

FOUNDATION STAFF EXHIBITS WINNING HIGH SCHOOL ARTWORK AT GLOBAL AIDS FUNDRAISER

Friday, February 29, was not an ordinary night. A huge event occurred in a large room with more than 250 people, mostly under 30, and it was all for HIV/AIDS.

The Flowers Heritage Foundation (FHF) staff and some devoted volunteers joined medical and pharmacy school students at the Third Annual MOSAIC Cultural Show, a fundraiser benefiting the Global HIV/AIDS Action Network. The event was co-sponsored by University of California at San Francisco American Medical Student Association, Native American Health Alliance, School of Pharmacy Project HIV, and The Cultural Enrichment Fund.

Foundation staffers displayed 17 winning pieces of artwork from the 2007 Don't Turn Your Back On AIDS Art Competition throughout the reception

area leading to the auditorium. Every attendant viewed the exhibit. FHF staff shared information on the Program goal for increasing HIV/AIDS awareness and prevention among high school students, a high-risk, increasingly infected target population. They recruited volunteers for future Foundation activities and invited others to join our mailing list.

Viewers expressed their amazement with the collection. Some of the comments included, "This is awesome talent, and it's hard to believe these were done by high schoolers." "You folks serve the public in an amazing way by making this possible." "You should take your program to schools all over the country!"

The doors opened at 5:30 PM and guests scurried in over the next hour. Local restaurants catered the occasion with Asian cuisine, café and deli treats,

various salads, and pastries. Student talent performed musical pieces, vocal and piano, spoken word recitations, East Indian dance, a contemporary hula dance, a Capoeira demonstration, and belly dancing as a few.

All proceeds for the event were donated to the Obafemi Awolowo HIV Clinic in Nigeria, West Africa, the Clinica Martin-Baro, the Native American Health Alliance and the Native American AIDS Project.

For several weeks prior to the event, the Foundation borrowed winning art pieces from owners who bid on and purchased the art at the December 1, 2007 World AIDS Day Ceremony held at the Yerba Buena Center for the Arts. The Foundation is grateful to those who volunteered to loan their valuable art for this event.

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 **FLOWERS**
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FLOWERS HERITAGE FOUNDATION BOARD OF DIRECTORS APPOINTS NEW EXECUTIVE DIRECTOR

AIDS Activist Gregory W. Edwards to Lead the Foundation's Fundraising Efforts and Education Programs



OAKLAND, CA, February 26, 2008 – The Flowers Heritage Foundation (FHF) Board of Directors today announced its appointment of Gregory W. Edwards, Ed.D. to the role of Executive Director. In this position, Dr. Edwards will be responsible for fundraising efforts and furthering the foundation's education and awareness programs, including "Bridge the Gap" and "Don't Turn Your Back on AIDS."

Dr. Edwards most recently served as vice president of health services for Housing Works, Inc., the nation's largest community-based HIV/AIDS organization in New York City. With extensive experience in administration and management consultancy, Dr. Edwards brings a passion for results and productivity; diplomacy, sensitivity and compassion, and a reliable expectation for achieving excellence in outcomes.

"Greg's robust experience working with public health officials, educators, civic organization officials and activists on various HIV/AIDS programs combined with his passion for supporting community and public health initiatives for underserved communities will be a great asset to the Flowers Heritage Foundation," said Sylester Flowers, Founder of the Flowers Heritage Foundation. "The need for programs that promote education and awareness about HIV/AIDS has never been greater. We are lucky to have Greg join us at this exciting time."

A native St. Louisianan, Edwards earned an undergraduate degree and masters in counseling psychology at Washington University in St. Louis. After gaining professional work experience, Dr. Edwards graduated from Harvard University with masters and doctoral degrees in management and organization development.

Dr. Edwards has successfully managed and implemented numerous HIV/AIDS programs, including direct services for clients, professional development for public health officials and advisory boards and clinical trials projects in conjunction with medical professionals and executive healthcare managers. He has conducted strategic planning programs and managed planned change efforts with public health educators and civic organization officials, scholars and activists on issues related to HIV/AIDS throughout the country.

