

The making of a successful Franchisee Association takes many driving forces working together for the common good of all the stake holders at all times. There is a strong link between achievement of this and clear overall purpose-specific and concrete objectives with timetables, lines of responsibility and ability to measure the results. Your GGFA Executive Team's sharp focus is always about what is the best for you, the owners, as well as GGI and our supplier partners. My promise to you is that this will always remain a constant.....

Wow – Twenty Twelve! And our first featured Franchisee of 2012 is the 2011 GGI convention award winner of the ...Franchisee of the Year! Mr. Bryce Berry. He is very involved with the GGFA and sits on the Advisory Board and represents the owners on the GGAAC (Gold's Gym Advertising Advisory Council). Please enjoy reading about Bryce and his team in the Jan/Feb issue of The VoicE.

Anyone talking to me lately knows that I am tremendously excited about our new GGFA Regional Workshops in Q1 centering around a higher level of education for our members. "Owning the Customer Experience" presented by GGFA Director Emeritus, Blair McHaney, is going to rock your world! Did you know of VOC (Voice of the Customer) a year ago? You should expect to leave the workshop with a clear plan on how to focus your team on delivering your experience promise. The success and longevity of your company now depends on how your customers view you and the experience they have each and every day. This is a must attend event!

I want to take a moment and thank the tireless GGFA staff. Deborah Collins, Tara DeWees, Marnie Saylor and Sarah Barrett work each day because they love what they do for you and they love the Brand. They are an amazing team that gets it done and they do it right. Thanks Ladies! We could NEVER accomplish what I said in the first paragraph without you.....



And I hope you all have an incredible first quarter. See you soon!

Ginger

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