



NEWS

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Ten Members Receive AAF Designation at SAF Palm Springs 2007

ALEXANDRIA, Va. — September 27, 2007 — The Society of American Florists inducted ten outstanding industry members to the prestigious ranks of the American Academy of Floriculture (AAF) this year. “Cumulatively, these folks have dedicated almost 250 years to the floral industry,” says Wanda Weder, AAF, chairman of SAF’s Awards Committee, of Highland Supply Corporation in Highland, Ill. “We’re proud to recognize their achievements and their commitment to the Academy’s high standards of service.” The honorees were officially inducted into the Academy during the Industry Awards Dinner at SAF Palm Springs 2007, the association’s 123rd Annual Convention in Palm Springs, Calif.

Since 1965, the Academy has sought to encourage, measure and recognize professionals - - retailers, wholesalers, growers, educators, scientists, designers and allied business people -- who have committed their time and energy to the floral industry and their community. The AAF’s 2007 honorees include:

- **Mi Lee Berry, AAF**, manager/designer of Wesley Berry Flowers in West Bloomfield, Mich.
- **Paul Brockway, AAF**, secretary/treasurer of Conklyn’s Florist in Alexandria, Va.

- **Teresa “Jo” Buttram, AAF, AMF** owner/president of Shirley’s Flowers, Inc., in Rogers, Ark.
- **Lorraine Cooper, AAF, AIFD, ICSF, NCSF**, owner of Brady’s Floral Gallery in Scottsdale, Ariz.
- **Charles “Chuck” Johnson, AAF**, national accounts/trade relations manager of Smithers-Oasis North America in Kent, Ohio
- **Eric Nissen, AAF**, vice president and owner of Sunshine State Carnations in Hobe Sound, Fla.
- **Heather Platt, AAF, AIFD**, owner of Grower Direct in Edmonton, Canada
- **Kevin Priest, AAF**, president of Cleveland Plant and Flower Company in Parma, Ohio
- **Rodney “Rod” Saline, AAF**, president of Engwall Florist and Greenhouses in Duluth, Minn.
- **Linda Zoerb, AAF**, president of La Crosse Floral Company in La Crosse, Wis.

For more information on AAF or a membership application, visit www.safnow.org > About SAF > AAF, or contact SAF at (800) 336-4743. Contact Shelley Estersohn at (800) 336-4743, or sestersohn@safnow.org for photographs from the SAF 2007 Industry Awards Dinner. A brief biography of this year’s inductees follows:

Mi Lee Berry, AAF

Manager and designer at Wesley Berry Flowers in West Bloomfield, Mich., Berry has been in the floral industry for 12 years. A representative on Teleflora’s Top Member Shop Committee from 2004-2006, she also is a member of the FTD Design Advisory Board, an instructor at the Professional Florists’ Institute in West Bloomfield and a member of the Michigan Floral Association.

Outside of the industry, Berry has been involved in various community projects, including West Bloomfield’s “United We Walk” program, honoring Dr. Martin Luther King, Jr., and the Michigan Adopt-a-Highway Program. She also is a member of the Doherty Elementary School PTA.

Paul Brockway, AAF

Brockway is secretary/treasurer of Conklyn’s Florist in Alexandria, Va., and has been in the floral industry for 26 years. He sits on SAF’s board of directors and Retailers Council, and has served on SAF’s Technology, Member Services, *Floral Management* Advisory and PFCI Committees. Brockway also has been part of several SAF Presidential Inauguration Warehouse Teams, and each year offers delivery and support for SAF Congressional Action Days. A member of Teleflora’s RTI Advisory Board, Brockway has been a member of the Mid-Atlantic Florist Association and the

Chesapeake Floral Association. In 2004, he was awarded Metropolitan Florists Delivery Cooperative's Distinguished Service Award.

Involved in his local community, Brockway has served as treasurer, Web master and secretary of the Clover-College Park Civic Association and was the board liaison for the Taylor Run Improvement Project, a creek clean-up project. He graduated from the University of Maryland with a bachelor's degree in communications.

Teresa "Jo" Buttram, AAF, AMF

A 27-year industry veteran, Buttram is owner and president of Shirley's Flowers, Inc., in Rogers, Ark. She currently serves on SAF's *Floral Management* Advisory Committee and is a former member of the Retailers Council and Consumer Marketing Committee. A member of the Southern Retail Florist Association, she also has served as a board member and president of the Ozark Florist Association and the Arkansas State Florist Association. She served as a unit board member of Teleflora in 2003. Buttram received the Ozark Florist Association's Award of Merit in 2002, and the 2006 Arkansas Florist Association's Bill Plummer Distinguished Service Award for commitment, dedication and service to the industry.

Active in her local community, Buttram served on the Steering Committee for the Challenge of Champions Charity event (2000-2003) -- for which she won Volunteer of the Year in 2002. She also was decorating chairman for the Cancer Challenge Charity Event from 1996-1999, and has been a board member for the Rogers and Wal-Mart Swim Clubs and the Unity Church. The city of Rogers awarded her its Beautification Award in 2004.