Additionally, Dr. Edwards served on the San Francisco HIV-CARE Planning Council and under the United States Congressional Black Caucus where he developed minority community organizations as the Pacific-West regional HIV Resource Specialist. Further, he consulted with the New England chapter of the National Association for the Advancement of Colored Peoples (NAACP) in addressing issues related to HIV/AIDS education and prevention programming for underserved, African-American communities.

SAVE THE DATE

Don't Turn Your Back on Aids
Student Art Competition
World AIDS Day Weekend
Yerba Buena Center for the Arts
Saturday, November 29, 2008
Art Exhibition 2:00 – 4:00 pm
Award Ceremony 4:00 – 5:00 pm

CALLING ALL VOLUNTEERS

Our volunteers are the backbone of the success of all of our programs. If you are interested in supporting Flowers Heritage Foundation with your time and energy **THANK YOU!** Please contact Mark Winter at 510-587-2662.

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ONE MILLION CONDOM GIVEAWAY PROJECT REACHES OUT BEYOND THE BAY AREA AND TO AFRICA

Everyone is affected by the HIV/AIDS epidemic. Fact: the disease threatens youth, adults, men and women, all races and everywhere. A single hope for overcoming the HIV/AIDS epidemic is found in overcoming barriers to contain it.

The Flowers Heritage Foundation understands the critical importance HIV/AIDS prevention plays and offers protection to individuals and communities both locally and internationally. The Foundation's Condom Giveaway Project serves as an active effort to this end.

Goal: Give away 1 million condoms to as many people as possible as a preventive public health service. During one week alone, in March, the Condom Giveaway Project gave out more than 300,000 condoms to various Bay Area HIV/AIDS service and community-based organizations and a faith-based organization with a donation to Africa.

Nationally, we donated condoms to the Tulare Community Health

Clinic, and the San Francisco AIDS Foundation (SFAF), Black Coalition on AIDS (BCOA), the HIV Education and Prevention Project of Alameda County (HEPPAC), the Pangaea Global AIDS Foundation, Shanti, the Haight Asbury Free Clinics (HAFC), The Pacific Growth Center, Bayview Hunters Point Foundation, Project Achieve (New York), and the Fort Bend Family Center (Texas).

Abroad, the Foundation partnered with Oakland's Allen Temple Baptist Church – AIDS Ministry and shipped condoms to Zimbabwe. The Foundation joined in with other AIDS

charities, NGOs, and commercial businesses in filling a huge bin stationed in the parking lot at Our Savior Lutheran Church, Lafayette, California.



Both the San Francisco AIDS Foundation (SFAF) and Get Screened Oakland (GSO), Oakland Mayor's Office partnered with

us as distributors to promote our project and ensure condoms reached more organizations.

The mission of the Flowers Heritage Foundation is to serve the underserved and help the most fragile among us. The Condom Giveaway Project offers care, prevention, and protection in its efforts to heal the world of HIV/AIDS, even if only by one condom at a time.



Living Positive-ly Performance



Omulu Capoeira Group



DTYBOA Art Exhibition at MOSAIC

ABOUT RAMSELL HOLDING CORPORATION

Ramsell Holding Corporation is the parent company to three healthcare related businesses, as well as an information technology company and a real estate management and investment business. The Ramsell family of companies is committed to serving the underserved and improving the lives of the most fragile among us. Every business in the Ramsell family donates a percentage of profits to the Flowers Heritage Foundation to address the needs of overlooked populations.

ABOUT FLOWERS HERITAGE FOUNDATION

The Flowers Heritage Foundation is a non-profit 501(c) 3 organization dedicated to providing solutions for public health issues affecting the underserved and improving the lives of the most fragile among us. Our current priority is to make a significant difference in the fight against HIV/AIDS. We allocate 100% of donor dollars to help improve and/or save the lives of the medically indigent through our programs. We educate and increase awareness around HIV/AIDS as a public health dilemma. We identify gaps in healthcare services and systems and treat health disparities, when possible, with effective public health solutions and create sustainable social justice outcomes.

