

I've written a little bit of copy in my 30 years of owning my advertising agency.

I've created some campaigns, been the catalyst for many more. I've been blessed to work with people far more talented than me.

I valued character over ability. Rarely have I been disappointed.

Mostly though, my job has been about relationships. And in this case, the biggest, longest, most rewarding one I've ever had.

That's why it makes this ad so hard to write.

With no money, no clients and a \$25,000 loan from my parents, my former partner Rob Glennie and I opened our door, a two bedroom condo in False Creek in 1989.

Two years later, Toyota came to that door, where we lived and worked.

They asked if they should take their shoes off.

"It's OK, leave them on", we said.

Now, 28 years later, the best client you could ever hope for will drive down a different road, centralizing its business.

From the launch of the all new Toyota Tercel, to Toyota's first ever Hybrid – the Prius, #OwnerApproved and every Red Tag Days in between, we are proud to have played our own small part in Toyota's and its Dealers success in British Columbia.

Like I said, this is hard.

Because it's not just about business – it's about life.

The privilege of friendship, trust gained and earned, with our incredible group of Toyota BC Dealers, Pacific Zone and head office employees and their families.

From Vancouver to Whitehorse, Nanaimo to Kelowna, Castlegar to Terrace and throughout British Columbia, all 34 Dealers, Zone and Agency working together selling what's on ground and in the pipe, moving day's supply to record market share.

# LEAVE YOUR SHOES ON.

The word 'no' does not exist in Japanese. So we say yes to what has been a truly long and joyful ride.

There's an old saying: "One door closes, another opens."

When it does?

Leave your shoes on.

どうもありがとう

Dōmo arigatō

*Bob Stamnes and the entire team at Elevator.*

