

Letter From The President



Happy Valentine's Day!!!

I know everyone is gearing up for the BIG day! I feel like this holiday will be a good one. My prayer is that we all have a successful and profitable holiday. At the shop we have been prepping for the day and working on marketing as well. I hope everyone is taking advantage of the free advertising that the social media has to

offer. Now more than ever we need to be promoting the local florist. The best way to do that is to educate the consumer. The board and I are working on ways to help our members do just that. WE will have more information at convention.

Speaking of Convention it is right around the corner. I am so excited about the programs we have scheduled. I am proud to say that we have some of the best talent in the country coming to Macon, Georgia in March and if all possible you need to be there. I have received emails, phone calls and even results from the survey that have stated that we need more education and tools to help us survive in today's market. This year's convention is geared to provide more education in design, help build relations with other related industries and tools to be more successful on a daily basis. This is one that you don't need to miss. We are so blessed in the state of Georgia to have such resources available to us and at an awesome rate. More details can be found in this issue of the News Flash as well as on line at www.georgiastateflorist.com .

I do want to ask for volunteers to help at convention. If you would like to help out, please emails me as we are in need of help. Volunteering is a great way to learn as well as make new and lasting friendships. I would love to see some of our new members volunteer. We have several areas, so contact me and we can see where you might wish to help out.

The deadlines are approaching fast. Make your hotel reservations and register on line for convention. AS always, THANKS for all you DO!!!!

My door, phone and email is always open for you!!!

**Randy Wooten AIFD, PFCI, CFD, GMF
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