



NEWS

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SAF's Drew N. Gruenberg Receives 2007 John H. Walker Award

ALEXANDRIA, Va. – Sept. 27, 2007 – Drew N. Gruenberg, Chief Operating Officer of the Society of American Florists (SAF), was presented the 2007 John H. Walker Award on Sept. 27 at the Industry Awards Dinner during SAF Palm Springs 2007, SAF's 123rd Annual Convention in Palm Springs, Calif. Named in honor of SAF's former long-time Executive Vice President, the John H. Walker Award recognizes floral industry executives for the role they play as leaders in the industry.

Gruenberg began his career at SAF more than 25 years ago, as the writer/editor. He was instrumental in developing SAF's first "late-breaking" (bi-weekly) newsletter, *Dateline: Washington* (now called *Dateline*), to keep members up to date on SAF and industry news. To complement the industry and SAF news coverage, Gruenberg helped launch SAF's monthly magazine, *SAF Magazine* (now called *Floral Management*), in the early 1980's, which gave the association the flagship publication it had wanted for so many years.

Perhaps because of his journalism roots -- he has an M.A. from the University of Maryland -- Gruenberg's aptitude for understanding and communicating even the most

complex floral industry issues have made him an asset to many facets of the organization and the industry. After running SAF's various publications, he took on a bigger role in bringing SAF's perspective to members and organizations throughout the industry – and vice versa -- as Vice President of Industry Relations. Since the mid-90s, Gruenburg has shared his insight into floral industry trends as a member of the Seeley Conference Board of Directors, where he has not only been a key contributor to Seeley Conference programs, but also a conference leader.

Since 1992, he has steered one of the association's more complex and critical strategic initiatives, government relations. As SAF's vice president of government relations, he provided guidance and support on key floral initiatives, including immigration reform, affordable healthcare, estate tax reform and ongoing efforts to gain funding for the Floriculture Research Initiative. Gruenburg has been instrumental in developing a strong government relations team that is well recognized on Capitol Hill and with key federal agencies.

“Drew has worked tirelessly to make sure the lingo inside the beltway is translated to common language which business owners can understand,” says SAF's CEO Peter J. Moran. “He has worked with his team for years to ensure Congressional representatives gain an understanding of the impact that legislation has on the floral industry.”

Gruenburg played a significant role in the growth of SAF's annual Congressional Action Days, which is now in its 27th year. Members of Congress and their staff confirm that it is among the top three most popular receptions on the Hill.

Since 1998, Gruenburg has been responsible for overseeing internal operations at SAF, as Senior Vice President – in addition to managing the government relations, meetings and member service departments – and just this past year, he was promoted to Chief Operating Officer.

Gruenburg is a member of the American Society of Association Executives, Society for Human Resource Management, and the World Future Society.

Gruenburg has a B.A. in American Studies from Washington College and an M.A. in Journalism from the University of Maryland.

For more information or to nominate an industry member for SAF's John H. Walker Award, visit www.safnow.org/awards or contact SAF's Debi Aker at (800) 336-4743; daker@safnow.org. For photographs of the 2007 Industry Awards Dinner, contact Shelley Estersohn at (800) 336-4743, or sestersohn@safnow.org.

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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.