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Rick Long Receives SAF's Alex Laurie Award for Research and Education



ALEXANDRIA, VA – AUGUST 20, 2025 – Rick Long, a prolific writer who spent 40 years as an editor of *Floral Finance* and *The Retail Florist*, is the 2025 recipient of the Society of American Florists' Alex Laurie Award, honoring broad-stroke, long-lasting contributions to education in the floral industry.

About Rick:

A member of Phi Beta Kappa, Long graduated from Southern Methodist University with a degree in political science, which he followed with a law degree from the University of Texas. He practiced at GableGotwals, a prestigious firm in Tulsa, Oklahoma.

One night he confided to his friend, Paul Goodman, CPA, PFCI, that he longed for a career change. "I asked him what he would like to do, and his answer was 'write novels'," recalled Goodman, founder of *Floral Finance Business Services* and a past recipient of the Paul Ecke, Jr. Award. "I told him I couldn't help with that, but if he wanted to write for my new publication for florists, I could use the help."

So began an illustrious career. From 1984 until November 2024, Long served as the editor and staff writer for *Floral Finance*, contributing to 348 monthly editions of the industry's leading financial journal. He also wrote and edited 348 monthly editions of *The Retail Florist*, which reached more than 15,000 florists each month at its peak. He oversaw the graphic design of these two publications, which was groundbreaking in its use of color and illustrations in a business journal.

"Rick is the most famous educator that you have never heard of," said Dan McManus, founder of the marketing and consulting firm *Team Floral*. "He authored or edited an astounding 5,500 articles, read by about half of the florists in the U.S. for decades. As a servant to his readers, Rick was never one for the spotlight, yet his words spoke throughout the nation, helping florists become more successful."

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.