

# GROWERTALKS

## GT in Brief

12/20/2011

## SAF Welcomes New Members

*Jennifer Zurko*

Leadership for the Society of American Florists (SAF) passed to a new president and officers during the association's annual business meeting at SAF Palm Springs 2011. Beginning a two-year term as president is Robert Williams II, AAF, PFCI, of Smithers-Oasis Company, N.A., in Kent, Ohio.

After accepting the gavel from outgoing president Leo Roozen, AAF, Robert used his first official duty as SAF president to answer a question he said he hears regularly: "What has SAF done for me lately?" He described in detail the depth and scope of SAF's member services and made a strong pitch for becoming active in the association. Robert said he realized the value of participating while at his first SAF convention. Impressed by the quality of the attendees and the program he recalled thinking: "If you want to get the most out of this, Bob, get involved. And if you want to make a difference, serve."

Serving with Williams on SAF's Executive Committee are President-Elect Shirley Lyons, AAF, of Dandelions Flowers & Gifts in Eugene, Oregon; Treasurer Dwight Larimer, AAF, PFCI, of Design Master, Inc., in Boulder, Colorado; and immediate past president Leo Roozen, AAF, of Washington Bulb Company, Inc., in Mt. Vernon, Washington, who is now Board Chairman. SAF Executive Vice President and CEO Peter J. Moran also serves on the Executive Committee.

Newly-elected members of SAF's Board of Directors began three-year terms at the close of the SAF convention:

- Troy Lucht, Plant Source International & Malmberg's Inc., Rogers, Minnesota
- David Mitchell, AAF, Mitchell's Flowers, Orland Park, Illinois
- Shawn Seagroatt, Seagroatt Riccardi, Ltd., Latham, New York

The following newly elected SAF Council Members also began their terms of service:

### Growers Council

- Doug Cole, D.S Cole Growers, Inc., Loudon, New Hampshire
- Michael Klopmeier, Darwin Perennials, West Chicago, Illinois
- Winfred Van Wingerden, Maximum Nursery, Inc., Carpinteria, California

### Wholesalers Council

- Ardith Beveridge AAF, AIFD, CAFA, PFCI, Koehler & Damm Institute of Floristry, Minneapolis, Minnesota
- David Gaul, AAF, D.W.F Wholesale Florists, Denver, Colorado
- Tom Hofeditz, Baisch & Skinner, Inc., St. Louis, Missouri

#### Retailers Council

- Seth Carey, Carey's Flowers, Inc., South Hadley, Massachusetts
- Doug Fick, Broadway Floral Home and Garden, Portland, Oregon
- Tara Prior, Silver Fox Florist, Westlake, Ohio **GT**