



Column

Hope

Rosa Eskelund

Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark.



'The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.'
Michelangelo (1475-1564)

I love that poem! I have read this poem many times for my children when they were young but also as they have grown older. I think it carries such an important message. Aim high, not low! Believe you can do it, and you have almost reached your goal. Do not believe in constraints. Refuse to listen to, or let yourself influence by proclamations from those who point out your limitations. Also, remember Einstein's famous remark: 'Great spirits have always encountered violent opposition from mediocre minds.' Hope and faith are important in any endeavor. If you do not believe in it or truly hope for it, it is already lost. Faith and hope gives you strength and courage to continue. Whether the goal is to complete your education, or succeed with a big project, this still applies.

Recently I was on a mini trade show with my beautiful roses, where I met a garden center owner who was considering starting a web-shop with plants, including bare rooted roses. I told him that it sounded like a terrific idea...

A few weeks earlier, we had a naming ceremony at a major convention in Copenhagen where a Danish princess baptized one of our new garden roses. 2,500 women from

around the world visited this convention! In the weeks following the event, I received orders on this new Inner Wheel Forever rose from all around the world, and I thought about how great it would be to have a web site where people could book and pay the roses - delivered from nurseries around the world.

...But let me get back to the garden center owner: I asked him if he would like to include the Inner Wheel Forever rose, as orders came in from all over the world - but the answer was no, his website should only be Danish. 'But how about just including Europe?', I asked. 'There is great demand from the UK and Germany!' Nevertheless, his decision was to settle for Denmark.

I believe that is a rather unambitious target - one that he will probably reach quite fast. Ever since I started developing the Roses Forever brand I imagined and believed that it would become a worldwide brand of roses - and it did! Roses Forever ApS has partners worldwide who grow Roses Forever according to our guidelines, and we continuously see new markets emerge as they get ready and we get ready for it.

Always remember - hope, faith and a strong will lays most of the way.