

# GROWERTALKS

## GT in Brief

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### SAF CEO Peter Moran to Retire

*Chris Beytes*

Thirty-three years fly by when you're having fun! Not sure if Peter Moran feels that way, but we wouldn't be surprised if he looks back with a smile at his long career with the Society of American Florists (SAF), including 26 years as the trade association's executive vice president and CEO. Peter will be retiring at the end of the year.

Named to take over his post is Kate Penn, currently chief content officer and editor-in-chief of SAF's flagship publication, *Floral Management*. Kate, who has 30 years with SAF herself, will assume the role of CEO effective November 1, after which Peter will help work through the transition through the end of the year. COO Drew Gruenberg removed himself as a potential candidate for the position, as he plans to retire within the next two years.

Peter joined SAF in 1985, and became SAF's executive vice president and CEO in 1991. During the next 26 years, he oversaw several significant changes at the association, including the implementation of a strategic plan that shifted SAF from a segment-driven organization to one guided by its key objectives of providing government advocacy, business guidance and consumer marketing.

Peter has led several efforts to put flowers in the consumer spotlight, including his oversight of SAF's involvement in coordinating the floral décor for four presidential inaugurations. More recently, he led the SAF board in leveraging the association's headquarters, which the industry purchased in 1983, for the benefit and future of the association: In April 2016, SAF sold the building and purchased more cost-efficient space less than two miles away in Alexandria.

"There is nothing that could have been more professionally fulfilling for me than being CEO of SAF, said Peter. "I am very pleased that I am able to leave SAF with an extremely talented, passionate staff and in a solid financial position with a strong balance sheet." **GT**