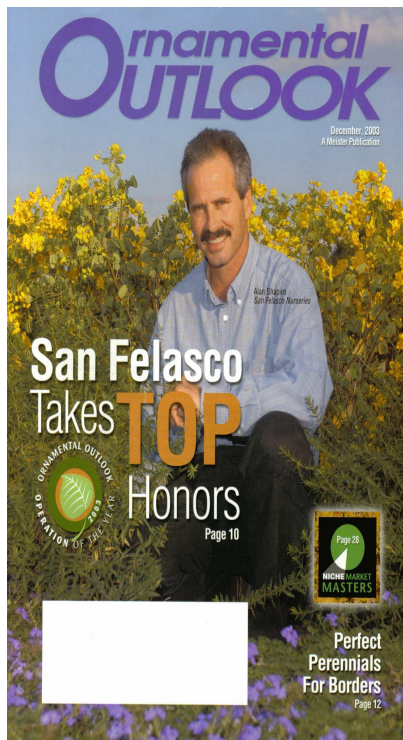


Alan Shapiro Becomes Columnist for *Ornamental Outlook Magazine*

Starting in January of 2008, Alan Shapiro began writing a regular column for *Ornamental Outlook* magazine entitled "Talking Dirt". The focus of the monthly column is the problems that growers face. In each issue, a different challenge is presented with possible suggestions for courses of action.

Alan Shapiro Writing Articles for *Ornamental Outlook* 2006-07

Over the last few years, Alan Shapiro has contributed several articles that have appeared in *Ornamental Outlook Magazine*, a regional publication for the nursery trade. Some of the titles include "My Favorite New Plants All Seem to Come From Texas", "Wholesalers Should Learn from Retailers How to Market Their Product", and "New Hybrid", a story about the Floriculture Field Day.



Grandiflora (San Felasco Nurseries, Inc.) Takes Top Honors in 2003

San Felasco Nurseries, Inc. was named the Operation of the Year by *Ornamental Outlook* magazine in its December 2003 cover story. A two page article praised the nursery's association participation, community outreach, innovative ideas, recycling policies, diversity of product, and talented staff.

The award was announced and presented at a gathering of industry leaders at FNATS in September 2003.

Alan Shapiro Guest Editor for *NM Pro* Feature

NM PRO Magazine, March 2004

Alan Shapiro guest-edited a section of *NM Pro* magazine featuring horticulture in the state of Florida.



Putting Perennials on a Pedestal

Ornamental Outlook, Sept. 2001

Editor Michael Allen commented on the upcoming Perennial Field Day at Grandiflora (San Felasco Nurseries).

2000 Top 100 Growers List

Ornamental Outlook

San Felasco Nurseries made the Top 100 Growers List again.

1999 Top 100 Growers List

Ornamental Outlook, 1999

SFN was named to *Ornamental Outlook* magazine's list of the top 100 growers in the region.

1998 Top 100 Growers List

Ornamental Outlook, 1998

SFN was named for the first time to the magazine's list of the region's top 100 growers

FNGA's 46th Annual Meeting

Landscape & Nursery Digest, August 1997

Grandiflora/San Felasco owner and FNGA President Alan Shapiro was mentioned in this article commemorating the association's 46th anniversary and the first in its new office building.

Annual Perennial Field Day

Ornamental Outlook, October 1997

This article focused on San Felasco's successful Perennial Field Day and open house.

FNGA on the Move

January 1997 Cover Story in *Ornamental Outlook Magazine* focused on incoming FNGA President Alan Shapiro's plans for the association.



Gingers

Southern Living, August 1996

Southern Living editor Steve Bender visited the house of Alan and Ellen Shapiro, owners of San Felasco Nurseries, and their photographer shot many pictures of the Shapiro's yard. In this multi-page photo spread, *Southern Living* focused on the landscaping uses of ginger lilies.