

Gift Basket Business

INSIDER

June 2015

Summer Opportunities



Are You Making The Most of Them?

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From the Inside

By Joyce Reid



How many business hats are you currently wearing? If you're like most entrepreneurs, you work long hours and wear many different hats.

You pile one hat upon the other. There is the designer hat, the accounting hat, the internet hat, the customer service hat, the planning hat, the marketing hat along with many other different hats.

All of these hats scream for attention which can get pretty loud when we have one piled on top of the other. So we solve the problem by wearing the hat that screams the loudest. Wearing that hat is only a temporary solution since all the other hats keep screaming until we wear them, too.

There is, however, one hat that doesn't scream very much. It rarely ever complains as it usually ends up on the bottom of the pile as we take off one hat and put on another. This hat knows it is important, whether it is worn or not, but it doesn't scream out how valuable it is.

So it gets neglected and forgotten about until the day when the customers quit coming. The other hats quit screaming because they are no longer needed. As you sort through all the hats wondering what is wrong, you suddenly notice the Marketing hat and how little you had worn it.

"Why didn't I wear the Marketing hat?" you ask yourself.

And then you remember that it had mostly kept silent while all the other hats were demanding your attention. You were also afraid that the Marketing hat was too expensive to wear and would eat up your profits. So what can you do?

Put on that Marketing hat and use it to get the old customers back and to attract new ones. Wear it regularly.

And when you do, the other hats will perk up and start screaming for attention again. But promise yourself that you'll never neglect that one hat which makes all the difference in your success no matter how silent it is.



By Marie Lisewski
Laurel Mountain Gift Baskets

We got another one. Another request to donate a gift basket to a charity event. Every business gets requests for donations but the gift basket business seems to be targeted especially often. That may be because people know that gift baskets make wonderful raffle and silent auction prizes, two very popular additions to fund raising events.

I firmly believe in giving back to the community but have become very selective about when and how we donate.

We once received an emailed request from a high school band in Texas. Another time we received a request from a cheerleading squad in Florida. I'd never heard of either school.

The Humane Society in our area held their annual fund raiser last month. In that case we were happy to donate two gift baskets. There were two reasons we were happy to donate to this event. The first is that we are animal advocates and the second that is I was asked to donate by a friend.

The first couple of years we were in business, we donated gift baskets to fund raisers for the local cheerleading squad, drama club, several different church events, golf tournaments, races, you name it, and we donated to it.

Every request came with the promise that we would get lots of exposure that would translate into lots of new business. If you are new to the business, beware. I regularly ask new customers how they heard about us and I have never been told that they saw one of our gift baskets on a raffle table.

As it turned out, one gift basket that we donated could have seriously harmed our reputation. Thankfully the woman, who won it at a church raffle, called to complain. She said everything in it was terrible. Everything was stale.

How could that be? I knew we had not donated anything to that raffle. It was possible that someone could have purchased it at the store and donated it but we are careful about rotating stock so everything being stale made no sense.

I asked her to describe the basket and its contents. It turned out it was a basket we donated to a golf tournament over a year before. Apparently someone won the basket, kept it on a shelf somewhere and re-donated it. You know that word of mouth works both ways. If she had not called to complain, I couldn't have explained and she might have told a dozen people how terrible our product is.

In the early days of our business we donated several hundreds of dollars worth of baskets every year. Even though contributions are tax deductible, it is still expensive. So how do you say no to those cute little kids or to volunteers trying to raise money for great causes like fighting hunger or finding cures for diseases?

Easy. Blame it on your accountant.

I simply tell people that we put together an annual budget for donations and this year's budget has been spoken for. We now only donate to specific organizations or if a good client makes a

personal request.

If you really want to help, consider donating your time and talent. We have a good client who was on a committee to raise money with an annual silent auction. The committee solicited donations and organized them into themes. I would then create baskets. It was a fun exercise because some of the combinations they came up with were certainly challenging.

One of the most interesting baskets I designed consisted of a full size wheelbarrow filled with all kinds of tools and gardening items. I only wish I had taken a photo because it turned out amazingly well and it did bring in a nice bid.

It is important to support your community. Get involved, but be sure your contributions are in line with your goals and don't make you a non-profit company.

