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SAF Inducts 14 AAF and PFCI Honorees at SAF Miami 2024

ALEXANDRIA, VA — Aug. 12, 2024 — The Society of American Florists honored 7 professionals with induction into the American Academy of Floriculture (AAF) and 9 floral professionals into Professional Floral Communicators – International (PFCI), during the Stars of the Industry Awards Recognition on Aug. 8. The event took place at SAF Miami 2024, the association's 139th Annual Convention.

American Academy of Floriculture (AAF)

AAF members have earned the prestigious rank by committing their time and energy to both the floral industry and their local communities. AAF members are vetted for volunteering and leadership service to the industry and their communities, and each application must be submitted with several letters of recommendation from local community professionals and peers in the industry.

The 2024 AAF inductees are:



Ryan Black,
AAF



Rodney Crittenden,
AAF



Ralph Giordano, AAF,
AIFD, CFD, FSMD, FPCP,
PFCI



Christine
Guenther, AAF



Wendy Jones-
Rockcastle, AAF



Bridget Joslin,
AAF, AIFD, AMF



Abel Gonzalez Mencio,
AAF, AIFD, CFD, TMF, PFCI

- Ryan Black, AAF, Jet Fresh Flower Distributors, Miami
- Rodney “Rod” Crittenden, AAF, Great Lakes Floral Association, Haslett, Michigan
- Ralph Giordano, AAF, AIFD, CFD, FSMD, FPCP, PFCI Giordano’s Floral Creations, Fort Pierce, Florida
- Christine Guenther, AAF, WildFlower Stem + Sundry, Glen Burnie, Maryland
- Wendy Jones-Rockcastle, AAF, Rockcastle Florist, Rochester, New York
- Bridget B. Joslin, AAF, AIFD, AMF, Bridget’s on the Square, Magnolia, Arkansas
- Abel Gonzalez Mencio, AAF, AIFD, CFD, TMF, PFCI, Casa Granada Floral, La Feria, Texas

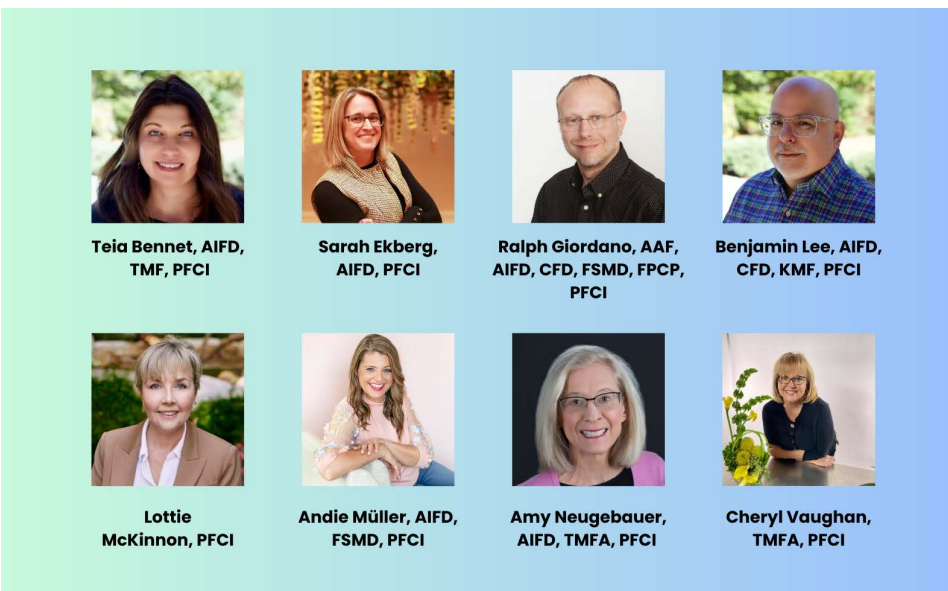
Professional Floral Communicators – International (PFCI)

Professional Floral Communicators – International is the service mark of the floral industry’s finest floral educators. Each member of PFCI has proven, through their education and experience, their ability to speak authoritatively about topics pertinent to the floral industry.

On local, regional, national, and international stages, PFCI members have presented educational programs to floral professionals on topics ranging from design and care and handling to floral industry trends and profitability.

PFCI applicants are vetted by SAF’s PFCI Board of Trustees for presentation, publication, and leadership experience. Candidates must submit a video of a live presentation to demonstrate their communication skills.

The 2024 PFCI Inductees are:



- Teia Bennett, AIFD, TMF, PFCI, Blumen-Meisters Flower Market, New Braunfels, Texas
- Sarah Ekberg, AIFD, PFCI, Lazy Acres Décor & Floral, Wakefield, Nebraska
- Ralph Giordano, AAF, AIFD, CFD, FSMD, FPCP, PFCI, Giordano’s Floral Creations, Fort Pierce, Florida
- Benjamin Lee, AIFD, CFD, KMF, PFCI, Benjamin’s Flowers and Gifts, Frankfort, Kentucky
- Lottie McKinnon, PFCI, Teleflora, Los Angeles
- Andreia “Andie” Muller, AIFD, FSMD, PFCI, The Flower Studio Oxford, Oxford, Florida
- Amy C. Neugebauer, AIFD, TMFA, PFCI, A. Neuge Design, Conroe, Texas
- Cheryl Vaughan, TMFA, PFCI, Creative Petal Designs, Leander, Texas

Event photos will be available here: [SAF Photo 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.