BOARD MEMBER PROFILE: BETTY DONG, PHARM.D.

Integrity, commitment, and dedication are only a few superlatives that describe Dr. Betty Dong.

Betty Dong is Professor of Clinical Pharmacy and Clinical Professor of Family and Community Medicine in the Schools of Pharmacy and Medicine at the University of California, San Francisco.

In recommending Betty for the American College of Clinical Pharmacy (ACCP) Clinical Practice Award, one of her nominators wrote, "Betty exemplifies the innovative pharmacist that ACCP honors with this award. From the beginning of her career, Betty helped to define the role of a clinical pharmacist,



and through a changing health care environment has successfully adapted and developed new services, while also broadening her scope to include new therapeutic areas and international outreach. It would be impossible to quantify how many patients and providers Betty has touched during her distinguished career."

Dr. Dong's outstanding accomplishments include being the first pharmacist to deliver primary care to patients with thyroid disease, an area in which she has become nationally known for her expertise in the management of thyroid disease; being among the first pharmacists in the United States to deliver primary care within a group of family physicians, an accomplishment that has allowed her to train several generations of pharmacy students, medical students, and family practice residents in the art and science of therapeutics; and serving as the first pharmacist to be involved in the National HIV/AIDS Clinician's Consultation Service that provides a broad range of educational and training services to HIV health care providers.

In a 2003 article by Jeff Miller for the UCSF Magazine, he writes, "toiling

as she does in the health care trenches where untreated conditions can explode into expensive emergencies, Dong knows the value of prevention and the pressure to stretch every treatment dollar. So, as an expert in the treatment of hypothyroidism (thyroid deficiency),

Dong was a logical choice in the late 1980s to conduct a drug company-sponsored efficacy study. The study was designed to compare a brand-name thyroid drug with its generic equivalents. When Dong found that the less expensive generic equivalents were as effective as the more expensive brand name drug, she was initially prevented from publish-

ing her results because of a clause in the drug corporation's contract."

The controversial results were finally published in 1997, but only after taking its toll on Dr. Dong, -- "I was not a happy person for almost seven years. I was very naive about the situation; I believed that people would act honor-

ably." The incident made Betty wiser and more highly respected among her -- UCSF colleagues who offered her support throughout the ordeal. Since, then she has made new friends among the pharmaceutical companies as well.

For her students, though, it is Dong's expertise as a pharmacist on multidisciplinary teams -- she was one of the first pharmacists to participate in what was a radical experiment 30 years ago -- that counts. "Students know that pharmacists earned their place on these teams [with nurse practitioners, physicians, and social workers] because of their drug knowl-

edge -- and because they were not afraid to speak up." Now that the pharmacy curriculum has changed, bringing the new crop of students into patient care settings earlier in their academic careers, Dong sees a marked improvement in the students' quality, experience and confidence."

The increasing sophistication comes at a time when pharmacists in a variety of settings are being asked to help manage the complicated drug regimens of HIV patients. Dong's response: apply for a grant that would determine if the training of community pharmacists in HIV drug management improves the quality of care. The proposed study is a logical offshoot of the 12-year-old National HIV/AIDS Clinicians' Consultation Center based at San Francisco General Hospital (SFGH), in which the irrepensible Dong also participates. The 24-hour telephone consulting service is staffed by pharmacists, physicians and nurse practitioners. "Doctors and other health care providers from all over the country call us for advice." With an average of 25 calls per day, some lasting as long as 40 minutes, Dong has no doubt that the information is

desperately needed.

Betty Dong has received numerous awards, including the 2001 California Society of Health-System Pharmacists Pharmacist of the Year Award. Her publication record is extensive and includes numerous research articles,

book chapters, reviews, and editorials that focus on the therapy of thyroid disease or AIDS.

Dr. Dong joined the Flowers Heritage Foundation Board of Directors in 2006.