Marie Lisewski is the owner of Laurel Mountain Basket Company located in New Hampshire. She has been designing custom gourmet and non-food gift basket since 1998. In 2010, a Pet Division was created. Marie says, "Although most of our four legged clients are dogs and cats, we have designed gift baskets for horses, ferrets and even a parrot. After all, pets are people too.

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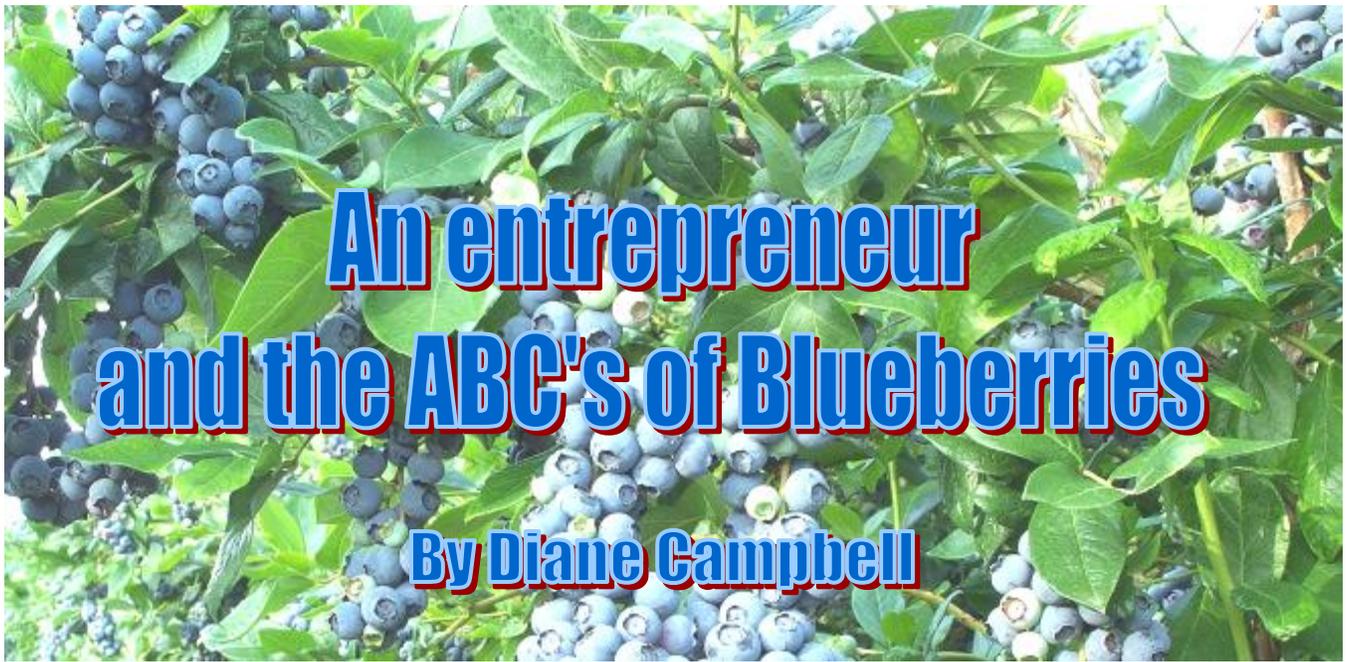
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My Entrepreneurial mind never stops working even while I'm outside along my driveway picking blueberries. Since it has rained so much this spring, I'll be able to harvest blueberries probably three times this season.

As I pick the berries, the bushes remind me of things that relate to my business, Gratitude Goodies. I'd like to share these thoughts with you.

When you're prospecting for leads, you collect a lot of names and numbers. All that data can get overwhelming. How do you categorize all the contacts you've met over the years?

One process that business people do to help with this is simply attaching one of the letters A, B or C to these contacts. What I've found at Gratitude Goodies is, that it's a lot like harvesting blueberries. I had better explain before you think I'm off my rocker.

I have three blueberry bushes. Each year they blossom and produce fruit. As I pick them, I notice that the fruit is in all stages of growth. So how do I know which ones to pick?

