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An Event to Be Repeated

Open House at Duret & Landry

Laval, QC. On June 18th, Laval's Duret & Landry held its first ever Open House event, and it was so successful that the Landry family is considering repeating it in two years.

A silver lining...

Last February 20th, tragedy struck the Landry family. Gilles, the father, who had founded the business with the help of his wife, Francine and his partner, Jean Duret, passed away, thus joining his old buddy Duret, who had himself died some twenty years ago. This would incite Francine to go back to work for the business with her two children, Eric and Véronique, who had already begun following in their father's footsteps. Though it was painful, not only did they succeed in keeping the business alive, but it also improved!

A successful party

Taking advantage of the first beautiful days of summer, the Landrys organized an outdoor reception that also included a small exhibition. Among their guests were their regular and potential customers and some of their suppliers, including CORGHI repre-

Photos: Olivier Rhême



Véronique, Francine and Eric Landry pose with CORGHI's Artiglio Master



sentatives from Italy, so that everyone could see what Duret & Landry had in store. At the same time, there was an outdoor BBQ to collect funds for the Canadian Cancer Society in memory of Gilles. Believe it or not, it brought in some \$3,000!

What's next...

More than a hundred people showed up at Duret & Landry and Véronique Landry told *Tire News* she was so happy with the results that she is thinking of repeat-

ing the invitation in two years, which means in June 2007! Véronique is now vice president of the company, while her brother, Eric travels the country's high roads as vice president of Sales. As for Francine, President of Duret & Landry, she's at the helm a few days a week to overlook the operations and keep a careful eye on the business.

Projects? The Landry family has quite a few. They are happy to report that their employees are still at work for the success of the company. And they are also happy to see their customers' loyalty. "For the moment, what's important is being on the road promotin CORGHI tire-changers, wheel balancers and wheel aligners; this is our objective," says Veronique. Duret & Landry Inc. is definitely in good hands.

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