

Phyllis Hogan is an acclaimed herbalist and ethnobotanist with over 40 years experience practicing and teaching in the American Southwest. She resides in Flagstaff, Arizona, where she founded the Winter Sun Trading Company in 1976. Since its inception, Winter Sun has provided exceptional organic botanical products, with a special emphasis on traditional southwest herbs and tinctures. Working directly with indigenous artists, she also showcases Hopi and Navajo jewelry and fine art. Immersion in the rich cultural heritage of her bioregion inspired Phyllis to cofound the Arizona Ethnobotanical Research Foundation (AERA) in 1983. The AERA is a 501(c)(3) private non-profit foundation committed to the investigation, documentation, and preservation of the traditional plant uses in Arizona and the greater Southwest.

Phyllis has been awarded the United Plant Savers Conservation Award and the Culture Bearers of the Colorado Plateau Footways Award, and in the 1990s was the first Practitioner Associate to be recognized by the Northern Arizona Anthropology department. She has taught ethnobotany in bilingual health and educational programs for the Pima, Hualapai, Havasupai, Hopi, and Navajo tribes. When she is not busy operating her store and inspiring her community, you are apt to find Phyllis having the time of her life with her six-year-old grandson, Bodhi Kai.