



# 2008 GHTA Conference

*Prospering in the Age of Globalization & the Internet*

**Nov 20-22, 2008**  
**Sanibel Island, FL**



**GIFT AND HOME**  
Trade Association

# “Near-Final” Thoughts



Some final words from  
our new President:  
Doug Cofiell



# Auction Results

- \$26,100!!!
- \$13,500 last year
- Thanks again to Betsy Harrington and John Keiser!!
- And thanks to all of the donors and winners!



Thanks to  
Enesco!



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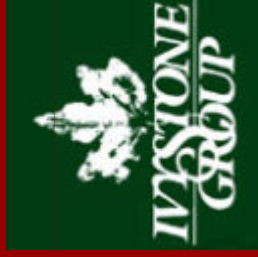


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# Photographer-Trevor Samborski

- To view or to purchase copies of any photos from the conference, go to a special website he will create:
  - All he wants is a “contribution”—you decide how much
  - We’ll get you the URL
- Email Trevor at:
  - [TrevorJamesPhoto@gmail.com](mailto:TrevorJamesPhoto@gmail.com)



# Thanks to the Conference Team!

- Professional Marketing:

- Diane Carnevale Jones
- Jillian Lambert
- Gwen Vryhof
- Paul Bishop

- Volunteers

- Beth Lang
- George Kacic
- Cinda Baxter
- Kelly Dierke
- Marc Rice
- Kelli Kottenstette
- Darcie Townsend
- Brett Goldberg

- Kelly Gunn
- Doug Cofell
- Greg Lambert
- Betsy Harrington
- Trip Van Roden
- Linda Tomb
- John Keiser



And to all of the Presenters and Participants!

# Save the Date!



## 2009 GH&A Conference

**Nov 19-21, 2009**  
**Scottsdale, Arizona**  
**Sheraton Wild Horse Pass**



# Please Volunteer for the 2009 Conference!

- Action Group Chair (selected by President and Board)
  - This year—Ted Teele
- Entertainment (Fun) Committee
  - This year—Beth Lang
- Marketing Committee
  - This year—Kelly Gunn
- Sponsorship Committee
  - This year—Kelly Dierke with Betsy Harrington for the Silent Auction
- Logistics Committee
  - This year—Professional Marketing
- Content Committee
  - This year—Ted Teele

- And for all of the other GHI  
Action Groups!!!



Please write this down:  
Rewiring



# Randy Eller

- 10 years as retail manager
- Russ Berrie
  - Road Rep (1982) all the way to VP, Marketing (1987)
- CBK
  - From first sales person (1988) to President and Partner
  - Sold to Blythe in 2002
- Today
  - Industry Consultant
  - Public Speaker
  - Industry visionary and evangelist



# Grand Finale

(and final thoughts)



“The Key to Prosperity in  
these changing times is  
*Adaptability*”

**-Max Carey  
Keynote Speaker, GHTA 2007 Conference**



# The Three Questions to Deliberate

- *What strategic direction should we take?*
- *What difficult decisions do we need to make?*
- *What skills/capabilities must we develop?*



# Final Exercise

- Please quickly complete the evaluation form (5-10 minutes)
- Please get into groups of two (someone you don't routinely work with) and agree on your top "takeaway" from the conference (7 words or less)
  - One of you will write them down
  - We'll get some volunteers



# Thanks!



# Questions & Answers

