

President's Message:

So, How Is the Business Going?

Are you executing your business plan? Is your strategy successful? You DID make a plan for this year. After all, that is what you were encouraged to do in the Winter issue of *The Stained Glass Quarterly*! If you did not write down some plans for this year, it is still not too late. It is better to “find” a map to get you on track to your destination than to never have one.

Have you registered yet for the 2011 Summer Conference in Syracuse? There is still time! The SGAA Board of Directors voted last month to extend the discount that was originally to be discontinued in March so that everyone has the opportunity to attend the Conference at a reduced cost. The Board did this because it is our responsibility to try to help each of you be successful — and this is the most direct decision we could make to impact your business in a positive way. Find a way to be there. You and your business will benefit from your efforts.

So, let's be realistic. You made a plan and set some goals. You started taking steps to make a difference in your business this year — and you have seen little or no improvement in your business or your future. Where did things get off track?

Well, the SGAA has a plan for you: A Board member of the SGAA came up with the idea that we need a Business Forum for members only, to try to help each other. In order to do so, and to keep your business “your business,” — the Headquarters office will receive e-mails from our members and reconfigure them (no studio names or locations) to be sent to a panel of stained glass experts for suggestions and solutions. This information will be published via an e-mail blast to the SGAA members. The intent is to help our members discover new ideas, unique solutions and assistance by providing decades of experience to those who desire it. This Business Forum will work only if you are committed to



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finding solutions and opportunities for yourself and your business. This can become an important benefit of belonging to the Stained Glass Association of America.

As we continue to face the ever-changing guidelines concerning lead issues, restoration issues, and a host of regulations, we must move toward providing assistance and knowledge to our members. The Stained Glass Association and the Stained Glass School are not only

about education concerning techniques and procedures. We are equally as dedicated to providing support to our members and our industry.

Our industry will be successful only if we are successful. At some point in most of our lives, we discover that we receive proportionately to what we give. The Stained Glass Association of America is in the business of attempting to give our members every opportunity to be successful. In return, the SGAA becomes stronger, and the perception of who and what we are becomes a reality — an organization that gives.

If you have an interest in stained, decorative and architectural art glass, I encourage you to be an active member of the Stained Glass Association of America. I implore your commitment because I know that you will receive opportunities far in excess of your giving. The time is now, and the potential is beyond comprehension. Join me in Syracuse this Summer, and hear and see what the SGAA and the SGAA Stained Glass School are doing to meet the challenges of tomorrow and the years ahead.

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