

GROWERTALKS

GT in Brief

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New Officers and Chairmen Appointed to AFE Board

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During the American Floral Endowment (AFE) virtual Board of Trustee meeting on September 20, 2021, new officers, executive committee members and committee chairs were appointed.

- Ken Young has been named Chairman-Elect. A 40-year industry veteran, Ken is the owner of Phoenix Flower Shops in Scottsdale, Arizona, and a former Society of American Florists Director. He has served as the Treasurer/Secretary for the past two years, also serving as the Investment Committee Chairman simultaneously. Ken has also served as the Chairman of the Public Relations and Development Committee for the past three years, overseeing AFE's annual fundraising campaigns, and on the Education Committee. Ken will serve one year as Chairman-Elect before becoming Chairman of the Board in September 2022, following Laura Shinall's two-year term.
- Greg Royer is now Treasurer/Secretary. As owner of Royer's Flowers & Gifts in Lebanon, Pennsylvania, Greg has been in the retail floral industry for over 42 years. He was appointed to AFE's Board of Trustees in 2015 and has served on AFE's Education Committee and Public Relations and Development Committee. Greg became Education Committee Chair in 2017 and will continue his chairmanship while also serving as AFE's Treasurer/Secretary for a two-year term. As Treasurer, he'll also Chair the AFE Investment Committee.
- David Garcia of The Pete Garcia Company/Garcia Group in Atlanta, Georgia, joins the Executive committee as he takes over the role of Public Relations and Development Committee Chair previously held by Ken Young. He joined the AFE Board in 2015. David also serves on the Floral Marketing Fund Committee.
- Pat Dahlson, CEO of Mayesh Wholesale Florist for 30 years in Los Angeles, California, joins the Executive Committee and becomes the new Chairman of the Floral Marketing Fund Committee previously held by Dwight Larimer. He's also a current Board Member of CalFlowers and past President of the Wholesale Florist & Florist Supplier Association. He joined the Endowment Board in 2016 and also serves on the Education Committee.
- Dwight Larimer of Design Master Color Tool, Inc. will be leaving the Executive Committee, but remains on the Board of Trustees as an Emeritus Member. Dwight served as AFE Chairman in 2016 and 2017 after serving as a Trustee for six years. Additionally, he's served as Chairman of AFE's Vic & Margaret Ball Internship Committee and the Education Committee, as well as serving as Chairman of the Floral Marketing Fund Board of Directors and Committee.

Four trustees also have been appointed to a second three-year term on the board: Bill Foster, BioWorks; Steve Frye

of Baisch & Skinner; Mauricio Jaramillo, Sole Farms; and Art Van Wingerden of Metrolina Greenhouses.

To see a complete list of AFE's Trustees, go to endowment.org/about-american-floral-endowment-afe/board. **GT**