What I've also found while picking is that I have rain, heat, weeds, wasps, spiders, and birds to deal with. It's a jungle out there. Isn't it like that in business also? As both your blueberry bushes and your business grow, they are left out in all the elements to fend for themselves.

Nobody cares about those bushes other than me and my family just as few people care about your business. Just as the bush has to capture all the sunlight, rain and pollinators necessary to grow into a strong healthy plant, you have to do the same for your business.

With these blueberries, the plant pollinators make the difference between whether fruit is produced or not and how sweet and juicy it is. You also have pollinators in your business. These are the people who tell others about you and that you're offering some sweet flowers and nectar in the form of great products and service. They are your "A" clients. They are watching you, caring for you, telling others about you and your business. Your "A" clients love what you do, see the value in it and keep telling others about you. They keep producing more and more results for you as you grow. These "A" clients are the most valuable and should get most of your attention. Keep them close and take care of them as much as you can.

As I keep picking, I put my hand through a spider web. Yuck, I hate spiders. I know they have a place in the world but it's not on me. The spiders are hiding under leaves and spin webs all throughout the bushes. I see these spiders as bumps on my road to success. In business you can get stuck in webs of disorganization, sticky situations and chaos. Keeping to a plan will help you get through these without getting totally bogged down in stuff.

I also encounter wasps. I really don't want to mess with these insects but if I want the fruit to make a pie or to top off my dessert then somehow I have to deal with them. If I just ignore them and stick my hand into the bush, stinging pain will surely result. The wasps in your business may be your competition. Even though there are enough consumers to go around, you've got to be careful to avoid getting stung. Knowing the behavior of a wasp and how to avoid its sting will serve you well.

The rain and the sun are both necessary to grow your business. The rain is needed to nourish the soil and the sun to nourish the leaves and blossoms. In your business it can rain on your well-laid plans, but you must keep a positive attitude and know that with



proper preparation the sun will shine and the flowers will bloom.

Your "B" clients are the berries you see that are almost there, almost ready, but may need a little more work to become A's. You take care of these also. Watch, wait, and appreciate them. With a little more rain, sun and attention they can become A's.

In some cases you can pick them before they're ready. If you do, the taste is less sweet, the color is less vibrant, and they'll never become that stellar fruit you worked so hard for. You can spot these in your business too. They are the ones who give you leads less frequently than your A's. They do buy from you but somehow they don't have you in front of mind like your A's do. It's ok if that happens. You still need a few B's to make things happen.

On the branches right beside the biggest and bluest berries is a tiny green berry with just a hint of red at the top. It has the potential to become a B blueberry but it's late in the season and the little C berry doesn't have the strength, desire, or time to become an A.

In business, the C's are there but getting them to become an A blueberry may not be worth your time. These berries are small, sour, barely resemble what they could become, and might just grow to the point where they are a B blueberry but won't ever be more. Maybe it wasn't pollinated well, maybe it's too shaded where it is. Who knows. Don't worry too much about your C's. This might be the client that only shows up when you have a special offer or a coupon. The value they see in your business is mostly for themselves. They might not ever tell others about you. You and your business are not on their radar.



I've worked them all, picked what I could, and still there are berries on the bush and on the ground. I'm sad to see that some of the best berries have gotten too ripe and have fallen off. I've missed opportunities to pick the best berries on the bush. It's that way in business too. You'll miss opportunities with the best of the best or a bird will come and pick it off before you see it.

You can't worry about what might have been, you can only deal with the berries you have. What you can do is learn about all the elements of your blueberry bush so that next year, you'll be watching and will be ready to pick the first fruits of the season. I've noticed, with time, that my blueberry bushes have grown, matured, been pruned and nurtured until they become fruit producing machines. The harvest I get to enjoy is bountiful and tasty. That's my hope for you, too, in your business.

Take the time you need to learn, nurture and grow. Your blueberries will be abundant and beautiful and those who pick them will love them.

Who knows where or what at Gratitude Goodies will inspire my next article next time . You'll have to keep reading. I'm grateful that you do.

Diane Campbell, CEO of Gratitude Goodies, LLC started her business in the basement of her home. Shortly after she started, Diane was joined by Marian McMichael as Business Manager. Today they have two locations totaling 2600 sq ft.

