

FOR IMMEDIATE RELEASE

Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

Sharon McGukin, AAF, AIFD, PFCI Receives the Tommy Bright Award at SAF Orlando 2022 & 6 Floral Professionals are Inducted into PFCI

Alexandria, VA. — Sept. 15, 2022— Since 1965, professional communicators have been recognized by SAF for contributing to the success of the floral community. For getting the message out — whether that message is floral design instruction or floral business management. Being a part of Professional Floral Communicators – International (PFCI) and seeing the PFCI letters after a name means the speaker is credible, skilled, and proficient. The Tommy Bright Award is the highest honor presented by PFCI to its members.

On Sept. 8 during the Stars of the Industry Awards at SAF’s 137th Annual Convention, six members were inducted into PFCI.

The 2022 inductees include: Paula Davis, CBA, PFCI, Blooms & Petals Flowers & Events, Ellie LaFever, PFCI, Flower Clique, Kelly Perry, PFCI, Team Flower, Lori Wilson, PFCI, Flower Clique, David Berger, AIFD, CFD, CEJ, PFCI, David Berger Floral Design, and Jacob McCall, AAF, AIFD, CFD, FSMD, PFCI, Jacob McCall Floral Artistry.



Sharon McGukin, AAF, AIFD, PFCI, author, speaker and blogger received the Tommy Bright Award for lifetime achievement in floral presentation. The award is named after Ethel “Tommy” Bright, whose motto “Learn More, Teach Others” reflects PFCI values as the floral industry’s speaker’s bureau and the only network of professional floral business educators certified by SAF.

During her acceptance speech McGukin said, “Opportunity has no boundaries. This is my 49th year in flowers and my 30th as a floral speaker. You’ve reminded me that sharing my passion for ‘petals and people’ is more of a lifestyle than a career. For that I am so grateful. I will cherish the Tommy Bright and you.”

About Sharon McGukin AAF, AIFD, PFCI

Sharon has gone from a small-town florist to an internationally known expert on design principles and mechanics, colors, trends, new tools and products, and weddings. She has checked off experiences on many floral professionals’ bucket lists, such as decorating floats for the Rose Parade and creating designs for the White House Flower Shop, in addition to working with designers across the U.S., Canada, Latin America, Europe, and Africa.

In 2009, she published “Flowers of the Heart,” a wedding planning guide for brides. In addition to teaching small classes and giving stage presentations at conventions around the globe, Sharon is a prolific blogger, giving tips on business topics including finding creative solutions to supply shortages, nurturing customer relationships, and pricing for profit. In July 2021, she launched a podcast — “How We Bloom with Sharon McGukin and Smithers-Oasis” — to complement this content. She also regularly contributes ideas to Floral Management magazine, as well as consumer lifestyle magazines and newspapers.

Sharon has held many prestigious leadership positions, including president of the American Institute of Floral Designers and design director of Smithers Oasis.

Event photos will be available here: [SAF Photos's albums | Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit SAFNow.org.