortgages, vacations or car leases. Working together, as a family, we can meet our individual and collective goals. Even – dare I say it – retirement.

Debco can boast of several employees with twenty-plus years of family membership, and a large contingent of those well past their decade mark. I can say now with a level of certainty that Dinh will not remain a singular classification forever. And I will enjoy more evenings such as our 30th Anniversary Party, captured as it was in the following pictures, adding yet another page to the family album.



Dinh Tu Lee
12 Years

Best Regards, Stan Gallen;
Sr. VP Sales & Marketing stan.gallen@debcosolutions.com



Elvira Pardo (10 Years), Debbie Botbol (8 Years), Tracey Phillips (14 Years)



Jennifer Taylor (16 Years),
Tricia Long (15 Years)



Gavin Deodat (19 Years)



Alex Morin (13 Years)



Wing Lam (17 Years),
Lawrence Wong (11 Years)



Patricia Ortiz (18 Years)