Diane has always had a passion for food, creativity, and saw a core value that was missing in corporations across America...saying thank you. Today, Gratitude Goodies, LLC has been providing meaningful ways to say thank you to clients in Atlanta and across the nation.

Diane has been married to Dan for over 25 years and enjoys being a Grandmother to Abby and Mom to Erin, Jessica, and Chelsie.

In her spare time she enjoys her dog, Nugget, cooking, traveling, and sharing her business knowledge with other entrepreneurs.

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Summer Opportunities Are You Making The Most of Them?

I keep hearing that summer business is dead. Is it really dead or have you let your marketing wither on the vine with the summer heat. Look around your town for missed opportunities. You may be surprised at just how many there are.

Have You Thanked Your Neighbor?



Created by Connie Marie
Silk and Gift Baskets—San Antonio , Texas

Summer is the time for vacations and not just yours! House plants, pets, thirsty lawns and even the mail and newspaper all need caring for while the vacationer is away. And a trusty neighbor is the likely choice.

“Have you Thanked Your Neighbor?” as a marketing theme may bring some green cash into your brown summer. And don’t forget to market these to your corporate clients. They take vacations too!

In addition to their personal needs, many of those who are in service businesses require having a co-worker “cover” for them while they are away. Remind them that this is an ideal way to say Thank you.



Political Events

The 4th of July isn't the only time for selling patriotic gift baskets. Local, state, and national elections provide an opportunity for candidates to thank their most ardent supporters and workers. Encourage your local Chamber of Commerce to present a Patriotic themed gift basket to that major candidate or political figure when he or she comes to town.

Local service clubs often hold summer conventions with patriotic themes and need gifts for the speakers. The National Exchange Club, with chapters in many communities, feature Americanism as one of their service projects.

Summer Picnics

Summer is a time for picnics, whether an afternoon in the park, a day at the beach, or a stroll through the woods. Marketing a picnic-themed gift basket as a unique gift for any occasion can get your customers thinking about you instead of that florist down the street.

Picnic baskets, complete with the necessary accessories make great wedding or engagement gifts. Housewarmings, Real Estate closings, and even a summer birthday are other ideal excuses for a festive picnic basket.



All you need to add are the gourmet foods and you have a "Picnic To Go." Add a cuddly Teddy Bear and create a "Teddy Bear's Picnic" for the lucky family with kids who just bought a new home. Even though most of us can't sell wine, an "Everything But the Wine" themed picnic basket would be a welcome hit for many.

Vacation Rental Home Companies



We're all familiar with welcome gifts for apartment tenants but forget about the short-term rentals. Both Realtors and Property Management companies handle short-term rentals for vacation homes and condos. This is a great opportunity not only to provide welcome gifts for the new tenants but also for the Realtor or Management company to give the property owner a Thank-You gift for using their services.

The welcome gifts are usually fairly small, in the \$15 to \$25 range. I've done these for a Real Estate company that handled rentals within an upscale gated community.



Summer Camps

Kids miss home while away at summer camp and Mom and Dad (who were looking forward to peace and quiet) suddenly discover that they miss having the kids around. The short answer for both is a Camp Survival kit.

You can sell Camp Survival Kits individually to the parents but the best way to create a lot of sales is to work out a deal with the camp recruiters. Suggest that a care package be offered as an add-on to the registration fee. When the parents fill out the registration form, they can check whether they wish to add a care package. The convenience of not having to shop, pack, and ship it is a great incentive. Most camps operate on a pretty tight budget so offering to pay commission on the sales of the care packages as a fundraiser for the camp program should help get your foot into the door.

There are many different kinds of camps each summer including church-based ones, 4-H camps, adoption camps, horse camps, sports camps, scouting camps, and many, many more.

You can create this program for camps in your local area or even expand it to a national program.

By working with the different camps, you can include personalization and products that make your Survival Kits valuable additions to their summer camp program.



