

Milestones

It is with immense pride that we recognize the significant milestones reached by these dedicated employees, each contributing more than three decades to AVW-TELAV's success and vision. Here's to thirty more!

35 Year Milestones

Alex Barbour: faith in the vision

Be happy with what you have while you pursue what you want.

Those are words of advice from Alex Barbour, Technical Service Representative (TSR), Vancouver, BC, who reminds us all that we are privileged to work in an employee-focused organization where opportunity knocks for all who are open to receiving it. "Wherever you want to go, you can do it right in this company," he says.



Alex was just 18-years-old and fresh out of high school when opportunity knocked for him. At that time, he had a buddy he used to play basketball with regularly named Robert Thiel. Robert's father, Alex, had a small conference communications

company and needed some extra manpower for an assignment, so he invited Alex to go to Ottawa and help out at an Interpol Conference which was to be held inside The Ottawa Conference Centre. Alex jumped at the chance and, not only had an awesome experience, also embarked on the beginning of an exciting career with a budding organization that he grew with for 35 years.

Alex joined AVW-TELAV on August 23, 1971. Over the years, the friendships he has made have come to hold the most value to him in his career. Having been to countries like Australia, Singapore and Argentina, he is also enticed by the frequent travel that comes along with the job. "I've been to five or six Olympics over my lifetime," he says. On a few assignments, he has also had run-ins with top political figures,

such as Ronald Reagan, Bill Clinton and Pierre Trudeau. But, aside from all these frills, what has kept Alex at AVW-TELAV for the long haul? "I always felt the Thiels had a good vision for the company," he explains.

Alex takes AVW-TELAV's core values to heart. When he says, "our Service is Second to None," he means it and does everything possible to ensure this statement rings true in the ears of all our customers upon mention of our name.

Born in Kilmarnock, Scotland, raised in St. Therese, QC, Alex is no homebody. His outside passions are just as exciting as his career, as he enjoys skiing, windsurfing, and golf.

Peter Falardeau: behind the woodwork

It should come as no surprise that Peter Falardeau's last pet project was a grandfather clock. For Peter, as I.S.T.S.'s Director of Sales over the last 33 years, has learned a thing or two about timing. Some 35 years ago as a bright, eager teenager, he met with his neighbors, the Thiels, about working for their little startup venture. Although he learned the ropes as a technician, the little operation (the Thiels, Peter and Henry Derix) grew quickly and within two years Peter was brought inside to steward the growth of the customer base.

Over the decades he's seen some wondrous innovations and survived many a hairy situation. Back in the good old days, the biggest issue was transportation of equipment from city to city. There wasn't a lot of equipment to go around then, so they had to depend on the airlines (only Air Canada and Canadian were available at the time). Unfortunately, sometimes the airlines would lose equipment.



It was often Peter who had to zip down to the airport and search for the equipment himself.

Their team was small but very fluid and efficient. Peter not only looked after sales, taking orders, training new staff (including one Robert Thiel) but also packed the equipment that Henry Derix, Director Technical Development, built in his basement. It's been exciting watching the company take off. Peter feels the key event for the company was the Habitat for Humanity event, which launched in 1976. Every young organization, if it is to reach that next level of growth, needs to survive a "bet-the-company" moment. Habitat for Humanity was it for little I.S.T.S. and they pulled it off successfully. There was hardly much time to celebrate, however, as the equipment for that mega event had to be shipped cross-country for the grandest event of them all – the 1976 Montreal Olympics! "Our triumph at this event set the stage for the exponential growth and development from which we have all benefited," says Peter.

Peter has crisscrossed North America and abroad, but was born and raised in Montreal. He has been married for the past 27 years to Darla, who he met when she worked in the accounting department of I.S.T.S. Together they have three sons.

A woodworker in his hobby time, Peter took courses for more than two years to master his craft. He enjoys the challenge most especially because, "it forces you to think four, five steps ahead, because it's really expensive to make mistakes." Sounds like taking the long-term outlook is a habit he's long ingrained. So here's to one of our treasured originals – it's about time.

