

Celestion celebrates their Centennial Year



As Celestion, a manufacturer of guitar and bass loudspeakers and pro audio drivers for sound reinforcement applications, celebrates the company's 100th anniversary in 2024, it shines a spotlight on its longest-serving employee, Production Manager Dee Potter. With an illustrious 50-year career, Potter's journey embodies the essence of perseverance and dedication in a continually evolving industry.

Potter's start with Celestion dates back to 1974 when, at the age of 16, she joined her mother on the company's production line. In those days, Celestion was housed in an old building and conditions were less than ideal. "The roof leaked, and then the drains would leak," says Potter. "If we had torrential rain, we would get wet from the top and from the bottom. The floors were soaked. It wasn't a very glamorous place to work. At the time, we thought it was hilarious." Yet she persevered, and what started as a job quickly transformed into a passion, particularly as Celestion transitioned from home hi-fi systems to guitar cabinet transducers and pro audio PA systems - what she affectionately calls "big power."

"I was there when they started the heavy stuff up; it started with me, really," Potter explains. She likes to say that she was 'born for the job' - a fact that was clear to everyone at Celestion early on. "Somebody must have seen something in me," she

says. "At 18 they asked me to take over the section to supervise, and I jumped at that." Potter recognized that production drove profits, particularly as Celestion expanded its family of partners. "If the line broke down, I'd move hell and high water to get that all fixed," she says. "I'd shout at people and tell them to get down there. I probably didn't make myself very popular at times, but I always got the job done." Potter's journey within Celestion mirrors the company's evolution over the decades. Rising through the ranks, she assumed roles of increasing responsibility, ultimately becoming a pivotal figure in Celestion's success story. "The bigger that we got, the more I wanted to succeed and make us the best."

Throughout her remarkable tenure, Potter has witnessed firsthand the transformative impact of technological advancements on the audio industry. All the while, her ability to meet production challenges head-on was instrumental in propelling Celestion into new markets - a feat that earned her admiration from colleagues and superiors alike. "Dee's unwavering commitment to excellence has played a large role in shaping Celestion's trajectory and success," says Nigel Wood, Celestion's Managing Director. "She helped us to become the best in the world, and her legacy will endure for generations to come."

On the eve of her retirement from Celestion, looking back, Potter says she wouldn't change a thing. "I've only ever looked back with fondness," she says. "I've had no bad experiences. I've probably made some bad decisions at some stage, but we all have. I honestly don't think I would change anything because I think that's made me, me." As she prepares to bid farewell to Celestion and embark on a new chapter in her life, Potter remains grateful for the experiences and relationships she has cultivated over five decades. "I just love working there. I love the people I work with," she says. "You have made my work life the best time of my life; I'm going to miss you all, and you will always hold a special place in my heart." As Dee Potter's exceptional career comes to a close in 2024, Celestion extends its heartfelt gratitude and best wishes for the future. Her contributions will forever be etched in the annals of the company's illustrious history.

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