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Making Corporate Connections in a New World

Part 1 of a 3 Part Series

By Sharon Day

I look forward to helping you navigate the challenges of gaining Corporate Business in the 21st Century with this series that is intended to help you reach, secure and service corporate clients. There are three parts which will cover:

Part One: Have a Plan and Do Your Homework

Part Two: Make Connections and Build Relationships

Part Three: Learn to Toot Your Social Media Horn

PART 1: HAVE A PLAN AND DO YOUR HOMEWORK

We have all heard the quip, “If you fail to plan, you plan to fail.” Well, it is so true. If you are desperately seeking corporate clients, you will need a roadmap to follow so you will be prepared to approach clients with confidence using their industry language, with products that are appropriate and with a working knowledge of the needs and price points the chosen industry is willing to spend.

Having a plan in place puts a laser focus on your goals, your budget for this endeavor and your expectations for a finite time period. It also allows you to do your homework, research and sourcing, with that plan in mind. Here is what I mean.

THE PLAN: If my plan is to **go after Realtors and secure five realtors as regular monthly clients by the end of 2015 with a marketing budget of \$250**, then I can begin to do homework or research. A plan should be that simple, so you can more easily

measure the results and not dilute your efforts with multiple segments of a complicated plan. Keep it clear and concise.

THE HOMEWORK: The homework is where you expound upon or narrow your plan. Who are the successful, full time realtors in the area? What geographic areas or types of housing do they specialize in? What types of gifts do they need and use on a regular basis? How do I reach the realtors that meet my criteria on my budget? What organizations or associations support realtors in the area? Are there affiliate opportunities for non-realtors that would give me access to this industry? Are there secondary industries that would have the same needs as realtors? Who is my competition for realtor gifts in my area?

Once you have answered questions such as these, you can narrow the area of attack and create a timeline and target list.

The next round of homework involves specific research on the narrowed focus and target list of the previous homework. You may choose to narrow your focus by geography, type of specialized housing or any number of segments of the above homework so that you can achieve the desired number of new realtor clients within the time period you have set. This is where you could expand your timeline or implement a Phase 2 of the industry you have targeted.

For example, after collecting data, I might decide, at this time, **to only contact brokers that have offices within 25 miles of my office, who regularly list houses \$500,000 and above.** In my timeline I could note that Phase Two, which I target to start in early 2016 might be to contact agents, or just broker/agency owners. So, you can see, the more homework, research and interviews with realtors you do, the easier it is to see the total picture of an industry. This process can take a while and become daunting if you don't keep narrowing after each bit of research. This process will also allow you to modify and update your plan, become familiar with the lingo of an industry and see a vision that wasn't in your head before. Once you have the desired contacts, you can begin to plan your marketing campaign and begin to design some gifts that you know will meet their needs.

There are so many avenues of research on any industry, including books, white papers, internet research, personal interviews, casual inquiries etc. Never be afraid to ask questions to get the information you need. Your familiarity or lack thereof, of an industry, or who you know in an industry will dictate the length of time it will take to gather the necessary data to move on to the next step, which is Connecting and Building Relationships.

To some, my plan to add five realtors by the end of 2015 might have seemed easy initially. But depending on how long the research takes, even that small number may not be achievable in the time frame you've set for yourself, thus requiring an adjustment to the planned date of acquiring these new clients.

It is vital to have all the information in place before moving on to Step Two: Connecting and Building Relationships. You must possess confidence, industry knowledge and an acumen to speak their language before you begin the next phase.

In closing here are a few tips:

- Make the Plan
- Start the Homework
- Revise the Plan as needed
- Do more homework, interviews, ask questions, read, keep your eyes open
- Revise the plan
- Build your list, decide on the message for marketing, design some gifts

Finally....read next month on Making Connections and Building Relationships.



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The Insider Roving Reporter
For the month of June is
Diane Campbell
Reporting on
Sweet and Snack Expo

Making a plan when attending a show like this is essential to success. If you don't have a plan, you'll end up with bags full of sweets and snacks you have no intent of using and a very heavy load to bring home. For Gratitude Goodies, LLC, we went in with a plan and it delivered.

In both good times and bad, the confection industry remains strong and is even growing by almost 4% over last year. When times are rough, we use chocolate and candy as a way to comfort us, even if it's a little bit. We may not be able to afford the dinner, movie and dessert afterwards but we do like to reward ourselves with a sweet that is affordable. In the good times, we use sweets to celebrate. Most of us have warm childhood memories that involve sweets.

Retro sweets and snacks, driven by the baby boomers, are still going strong but we saw a lot of "BFY" (better for you) trends emerging for the Gen X,Y and Millennial generations as well.