Excerpts from this article copied from: UCSF Magazine 2002, American College of Clinical Pharmacy 2005.

AN INTERVIEW WITH GRACE, PERSEVERANCE, AND SPIRIT: BISHOP JOYCE TURNER KELLER

Bishop Joyce Turner Keller is a steward, an inspiration, an encouragement, and a guiding light.

She is the founder and Chief

Executive Officer at Aspirations, a nonprofit, faith-based, AIDS community service organization in Baton Rouge, Louisiana. Profiled in numerous women's and HIV/AIDS articles and newsletters and featured in REAL Health and POZ Magazines, she made countless local radio and television appearances in 2007. In between her rigorous work and public appearance schedule, Bishop Keller traveled across the country motivating others to stand up, speak out and bring



dignity to the word "AIDS." But why, you ask?

According to REAL Health magazine, "in 1995, Joyce Turner-Keller, a

46-year-old flight attendant, was leaving home for a jog through tree-lined Picayune, Mississippi, when a white man in a police uniform leaped from the bushes and pushed her through her front door. As she tried to fight him off, the man choked her until she passed out, and then raped her. She recalls him saying, "...you are a black woman

who has taken a white woman's job." Six years later, she was diagnosed with AIDS, a consequence of the frightful

and terrible experience.

Her diagnosis was a wake-up call. It enlightened her to how badly the disease was ravaging the black community. So, Bishop Keller decided to do something about it.

In 2002, she started Aspirations. Her organization provides a public health service and serves as an information clearing house. By offering HIV/AIDS and sexually transmitted disease (STD) testing, teen peer education, stigma-awareness training and full services for people living with HIV community-wide, Bishop Keller's aspirations are clear. She even teaches AIDS awareness to children as young as 8 years old during a summer camp program. According to her, "I tell people that HIV knows no race, color or social status. This disease can hit anyone."

Aspirations emerged as a viable entity in the field of HIV/AIDS prevention: in education, policy change, and intervention in the Baton Rouge Community. Aspirations' greatest success in 2007 was its relentless effort in raising awareness of the dangers of unprotected sex, promoting safety among the youth, and working to reduce teen violence.

Bishop Keller reports, "Aspirations'

tutorial program has helped to create honor students, artists, writers, actors, mentors, and contributing members of society. The program has had success in lowering the number of Aspirations' youth failure in our schools, and arrest rates in our communities. In 2007 there were thirty-seven youth enrolled. There are seven (7) straight "A" students, twelve (12) "A-B" students, ten (10) "B-C" students, and six (6) "C" students. The remaining two (2) are "D" students with behavior problems, but are receiving extra tutoring and counseling in the after school program."

Aspirations' after school "Youth Enrichment Program" was profiled in June of 2007 in national and local news. Participants contributed to the need to eliminate stigma during a performance "Stomping out AIDS and Stigma" on WBRZ-Channel 2 Evening News. The story was also carried in The Advocate, Louisiana's largest newspaper on "National HIV Awareness Day."

"After the success of the After School Youth Enrichment Program in 2007, we are encouraged to enroll more students in the 2008 program, seeking to make it better and assist another generation. Aspirations has enrolled

fifty students in its "Youth After School Enrichment Program" for January 2008 ages eight to seventeen."

Joyce declares, "Thanks to the support and sponsorship from the Flowers Heritage Foundation, Aspirations was able to keep its doors open and provide a much needed service to the community. The Foundation is encouraging the building of more schools and fewer jails. Aspirations truly appreciated its faith in our endeavors, visions, and dreams for at-risk youth. Aspirations is looking forward to another year of success with the Flowers Heritage Foundation as a sponsor at our side. Because of the support we have received from the Foundation, Aspirations is being recognized locally and nationally for the dedication and commitment we have to our community."

Aspirations' other supporters include The Louisiana Children Trust Fund, Klienpeter Farm Dairy, Dr. Smith's Eye Care and Optical, Baum's Fine Pastries, LYK Inc., and Bible World Christian Center.

