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## **Gus Sarff 2011**

March 17, 2011 - Front Section

Name: "Gus" - Steven Augustus Sarff III

Title: President

Company: GS Associates, Inc.

Location: 65 Parker Street, Newburyport, MA 01950

Place of birth: Los Angeles, CA

Family: Wife, 2 sons, 1 daughter

College: San Diego State University

First job unrelated to your current field: Solar energy system sales and installation

First job in current field: Project controller, Sheraton Corp. Sheraton Grande, LA

What your firm does now and its plans for the future? Contract purchasing for hotel FF&E and OS&E. Merge with global technology for improving manufacturing, supply chain, marketing, sustainability, and control.

Hobbies: International economics, tennis, golf, wine collecting.

Favorite novel: The Economist - (weekly magazine but reads like a novel!)

Favorite film: Raiders of the Lost Ark

Favorite website: The Bottle Shop

Keys to success: Say what you do, do what you say and always look at yourself honestly. Take calculated risks.

Person(s) you most admire (outside of family): Discoverers, adventurers, revolutionaries who have the courage to risk all for a noble cause.

If you had to choose a different profession, what would it be? College Professor of Economics or wine maker.

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