Sour snacks and sweets are everywhere.

Gluten-free is one of the buzz words that people are looking for and manufacturers are using the gluten-free movement to push their products. Don't be fooled by the gluten-free labels that have been added to products such as marshmallows, popcorn, and most candies that have always been gluten free simply because they don't contain wheat.

Popcorn with unique flavors, cotton candy and trendy flavors

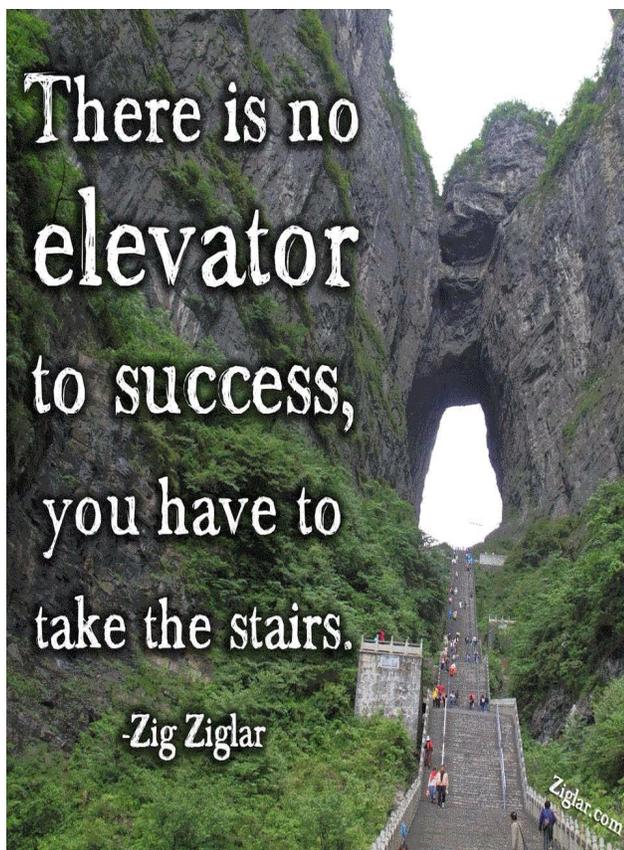


such as sriracha, quinoa, kale and spicy hot are also finding their way into this industry.

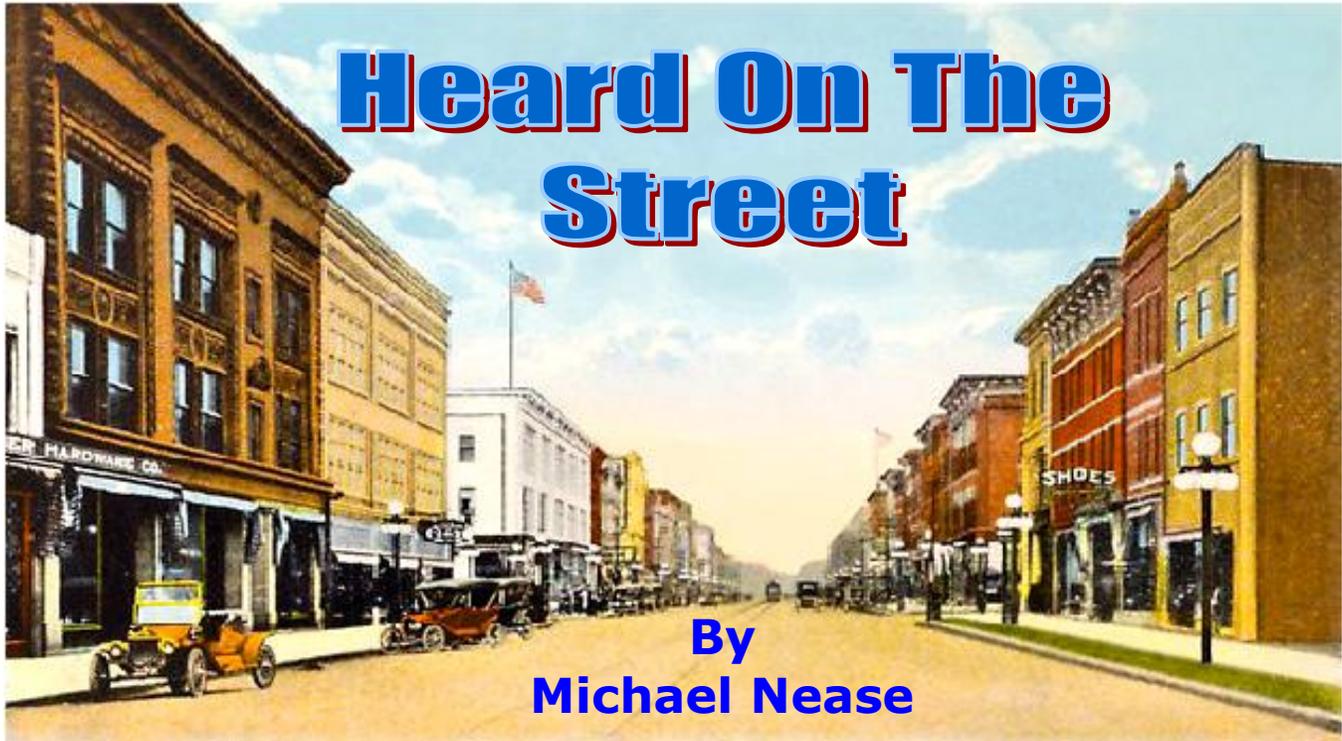
All natural jerky made from salmon, turkey, pork, chicken and beef have a strong presence in the savory category. Gratitude Goodies uses most of these products and flavors in our designs already. We know what sells to the main stream and we select those items that will be here yesterday, today, and tomorrow. It's a fun challenge.

