

I think you'd probably agree with me that the month of December is always a crazy month, complete with holiday parties, social responsibilities, and preparations for the New Year. Please allow me to crowd your December calendar with one more "you don't want to miss" event.

On December the 18th, ASI Canada and Debco are teaming up to present an extremely unique event called Breakaway.

I've always used this Gallen on the Go blog format to discuss topics that I think are thought-provoking and/or unconventional. It's in that spirit that I'd like to explore the Breakaway event.

You see, although December is normally a chaotic month, it's also a transitional month. For distributors, the bulk of your holiday buying will have been completed by this time. Come mid-December, what was once the most popular holiday gift of the season, will become as yesterday as saying "yolo."

Let us offer you this instead.

We'll get the industry's top suppliers together and make them offer you up an early sneak peek of their new for 2015 wares. Add a couple of hockey games to that equation, plenty of holiday cheer, a couple hundred of your favourite friends, and you'd have to say that we've got ourselves something unconventional.

The informed distributor has always understood that knowledge provides a competitive advantage. So when have you ever been invited to a multi-supplier showcase, in which the goal was to teach you what will be trending next year? I'm going to venture, never!

The evolution of this industry astounds me. In this instance, you've got an ASI/Debco event in which the PPPC Ontario Chapter is sponsoring an entire hockey team. Talk about partnership! All parties are coming together because, collectively, we believe that what we're offering has tremendous value. In essence, you're doing reconnaissance for upcoming programs, you're scouting the most innovative ideas for your top clients, and you're providing insight on next year's products that your competition just won't have.

Come and enjoy a "Fred Oesen-style" buffet lunch. Come and support Camp Oochigeas, a charity serving children with cancer. Come watch some hockey. Come share the holiday cheer. Come be amongst the first people in Canada to see what's new for 2015.

And come out and have some *fun!* You don't want to miss that, do you?

