



Letter From The President

WOW!!! Where has the year went? It is Fall and the holiday season is upon us! I hope everyone is getting geared up for the holidays and I wish much success to everyone. Wonderful things are happening and things are moving at a fast pace. The board and I are working on some exciting things for GSFA. Lots of education and valuable information that is needed for our industry's survival.

One of the first things we have coming up is a 2 day Advanced Workshop with Phil Rulloda AAF, AIFD, PFCI on Oct 15-16 in Macon, GA. We are so blessed to be able to have Phil come to Georgia. We are not sure if and when he will ever be back in our area. Also the workshop is being offered at an amazing price. Only \$275 per person for both days and that does include lunch for both days. I encourage everyone to take advantage of this opportunity. We can all learn so much from Phil. He is one of the best!!

Some of you may not know that 2012 will be GSFA's 65th year as an association. Sixty-five years is such an accomplishment! Then I began to think just how does an association survive that long and I think Jenna nailed it with our Convention Theme. "Passion, Power, & Perseverance." "Passion---Loving what we do." "Power---Influencing others through flowers." "Perseverance---Withstanding the test of time." It has been and continues to be the Passion for what we do that drives GSFA forward. The Power of a product to touch people's lives like no other. All the while being grounded in a determined strength called Perseverance. As well as having the willingness to change and grow as the industry grew. Now more than ever we need to take hold of the same principles that have sustained GSFA for the past 65 years and apply them to our own lives and businesses. All of this really hit home for me and my mind began running. Thinking about how my business has survived the past 43 years and what it will take to withstand the next 40. We are all here at this point. All rowing in the same boat. Facing the same problems. Therefore, my vision for GSFA and its members, is to help make available resources that are needed for our business to survive and to help make us more profitable. More awareness needs to be placed on the success of our business. Design programs are needed to keep us inspired but we also need to help one another. Share ideas of things that are working and as well as things that are not. Sharing sources that save you money, as well as make you money. It's time that we come together and work to help one another. I get calls and emails all the time from people hungry for information and help. I want GSFA to be that beacon in the night. That harbor in the storm.

Our plan for this convention will be just that. Bringing programs that will be educational and informative. I challenge you to save the date...make plans now. This convention will be one that you don't want to miss. That is not a sales pitch...that is just the truth. When the details are available, you will see what I am talking about. GSFA is working really hard to provide tools that we all need to help build our business. I have nicknamed the convention "The Triple P Summit". The Triple P stands for this coming year's theme, "Passion, Power, & Perseverance". "The Triple P Summit" is being geared to offer tools, resources and inspiration needed to Ignite the Passion, Invoke the Power, and Implant Perseverance. So save the date March 9-11, 2012 and make plans to attend.

I would like to thank everyone that took the time to take the GSFA Survey. The information will play a part in the future of GSFA. As always, thanks for all you do for GSFA and Our Industry! My door, phone, and email is always open. Feel free to share your thoughts.

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GSFA President