Seasonal sweets and snacks are rising in popularity. Consumers love to use themed sweets for Easter, Halloween, Thanksgiving and Christmas celebrations. Vendors who pay attention to this will win a portion of the profits.

In the chocolate category, chocolate with nuts was the all-around favorite with the most popular nut being almonds. Since people love their chocolate with a healthy, crunchy element, you'll continue to see chocolate with these ingredients added for your enjoyment.



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As a coach, I tell clients that among a long list of attributes there are three key factors in developing a successful gift basket business:

1. You are selling yourself. When your customer has a need for a gift you want a reflex reaction. Call you!
2. Know the numbers better than anyone else, whether we are talking about pricing, buying inventory or any other facet of your business.
3. Think outside the box. Use your imagination to develop and grow your business.

Life is all about relationships. When you are two or three years old you begin networking. At first you are seeking approval from other children. You want to be accepted by your young peers.

Early on in life we develop tendencies that will stay with us all of our lives. Some of us are shy and afraid to reach out. We try to avoid situations where we have contact with others. Others have a vivacious personality and thrive on adding people to our contact pool. The term natural born leader often comes to mind with young children demonstrating these traits.

Can this directness and forthright approach be developed? I would say yes, but it is more likely not to happen. A lot of this tendency to be open comes from being self-confident. Not too much is harder in life than selling a product or concept that we do not believe in ourselves. If we work hard and have supportive people at our side, I believe we can overcome our social awkwardness.

We must build up a positive background, relishing it when others lavish praise on us. Failures need to be put into perspective. They are over and done with. Tomorrow is another opportunity to shine. In other words, think positive in a cup that is half full. If we always feel that everything we do becomes a disastrous event, it will more often than not. We subconsciously sabotage ourselves. The negativity becomes a self-fulfilling prophecy.

You can do it. It will be a success. You are the best at what you do. Transform that droopy-eyed, doomsayer person into a confident, dynamic business person. One alternative is going to work every day and asking customers if they want fries with that burger.

Knowing the numbers means keeping a tight grip on your business decisions. Know how your pricing is structured. Are labor and overhead costs actually included in your specific personal pricing formula, or are they only a vague “in there somewhere?” Why take the lazy way out when it comes to something as basic as determining at what price products you sell are going to be sold?

How often do you consider how you purchase inventory? Are you getting the best costs, including inbound shipping costs? Is your inventory on hand extensive? How about turnover ratios?

