



Press Release

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WF&FSA Elects 2007 Leadership

ANNAPOLIS, MD, February 23, 2007 – The Wholesale Florist and Florist Supplier Association (WF&FSA) elected new officers during its Annual Business Meeting held February 23 at the Phoenix Convention Center, Phoenix, AZ

President

David Garcia was elected WF&FSA president after serving as second vice president last year. Garcia is president of the Pete Garcia Company in Atlanta, GA, and vice president of the Garcia Group, Inc. The Pete Garcia Company offers an expansive array of floral hardgoods offered through wholesale distributors worldwide.

Garcia grew up in the floral industry, visiting wholesale houses and helping behind the scenes until he became a paid employee in his mid-teens. Upon graduating from the University of Georgia School of Business in 1982, he joined the Pete Garcia Company in management training.

First Vice President

William (Bill) LaFever was elected to serve as WF&FSA First Vice President. LaFever is president of the Bill Doran Company, a regional importer and wholesaler of fresh cut flowers, hardgood supplies and plants in Rockford, IL.

After graduating from the University of Notre Dame with degrees in business finance and computer science, LaFever pursued a career in business management and systems consulting with a "Big Five" accounting firm. Since LaFever joined the family business in 1995, the Bill Doran Company has moved eight of its distribution facilities into new, modern facilities and acquired two floral wholesale companies, resulting in the addition of four branch locations. LaFever has served on the WF&FSA Marketing and Communications Committee and is a member of the Young Executives Network.

Second Vice President

Gary Doran was elected to serve as WF&FSA Second Vice President. Doran is president and chief operating officer of Kennicott Brothers Company, a wholesaler and importer of fresh flowers, green and potted plants, foliage, florist supplies and permanent flowers in Chicago, IL.

Doran grew up in his family's wholesale florist business, the Bill Doran Company, where he worked for 13 years after graduating from the University of Notre Dame. He left the company in 1983 and worked as a consultant for two years before joining Kennicott



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Brothers as corporate supply manager and secretary-treasurer. In 1993, he was named general manager and became president and COO in 1999.

An active member of the International Floral Distributors, Doran served on its steering committee from 1998 to 2000 and was treasurer from 1998 to 1999.

Treasurer

Paul Fowle was appointed WF&FSA Treasurer. He is a senior financial analyst for Delaware Valley Floral Group in Sewell, NJ.

After 14 years in operations at Delaware Valley, Fowle moved into the finance department where his key responsibilities are budget preparation and tracking, costing and customer profitability, and new business development.

Fowle also is a member of the Young Executives, the WF&FSA Education Committee and the Society of American Florists. A graduate of Rowan University in Glassboro, NJ, Fowle earned his M.B.A. degree from Penn State University. He currently teaches business courses as an adjunct professor at Rowan University.

AT-Large Regional Director

David Armellini was elected for At-Large Director. He is president of Armellini Industries, Inc., Palm City, FL. He worked part time while attending school and later full time after his graduation from college in 1984. Armellini's vast experience from working maintenance to floral transportation sales prompted his promotion in 1993 to Executive Vice President over Sales and Marketing for Armellini Express Lines, Inc. Later his responsibilities covered Corporate Sales and Marketing for all subsidiaries.

Armellini is an active community leader in Martin County where he currently holds the position of Executive Board Member for St. Michael's Independent School. He is also a member of several industry related organizations, including the Young Executives of WF&FSA, The Society of American Florists Government Relations Committee and the PMA Floral Data Standard Committee.

Pacific Regional Director

Hans Brand was elected Pacific Regional Director of WF&FSA. In this position, Brand will serve as a member of the WF&FSA board of directors representing Association members in California, Oregon, Hawaii and Washington.

Brand is the founder and president of B & H Flowers, Inc., Carpinteria, CA.

Brand moved from Holland to California with his family in 1985 and started B & H Flowers. Hans has served on the Board for the Santa Barbara County Flower & Nursery Growers. He currently serves on the Executive Committee for the California Cut Flower Commission and the California Association of Flower Growers & Shippers (Nor Cal) Transportation Committee.



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In 2006 Brand received the Paul Harris Award from the Carpinteria Morning Rotary Club.

North Central Regional Director

Charles E. (Chuck) Macuga, III, was elected North Central Regional Director of WF&FSA. In this position, Macuga will serve as a member of the WF&FSA board of directors where he will represent Association members in Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan and Indiana.

Macuga is vice president of Cleveland Plant & Flower Co. headquartered in Parma, OH. The company has ten locations in addition to the Parma location.

Macuga started with the company in 1974 as a sales person and in 1990 became one of three officers responsible for the administration of the company. His responsibilities today include general corporate administration with concentrations in Information system administration, technologies, advertising, promotion, policy manual issues and non-perishable product issues.

Macuga is also a commercial licensed pilot with thirty-five years of flight experience.

WF&FSA's remaining board members are: Billy L. Hardin, Immediate Past President, Juan Cock-Londono, Uniflor Colombia/Liberty Blooms, Rionegro, Colombia, International Regional Director; Clay Sieck, Claymore C. Sieck, Mid-Atlantic Regional Director; Colleen Taber, Gardens America, Southeast Regional Director; Nick Fronduto, Jacobson Floral Supply, Inc., Northeast Regional Director; Jim Haley, Pike Peak of Texas, Inc., Inter-Mountain Regional Director; and Jim Wanko, Executive Vice President. When a Chairman is named to the Young Executives Committee that person will also become a member of the board of directors.

WF&FSA is a dynamic business organization dedicated to providing members with the information, services and support they need to remain competitive in today's constantly changing market. The Association offers a wide variety of programs and activities to support its mission of enhancing networking and business opportunities for all floral wholesale distributors and suppliers.

WHOLESALEERS. Because it takes more than flowers to grow your business.®

WF&FSA

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