30 Year Milestones

Rick Bastas: honor thy parents

AVW-TELAV owes Rick Bastas' mom a big 'THANK YOU'. If it wasn't for Mrs. Bastas, who had a friend working with us some 30 years ago that referred Rick to our company, we may have lost Rick to another organization. You see, Rick applied to a number of companies back in 1976, but, luckily, we were the first to call him back and he stayed loyal ever since.

Fate must have really been on our side. Rick might have been a news reporter or a broadcaster. He went to college for a couple years and majored in journalism but, fortunately, lost

interest and pursued a career in AV. It's funny how things seem to work out in our favor.

Born in Springfield, IL, raised in Dallas, TX, Rick started at AVW-TELAV as a rental technician in our Dallas office. He held a number of titles since then, including AV Technician, Show Coordinator, General Manager, and a few in between.



Since February 2002, he's been our Director of Operations, National Sales Group, in Dallas, a role that he says is both challenging and rewarding. "Finding Account Executives that will fit the customer we're trying to serve is sometimes a challenge," he explains. But he doesn't let a difficult task get in the way of providing our customers with top notch quality.

Besides, to Rick, the benefits of his gig far outweigh any difficulties there may be. "I enjoy the travel and the people I have met in this industry," he says. He also enjoys the variety of tasks he gets to take on, ranging from paperwork to sales, ensuring his work stays fresh. "My job is never dull; it's constantly changing," he adds.

However, this business isn't for everyone, says Rick. Flexibility and patience are two key characteristics you need to succeed in this profession. If you've got those, "you'll not only have an opportunity to grow with the company, you'll have a chance to see a lot of new things," he says.

Married to wife Gail and proud dad of a daughter who is a sophomore in college, Rick appreciates the importance of family and enjoys spending his time off traveling with them.

We at AVW-TELAV also recognize the value of family, especially wise mothers who lead their talented sons in our direction. So, Rick, on behalf of AVW-TELAV, please give mom a big hug!

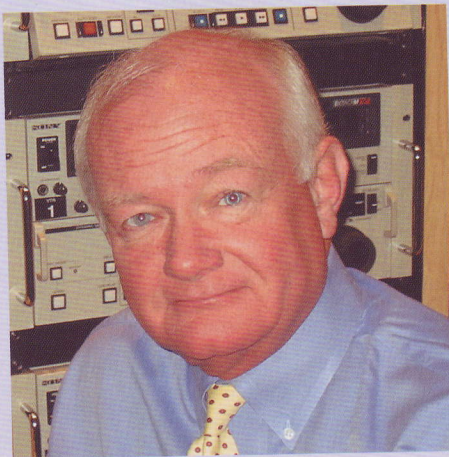
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30 Year Milestones (Cont'd)

Gary Clark: living the dream

Gary Clark has lived the dream of almost every red-blooded North American man. He's been to *three* Super Bowl games, traveling alongside the Dallas Cowboys, who he worked with for nine seasons during the 70's as a staff cinematographer before he joined AVW-TELAV.



Sounds pretty hard to top, but Gary says his 30 years with our organization has been just as exciting. "I enjoy this business and the opportunities we get as a company to be behind the scenes of association and corporate events and get privileged information on what's going on," he says.

Over the years, he has been trusted with other companies' confidential dealings before they went public and got the scoop on new products well before the rest of the world. "Being privy to that kind of information is immense," he says.

When asked which positions he has held since starting with the company, Gary replied, "just about every one," which was a pretty accurate response. He began his career in Dallas as a Rental Manager, and then moved on to Sales Manager, National Sales Manager, Director of Marketing and Vice President of Marketing, finally settling into his role of Vice President Communications, Dallas, TX, in 1993.

Gary recognizes the value of forming and maintaining authentic friendships with clients and coworkers. "The best part of my job is the interaction with fellow employees and customers that has developed into, not only business relationships, but long-term, personal friendships," he explains. Understanding this is a company built on relationships goes a long way, according to Gary. We provide technology as a tool to facilitate face to face meetings and in the process develop and maintain professional and genuine relationships with our customers. And just like you

would trust a friend to do what's best for you on a momentous occasion, "they count on us to make them look good," he says.

Gary attended the University of Texas for a degree in Radio, Television and Film, but now it appears the former student has become the teacher. He currently holds workshops to educate corporate and association meeting planning professionals in audio visual practices. He also leads mentorship programs within the company.