Sitting back and taking a half way approach to the numbers will gradually kill your business. Your goal is to maintain the highest possible margin between the selling price and costs on each and every item you sell. If you ignore inventory cost changes, or do not buy at the best cost levels and you tend to put off adjusting prices, you are on a path of inevitable failure.

When you are on top of the numbers and have a sound handle on the numbers that rule your business, it puts you in a position to think outside the box. With your website churning out daily orders, you can market your products to potential customers.

Who do you approach? Why would someone need a gift from me? What if I said approach anyone and imagine what they could do with gifts. Some out of the box examples are:

Banks—new accounts.

Realtors—houses sold.

Waste management or any business—employee of the month.

Law firms—new clients.

Schools—Teacher gifts.

Hospitals—Employee gifts.

Local colleges or universities—thank you gifts for donors.

Weddings—gifts for the wedding party.

Golf outing—gifts for golfers.

Continue the list and include any business you can think of and match it with any gift idea you can imagine. Do you see an end to this? I don't. I see infinite opportunities.

Volunteer to be a “gift expert” for a local newspaper or radio show in a small town. Sell a grandiose gift to someone so they can contribute it to a fund raiser.

Sometimes that “big idea” will hit us as we sleep, take a shower, walk the dog or at just about any moment during the day or night. So as we approach another busy holiday season in a few months, let us reboot our brains and open them wide to imaginative new ideas.

Imagine what potential we have when we look at that proverbial cup and see it as half full. When it looks like it might be only half empty, say hell no! We are ready, willing and able to succeed.

Working together we will find that success! Always remember that all of us are so much stronger than any one of us alone. Let's get ready to kick some butt this holiday season. Can

you imagine a big increase in sales? How will you make that happen? Get to work now! Procrastinating is not going to get it done.

Mike Nease is a 17-year industry veteran who with his wife Bonnie resides in West Chicago, Illinois. Although retired, he is very active as a writer for our Gift Basket Business Insider online magazine, as he sells advertising for the Gift Basket Business Insider, as a Gift Basket Business Coach with both rookie coaching classes and annual programs for seasoned veterans ready to take the "next step", as a sales rep for a growing gift business and as a writer about fantasy football for a major internet website Fantasy Sharks.

The Mayonnaise Jar and Two Cups of Coffee

When is the jar full?

Author Anonymous

When things in your life seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar and the two cups of coffee.

A professor stood before his philosophy class and had some items in front of him. **When the class began, he wordlessly picked up a very large and empty mayonnaise jar and proceeded to fill it with golf balls.** He then asked the students if the jar was full. They agreed that it was.



The professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. **He then asked the students again if the jar was full.** They agreed it was.

The professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. **He asked once more if the jar was full.** The students responded with a unanimous "yes."

The professor then produced two cups of coffee from under the table and poured the entire contents into the jar effectively filling the empty space between the sand. The students laughed.

"Now," said the professor as the laughter subsided, "I want you to recognize that this jar represents your life. **The golf balls are the important things...your faith, your family, your children, your health, your friends and your favorite passions and if everything else was lost and only they remained, your life would still be full.**

The pebbles are the other things that matter like your job, your house and your car.

The sand is everything else...the small stuff. "If you put the sand into the jar first," he continued, "there is no room for the pebbles or the golf balls. The same goes for life. **If you spend all your time and energy on the small stuff you will never have room for the things that are important to you.**

"Pay attention to the things that are critical to your happiness. Play with your children. Spend time with your parents. Visit with grandparents. Take time to get medical check-ups. Take your spouse out to dinner. Play another 18. There will always be time to clean the house and fix the disposal. **Take care of the golf balls first...the things that really matter. Set your priorities. The rest is just sand."**

One of the students raised her hand and inquired what the coffee represented.

The professor smiled. "I'm glad you asked. **It just goes to show you that no matter how full your life may seem, there's always room for a couple of cups of coffee with a friend."**

Thank you for taking the time to read this month's issue of GiftBasketBusinessInsider. We hope that you enjoyed it and found something that will benefit you in either your business or personal life or both.

We'd love to hear from you. Tell us what you think. Send us your ideas, suggestions, photos, and articles. Working alone, we are a little stone in a huge gravel pit. Only by working together can we create a powerful Gift Basket Industry.

See you next month.

Joyce Reid—Publisher