

FLORAL INDUSTRY HONORS BRIGHT STARS AT SAF PALM SPRINGS 2018

> Some of the floral industry's most respected professionals will be celebrated during the Stars of the Industry Awards Dinner on Sept. 15 at SAF Palm Springs 2018, SAF's 134th annual convention in Rancho Mirage, California. Among those honored this year are inductees into the American Academy of Floriculture (AAF) and Professional Floral Communicators-International (PFCI). AAF recognizes industry members for their service to the industry and communities. PFCI is the service mark of the floral industry's finest floral educators.

2018 AAF Inductees

Theresa Colucci, AAF, AIFD, PFCI



Theresa Colucci owns two retail florist shops in New York's Hudson Valley. She has been in business since 1987. She serves on the PFCI board of trustees and as treasurer of AIFD's Northeast Chapter.

Previously, Colucci was the floral design instructor for the State University of New York at Cobleskill and an instructor at the New York Botanical Gardens. She has chaired and been a featured designer at the Philadelphia Flower Show and has designed at the White House several times.

Jackie Lacey, AAF, AIFD, PFCI



Jackie Lacey has more than 30 years' experience in the retail floral market and floral education field. His current position as director of education and industry

relations for BloomNet and Floriology and senior editor for Floriology magazine keep him on top of market trends, design trends, industry education and retail marketing. Lacey has won numerous awards in floral design competitions in local, multistate and national floral associations.

Laurie Lemek, AAF, AIFD, PFCI



Laurie Lemek has been active in the floral industry since 1975. From 1976 to 1992 she co-owned Lemek's Florist & Nursery in Tolland, Connecticut. She is the

owner of Floral Balance, a consulting floral firm in Ellington, Connecticut. Lemek received a master's degree in ornamental horticulture from the University of Connecticut, where she was a faculty member in the Floriculture Department as an associate professor. She has de-

signed at the White House for Presidents Reagan, Bush and Clinton.

Renato Cruz Sogueco, AAF, PFCI



For 13 years, Renato Cruz Sogueco was SAF's chief information officer. Today, as the lead business educator at the Floriology Institute in Jacksonville, Florida, he helps floral

businesses adopt innovative technologies to thrive in the digital marketplace. He is also vice president of digital strategy at BloomNet, where he develops digital product and services for network florists and oversees the online brands and initiatives for BloomNet, NAPCO, World Flowers and the Floriology Institute.

2018 PFCI Inductees

Adam Havrilla, AIFD, ICPF, PFCI



Adam Havrilla, AIFD, ICPF, PFCI, has more than 20 years' experience as a professional floral artist; his career started at a flower shop where he quickly realized that floral

design was what he was meant to do. After several years of honing his skills working for top designers, he opened his own design studio, Artistic Blooms. His designs have garnered numerous awards, including first place in wedding bouquets and tablescapes from the Illinois State Florists' Association and the coveted 2016 and 2018 Iron Designer title from the International Floriculture Expo.

Kathy Jones, AIFD, SDCF, PFCI



Kathy Jones, AIFD, SDCF, PFCI, has always returned to the floral industry, drawn in by the flowers, the excitement of designing and the constant evolution. Since

2003, she and her husband, Gary, have owned Spring Creek Designs in Gillette, Wyoming. Her work has won numerous awards from the South Dakota Floral Association, including the Doug Hesnard Award for Design Excellence and Pasque

NO RAIN ON OUR PARADE

Due to Hurricane Irma forcing the cancellation of SAF's 2017 convention, the 2017 AAF and PFCI recipients will be honored alongside the 2018 inductees. Read their full bios at safnow.org/moreonline.

2017 AAF Inductees

- Maggie Binet, AAF, AIFD, CPF, PFCI, Le Jardin Binet, Englewood, Colorado
- Zoë Prosser Gallina, AAF, Botanica International Design Studio, Tampa, Florida
- Jodi McShan, AAF, McShan Florist Inc., Dallas, Texas
- Lynne Tischler, AAF, CPFD, PFCI, Your Enchanted Florist, St. Paul, Minnesota

2017 PFCI Inductees

- Lesleigh Cravens, AIFD, PFCI, Tiger Garden, Columbia, Missouri
- Chris Drummond, AAF, PFCI, Plaza Flowers, Norristown, Pennsylvania
- Shawn Michael Foley, AIFD, PFCI, HotHouse Design Studio, Birmingham, Alabama
- Julia YoungJu Kim, AIFD, PFCI, Hotel Inter-Burgo Exco FlowerShop, Daegu, South Korea
- Rocio Silva, AIFD, PFCI, Instituto Mexicano Tecnio Floral in Monterrey, Nuevo León, Mexico
- Lynne Tischler, AAF, CPFD, PFCI, Your Enchanted Florist, St. Paul, Minnesota

Designer of the Year in 2015. She serves as a board member of the SDFA.

