

GROWERTALKS

GT in Brief

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AFE Appoints New Chairman and Trustees

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The American Floral Endowment (AFE) announced that Jim Daly, VP of Floralife/Smithers-Oasis has been elected to serve a two-year term as AFE Chairman. His appointment began during the AFE Annual Fundraising Dinner in Palm Springs, California.

Jim replaces Dwight Larimer of DESIGN MASTER color tool, Inc. who served as Chairman for the past two years and will remain on the Board for two additional years as past chairman. Jim joined the AFE Board in 2012 and since that time has served on the AFE Research Committee. Most recently he has served as Chairman of the Research Committee.

AFE also appointed four new industry members to its Board of Trustees. All will serve a three-year term and can be re-appointed for a second term. AFE Trustees are industry leaders who give their time and talent to help guide Endowment activities and programs benefitting the industry. All will also be appointed to a committee on either education, public relations and development, research or the Floral Marketing Research Fund.

- **Mauricio Jaramillo** is the President and CEO of Solé Farms in Miami, Florida.
- **Bill Foster** has been the President and CEO of BioWorks, Inc. in Victor, New York, for over 20 years.
- **Steve Frye** has been in the floral industry for 40 years and currently serves as the Vice President of Basich and Skinner, Inc. in St. Louis, Missouri.
- **Art VanWingerden** is one of the co-CEOs of his family-run business, Metrolina Greenhouses, in Huntersville, North Carolina.

Completing their term on the AFE Board in September are Gabriel Becerra, past AFE Chairman and FMRF Chairman, and Eric Levy of Hillcrest Gardens. To see a complete list of AFE's 20 Trustees, visit endowment.org.

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