Bishop Joyce's dynamic efforts in the public health sector are characterized by her persistent commitment to increasing community awareness: In May 2006 she

received a proclamation from Governor Kathleen Babineaux Blanco of Louisiana for hosting the first Hepatitis Awareness Day, shortly after hosting the first National Women and Girls HIV/AIDS Awareness Day in March of that year.

Over the years, Bishop Joyce has incurred an extensive list of certifications, recognitions, and awards for her extensive work in community awareness and development in the HIV/AIDS arena. She is a certified HIV/AIDS -- Hepatitis C Community Educator by the Louisiana State Office of Public Health and the Shreveport Office of Public Health through the Atlanta Center for Disease Control, providing extensive counseling for youth and families grappling with the realities of HIV/AIDS as well as Hepatitis C.

Her eclectic and far-reaching accomplishments make Bishop Joyce a champion in the public health field, but she is also constantly striving for the intellectual and spiritual even in her personal life: She has been an ordained minister for thirty five years, is matriculating in the field of Psychology at Southern University Baton Rouge, and is the proud grandmother of thirteen grandchildren!

FOCUS ON: CHAMPION IN PUBLIC HEALTH

2007 FIRST ANNUAL AWARD FRED S. MAYER, R.PH., M.P.H.

The Flowers Heritage Foundation is privileged to honor Frederick S. Mayer, R.Ph., M.P.H. with our Champion in Public Health Award commending his tremendous life's work in pharmacy and public health.

Fred has been a tireless advocate for availability of drugs to patients in need, safety of medications, and spreading medical and therapeutic knowledge among medical providers and pharmacists both nationally, and abroad. Fred has lectured worldwide promoting the pharmacist's role in public health, and his passion for virtually every issue spanning the public health gamut is astounding. His wealth of knowledge and diverse field experience make him an invaluable asset to the numerous national advisory boards of which he is a member: Cholesterol, AIDS, Cancer, Sexually Transmitted Diseases (STDs) Human Rights, Substance Abuse and Smoking Cessation. He is also a consultant to the United States Pharmacopeia (USP) and Drug Topics Magazine, a professional health journal.

Fred graduated from the University of California, San Francisco School of Pharmacy and holds a Master of Public Health degree from the University of California, Berkeley. In addition to completing post-graduate cancer research at Stanford University, he has also undertaken hormone research at the Royal Danish School of Pharmacy.

Fred's steadfast commitment to advocating the best interests of the public manifests itself in his roles as President of Pharmacists Planning Service, Inc. (PPSI) and the Pharmacy Council on Tobacco Prevention (PCTD).

These non-profit public health, consumer, and pharmacy education organizations have been specializing in awareness, prevention, and consumer education programs for over 37 years. PPSI has been the primary architect of 40+ national public health consumer education campaigns including the Great American Smokeout (GAS), safety caps on prescription vials, the pregnant man posters (Mr. Mom), and national cholesterol awareness month.

Most recently, Fred has been the driving force behind the current legislation to inform the public about the dangers of HBV and HCV infection and issue clearer warnings about the negative consequences of acetaminophen on the liver. Fred's focus on the oft-neglected groups of society combined with his holistic approach to patient advocacy inspired him to create an education awareness program for prison clinicians about HBV and HCV infections. His distinct understanding of the symbiotic relationships shared by the government, medical, and public sectors has allowed him to successfully unite educators, pharmacists, and clinicians nationally on multiple consumer health issues.

No matter the issue, Fred's perseverance sees every project through to fruition and his "never take no for an answer" attitude has him leading each challenge to success. This is why The Flowers Heritage Foundation salutes Fred Mayer's extraordinary accomplishments and we wish him the best of luck for the inspiring good works he most certainly has lined up! Fred, your zeal, determination, and compassion have evoked admiration, immense respect and gratitude in the minds and hearts of all you have touched with your awe-inspiring work.



Sylester Flowers, *Founder*
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Jim Jaeger, *Special Projects Associate*
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