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Tim Farrell, AAF, AIFD, CFD, PFCI, Receives the Paul Ecke, Jr. Award at SAF Miami 2024

Alexandria, VA. — Aug. 12, 2024 — Tim Farrell, AAF, AIFD, CFD, PFCI, is the 2024 recipient of the Society of American Florists' Paul Ecke Jr. Award. The award, which celebrates individuals whose devotion to their profession, industry, and community is limitless, was presented during the Stars of the Industry Awards Experience at SAF Miami 2024, SAF's annual convention.

About Tim Farrell, AAF, AIFD, CFD, PFCI

Farrell's foray into floristry began when he took a job cleaning a flower shop while attending college. When he saw how the floral designers helped customers express their emotions through flowers, Farrell found his life's passion. While still a student, 19-year-old Farrell opened his own shop in Drexel Hill, Pennsylvania. Equipped with financial savvy from his accounting degree, an innate ability to connect with customers, and a drive to look forward and innovate, Farrell's Florist became a beloved fixture of his community. After 40 years in the business, he sold the shop earlier this year to a fourth-generation florist.



Farrell's devotion to profession extends beyond his former shop's community. He has created countless floral arrangements for the Philadelphia Flower Show, where he also served as master of ceremonies for many of its design competitions. His work has been displayed at many other prestigious events, including the 2001 presidential inaugural ball, the 2015 visit of Pope Francis in both Philadelphia and Washington, D.C., and the 2006-2010 Academy Awards – both outside on the star-studded red carpet and inside the Dolby Theatre.

As a celebrated florist and savvy businessman, Farrell is a sought-after instructor, sharing both floral design and finance skills. Last year, he was recognized for his teaching when he received SAF's Tommy Bright Award. Farrell is Teleflora's Education Specialist Team Senior Advisor and Industry Ambassador. In 2009, he educated the public about the benefits of fresh flowers as Teleflora's spokesman on the Home Shopping Network.

"Tim goes out of his way to give his time and experience to encourage and teach designers. From the elements and principles to trends, weddings, and everything in between, Tim's passion for the art is infectious," says Lottie McKinnon of Teleflora. "He inspires and mentors new and experienced florists and always motivates with awesome, creative, and artistic inspiration."

Farrell was recognized in 2017 for his devotion to the industry when he received the American Institute of Floral Designer's Award of Distinguished Service to the Floral Industry. An AIFD member since 2000, Farrell has

served the organization in various capacities, including as national treasurer, secretary, vice president, and president. He is an industry advocate at the federal level – lobbying legislators at SAF’s Congressional Action Days – and at the local level – speaking to garden clubs, horticultural societies, and any other group or individual who expresses interest.

Farrell’s devotion to community is evident over years of flower donations to charities and nonprofits. He has also used flowers to spread joy among community members who needed a pick-me-up. During the pandemic, he delivered fresh tulip arrangements to healthcare workers at area hospitals. He also created a campaign that allowed area residents to nominate frontline workers – including medical staff, first responders, teachers, and essential store workers – for free thank-you bouquets.

“Throughout those decades of service to the industry, Tim has also been continually giving back to his community in many ways, such as designing and delivering flowers to those in hospitals and nursing homes who need an emotional lift,” says Chris Drummond, AAF, PFCI, President of Penny’s by Plaza Flowers. “His overwhelming commitment to giving so freely of his time and talents has been an inspiration to me and many other floral professionals.”

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.