

Letter from the President



Spring is moving out and Summer is just around the corner. For us in the lower part of the state, it feels like summer has arrived! I hope everyone had a profitable Mother's Day. From the shops that I have spoken with, all have stated that they had a really good Mother's Day. That news has been encouraging.

Since the last News Flash, a lot of wonderful things have been happening. We had an awesome Convention in Macon. I have heard nothing but great reports from the convention. Not only from our members but from Industry leaders. Thanks to everyone who played a part in the success in the 2010 convention. To all the Vendors and attendees who continue to support GSFA, we appreciate you!!



We received news from the American Institute of Floral Designers (AIFD) that GSFA's Georgia Master Florist Certification program has been certified as an approved pathway for membership for AIFD. Meaning that AIFD recognized GMF as a creditable program. The GMF program is one of few that are listed as an approved pathway. Just one of GSFA's paths to education and excellence in the floral industry.

I am proud to inform you that Georgia passed the Phantom Florist Bill. The Phantom Bill is designed to stop the deceptive advertising listings in the phone books and online. This is a big move in the right direction for the survival of our industry. Thanks to Sen. Bill Jackson for

his efforts in the introduction and passing of this bill. I ask everyone to send a card or email to express our gratitude for his hard work on our behalf. You will find Sen. Bill Jackson's contact information located in the News Flash.

Summer Symposium is scheduled for July 25th at the Macon Marriott City Center in Macon. The same location as this past convention. I have seen outlines of the programs and I am really excited about this year's line up. Our DOY Kathy Deitz GMF will be presenting "Dollar Store Diva". Jenna Naylor, Burton Cup Winner, will be presenting "Bountiful Bouquets". Russ Barley AAF, AIFD, FsmD, CFD will be presenting a program entitled "Today's

Sympathy". This is one line up that you don't want to miss.

As you can tell GSFA is on the move. Marching toward success! Fueled by education and determination! As always, Thanks for all you do for GSFA and our Industry!!!

Randy Wooten AIFD, PFCI, GMF