

# BUCKS FOR BOBBI!

## Honoring the Legacy of Bobbi Ecker-Blatchford, AAF, AIFD, PFCI

The floral industry lost a celebrated designer and mentor when Bobbi Ecker-Blatchford passed away in February 2017. To honor Bobbi, Professional Floral Communicators - International (PFCI) established the **Bobbi Ecker-Blatchford**

**Memorial Tribute** through the American Floral Endowment. PFCI invites you to continue her legacy of educating, inspiring, developing new talent and promoting a healthy floral industry by donating "Bucks for Bobbi."

Barbara "Bobbi" Ecker-Blatchford was born in 1931 in Watervliet, Michigan, and devoted her life to the floral industry. She worked at her family's floral and greenhouse operation, Ecker's Flowers, in Iowa. She later started her own company, The Flora Pros., in Chicago. For 15 years, she also worked with FernTrust, Inc. in Florida.



During her 60-plus-year career, Bobbi became a noted speaker, commentator, award-winning floral designer and consultant to manufacturers, growers and distributors in the U.S., Canada and South America.

She was recognized and honored by many industry groups, including the American Institute of Floral Designers, International Floriculture Expo and Michigan Floral Association. PFCI recognized Bobbi with its Tommy Bright Award for lifetime achievement in floral presentation in 1997.

The forward-thinking educator will be remembered fondly by her peers for her love of hats, her light-hearted spirit and joy she took in people, flowers and life.

**Yes, I want to give Bucks for Bobbi!**

Amount:  \$25  \$50  \$100  \$250  Other \$ \_\_\_\_\_

Enclosed is my check payable to **AFE/Bobbi Ecker-Blatchford Memorial Tribute**

Please charge my credit card:  AMEX  VISA  MASTERCARD

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

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Funding Generations of Progress  
Through Research and Scholarships

**Your contribution to  
AFE and The Bobbi  
Ecker-Blatchford  
Memorial Tribute is  
tax-deductible.**

**Tax ID# 23-6268380**



**Donations can also be made online at [www.endowment.org/donate](http://www.endowment.org/donate)**

*\*Specify the donation is for the Bobbi Ecker-Blatchford Memorial Tribute in the description box.*