Louisa Lam, AIFD, PFCI, CPFD



Louisa Lam, AIFD, PFCI, CPFD, has 30 years of industry experience. In Vancouver, Canada, she is head instructor and curriculum designer of the Professional Floral

Art Diploma Program at Langara College. Lam built her professional experience as an award-winning designer with her own shop, Floral Art House. She became the first Asian florist to become a member of the Canadian Professional Floral Designer Association in 1991. In 2013, AIFD recognized her as a Certified Floral Evaluator/Judge. Lam is president

Be recognized for your achievements and add credentials to your name. Visit safnow.org/awards to apply for AAF and PFCI induction at SAF Amelia Island 2019, SAF's 135th annual convention, September 18-21, 2019.

of AIFD's Northwest Regional Chapter and first vice chair of AIFD's National Membership Committee.

Klair McDermott, AIFD, PFCI



Klair McDermott, AIFD, PFCI, has channeled her love for flowers and design into both her career and her lifestyle. She graduated from the University of Connecticut

with a degree in horticulture in 2007 and also attended courses through the New York Botanical Garden's Floral Design program. She has owned her own floral shop in Connecticut and has worked in New York City with a variety of prominent designers. McDermott joined Sunshine Bouquet Company six years ago.

Carolyn Minutillo, AIFD, EMC, PFCI



Carolyn Minutillo, AIFD, EMC, PFCI, is the owner and principal designer at Lavender Hill in Jeffersonville, Indiana. Through art galleries, botanical gardens, continuing education and her own travel, she

has continually sought to grow her career, her business and her inspiration. An AIFD Certified Floral Evaluator/Judge, Minutillo earned the prestigious European Master Certification in 2016 and won the Bobbi Cup from the AIFD North Central Chapter in 2013.

Renato Cruz Soguelco, AAF, PFCI

See AAF bio.

Renee Tucci, AIFD, PFCI



Renee Tucci, AIFD, PFCI, brings nearly 20 years of floral design and leadership experience in the retail and event marketplaces. Tucci has taught at the prestigious

Longwood Gardens and recently joined the Continuing Education department at Bucks County Community College. After being part of award-winning teams at the Philadelphia Flower Show for the past 10 years, in 2017 and 2018 she coordinated the execution of the fresh florals for the Central Feature entrance exhibit. In August 2016, Tucci also helped design the arrangements for the Singapore State Dinner in Washington, D.C. 🌿

FLORAL INDUSTRY PREPARES TO PETAL IT FORWARD ON OCT. 24

➤ This year, Petal It Forward takes place on Oct. 24, and it's time to prep your business and your team. SAF has resources galore to help you run a successful event, engage your community and score glowing press.

"You can make your Petal It Forward local event as big or small as you want — even handing out 20-50 bouquets or single stems can make an impact," said SAF Vice President of Marketing Jennifer Sparks. "It's a win-win to participate. For little effort, you give consumers the opportunity to experience the scientifically proven happiness that occurs when you give and receive flowers. At the same time, you position your business as a positive force in your community."

Members can visit safnow.org/petalitforward to download templates for **Petal It Forward T-shirts, card messages** and **flower stickers**; get advice on how to generate local news

coverage, including a customizable media advisory and press release; and review **Flower Event Messages** and **suggested Social Media Messages** to share with your team of Happiness Ambassadors.

SAF is compiling a list of participating florists holding Petal It Forward events on October 24 to share with the media. Members are encouraged to fill out the participation form at safnow.org/piform as soon as possible, as media outreach efforts will begin soon, including sharing the list of nationwide participants, Sparks said.

"The more florists participating on October 24, the better chance of news coverage and social media posts promoting flower power," she explained. "We need to know where local events are happening, so we can tell the media, and so you can tell your local media that you are part of an effort happening nationwide." 🌿



PAYOFF Results from Petal It Forward take many forms: Anne Morris of A Wildflower Shop in Edwardsville, Illinois booked a wedding months after the giveaway. The bride later told Morris, "I knew you must be good and honest people if you were doing something as sweet as giving away flowers."

Mary Westbrook is the editor in chief of Floral Management. mwestbrook@safnow.org