Born in Washington, DC, and raised in Dallas, TX, Gary makes the most of life outside the office. With his wife of 25 years, Renée, he owns two U.S. and Canadian national champion performance horses and enjoys shooting videos and stills at horse shows where his wife competes. An avid digital photographer and Photoshop enthusiast, Gary recently won first prize in the State Fair of Texas Creative Arts Photography competition. He loves all competitive sports and most of all, of course, football.

Barry Rummel: there's no 'I' in team

Is there anything better than having friends you can depend on? Not to Barry Rummel, Vice President, National Sales Group. Having graced AVW-TELAV with his 30th year of service in May, he says one of the most outstanding things about this company is the staff.

"I like the people and the way everybody works together," he says. "I think this company is very people-oriented."

Born in Toledo, OH, raised in Montpelier, OH, Barry had a purposeful start to his career. After graduating high school in 1960, he enlisted in the US Navy where he served for four years. He began college at Brown University while stationed at Quonset Point, RI, and transferred to Indiana University upon his discharge in the summer of 1964.



He received his BS degree in Marketing and completed his

graduate work in the School of Education in a program within the Department of Audio Visual Communications. Barry then taught and was Director of Instructional Technology at the community college level from 1973 until March of 1976.

Joining AVW-TELAV on May 3, 1976, Barry started in our Operations department and then made the switch to Sales. Ambitious and determined, he worked his way up from Sales Manager to National Sales Manager to National Sales Director and, finally, to his current title, which he has held since 1992. He has worked out of numerous AVW-TELAV offices, including Houston, Dallas, Chicago and Atlanta, until the Atlanta branch officially closed. Now he conducts business from his home in Tennessee.

Without a doubt, Barry's years of hard work and dedication have been appreciated at AVW-TELAV, and he says he feels just as grateful to have shared those years with us. He values our organization's even-handedness and encouraging culture. "It's a fair company with lots of opportunities for advancement," he sings his praises.

Married with three children, life doesn't stop for Barry when the work day is finished. He is an avid golfer who also enjoys running and sailing. And don't be surprised to find Barry with his head planted firmly behind a novel, as reading is also one of his greatest passions.

As a man with many years of education, concrete industry knowledge and diverse life experiences, Barry has an abundance of wisdom to share with AVW-TELAV's new recruits. To reach the successful status he has achieved in his career, selflessness, he says, is the main attribute that has carried him through. "If you join this company for your personal goals only, you're not going to succeed," he explains. "It's not that kind of company. You have to see how well you can do for yourself and for the team."

Bob Walker: looking at the big picture

Variety, they say, is the spice of life. Well, if you don't believe what 'they' say, take it from someone who knows what he's talking about. Bob Walker, Vice President of Creative Services, Dallas, says the best thing about his job is that no two days are identical.

"I have the pleasure of being able to do something different

every day," he explains. "That keeps it interesting." Having the opportunity to go to remarkable places and meet fascinating people on a regular basis, his work is very rarely viewed as a chore.



Bob joined AVW-TELAV in 1976 as National Sales Manager for Production Services, and in 1979 he was named Vice President of Production. His title has changed throughout the years, he says, but his role has pretty much remained the same. "I've always been on the creative side," he explains.

Majoring in Business at Texas Christian University, his minor was in Radio, Film and Television. Bob started out his career in broadcasting, but after learning a bit about the audio visual business from a friend, he applied to our production department and has had AV flowing through his veins ever since.

Born and raised in Waxahachie, TX, Bob celebrated his 30th wedding anniversary this year and has three children, aged 27, 25, and 21. Although Bob admits most of his time is taken up with work, he says he often enjoys getting together with friends and eating scrumptious meals. In fact, he appreciates great cooking so much that he and his buddies formed a club called 'The Gastronomauts', who travel from one fine eatery to another, sampling different cuisines from around the world. Bob is also an active member of his church.

Bob believes customer service is at the very core of AVW-TELAV's objective. "It's about how we can better serve our customers and solve problems for our customers," he explains. Following customer service, comradeship is a close runner-up. "It's also about your co-workers, looking out for them and helping them to be better," says Bob.

With these two goals clearly in focus, Bob insists there's little chance of failing at AVW-TELAV. "Remember what this business is all about," he advises. "The technology is secondary."