Lorraine Cooper, AAF, AIFD, ICSF, NDSF

Cooper is the owner of Brady's Floral Gallery in Scottsdale, Ariz., and is a 24-year industry veteran. She served on the SAF Convention Design Team since 2003 and was a member of the SAF Presidential Inauguration Design Team in 2004. She also is an active member of the American Institute of Floral Designers (AIFD).

Outside of the floral industry, she has been a volunteer with the Desert Hills Presbyterian Church and has participated in the Tatum Highlands Clean Up Your Town, a yearly community beautification project. Cooper graduated from Langside College in Glasgow, Scotland, with a degree in floristry and horticulture and currently teaches for the Mini Museum/School art education program.

Charles Johnson, AAF

Johnson is the national accounts/trade relations manager for Smithers-Oasis North America in Kent, Ohio. He has spent more than three decades in the floral industry and currently sits on the SAF Awards Committee. His company is a member of the American Floral Endowment (AFE) and the Wholesale Florist & Florist Supplier Association (WF&FSA) and a partner in AIFD. Johnson served on the Colorado Floriculture Foundation's board of directors until 2003 and currently serves on the board of the Wholesale Florists of Colorado. In 1998, he received AIFD's Award of Merit -- Industry for his contributions to the industry.

In his community, Johnson is a past board member of the Green Mountain Swim Club and a past talent supervisor for KRMA-TV Channel Six-PBS. A former U.S. Navy pilot, he graduated from Colorado State University with a bachelor's degree in floriculture.

Eric Nissen, AAF

Vice president and owner of Sunshine State Carnations, Inc., in Hobe Sound, Fla., Nissen has been working in the floral industry for 23 years. He is a past SAF board member and has served on SAF's Growers Council and chaired the Convention Committee.

Nissen also has served as a panelist at several SAF conventions and is a member of the Florida Nursery, Growers & Landscape Association (FNGLA).

A graduate of Rollins College in Winter Park, Fla., with a bachelor's degree in business administration, he is a current board member of the Martin County Farm Bureau and also has served as its president. He was an assistant coach for Jupiter Athletics JTAA and a Cub Scouts den leader.

Heather Platt, AAF, AIFD

Platt is owner of Grower Direct in Edmonton, Canada, and has been in the floral industry for 13 years. Her shop won a Consumer Choice Award for Best Flower Shop in the City in 2005-2006, and she is a member of Flowers Canada. She is a director of the Northwest chapter of AIFD's board of directors, and was an aid at a design show the chapter put on in 2006.

Platt was a secretary for her Rotary group for four years, which has allowed her to get involved with many different charities. She is a PTA secretary, a Scouts Canada leader and a trainer with Operation Red Nose, a program that helps keep impaired drivers off the road during the holiday season. She also has spoken at nursing homes about SAF's Flowers & Seniors Study, which shows that flowers help senior citizens cope with the process of aging.

Kevin Priest, AAF

President of Cleveland Plant and Flower Company in Parma, Ohio, Priest has been in the floral industry for 30 years. He currently is on SAF's board of directors and is a member of the Wholesalers Council and Member Services Committee. A past board member of WF&FSA, Priest is a member of OFA and was a board member of the Cleveland Florists Association. He also served as town meeting director for the now defunct PromoFlor, a national program to promote cut flowers.

Outside the industry, Priest has coached local baseball and soccer teams, volunteered for Habitat for Humanity and served as a deacon at Bay Presbyterian Church. He also served for five years on the board of directors of From Thy Bounty, a homeless outreach fellowship.

Rodney Saline, AAF

Saline has been in the floral industry for more than 33 years and is president of Engwall Florist and Greenhouses in Duluth, Minn. He is SAF's president-elect and has served on SAF's board of directors, *Floral Management* Advisory Committee and Retailers Council. He also has served on Teleflora's National Advisory and RTI Advisory boards and on the North Central Florist Association's board of directors.

Saline is a member of numerous local organizations, where he has held many leadership positions, including the Rotary Club of Duluth, the Duluth Area Chamber of Commerce, the First Methodist Church, the Duluth Area Vocational Technical Institute, St. Ann's Residence and the Northwood Children's Home.

Linda Zoerb, AAF

Zoerb, president of La Crosse Floral Company, Inc., in La Crosse, Wis., has been active in the floral industry for more than 20 years. A current member of OFA's Finance Committee and former board member, she has chaired the Retail Florist Committee and served on its Membership and Interior Plantscape Committees. She is a member of the

American Nursery and Landscape Association (ANLA), the Perennial Plant Association, and the Wisconsin Upper Michigan Floral Association (WUMFA). Zoerb currently serves on WUMFA's Certification Committee and has chaired its Education Committee. In 2006, she was the first runner up to the Designer of the Year at OFA's design contest.

In her community, Zoerb has served on the board of directors for the La Crosse Area Convention & Visitors Bureau, the Rotary Club of La Crosse, the Gundersen Lutheran HMO, the La Crosse Choral Union and the La Crosse Chamber Chorale, of which she has also served as president and treasurer. She received the Rotary's Paul Harris award for community service in 1997. Zoerb graduated from Carroll College in Waukesha, Wis., with a bachelor's degree in biology.

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The Society of American Florists is the association leader for all segments of the floral industry including wholesalers, growers and retailers. SAF is proud to provide marketing, business and government services for more than 12,000 participants in the U.S. floral industry.