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Marlin Hargrove Receives SAF's Tommy Bright Award



ALEXANDRIA, VA – AUGUST 20, 2026 – For more than four decades, Marlin Hargrove, AAF, AIFD, PFCI, has used flowers, ideas and stories to educate and inspire floral professionals. His ability to explain how designs work has helped generations of designers strengthen their skills and confidence. For his lifetime contributions as an educator and communicator, Hargrove is the 2026 recipient of the Society of American Florists' Tommy Bright Award.

The award recognizes a lifetime commitment to excellence in floral communication. Hargrove received the honor Aug. 20 at the Stars of the Industry Awards Ceremony, held during SAF's 141st annual convention in Amelia Island, Florida.

About Marlin:

Since beginning his floral career in 1980, Hargrove has worked across nearly every segment of the industry, including retail, wholesale and manufacturing. His experience as a designer, manager, buyer, instructor, presenter and business owner has given him a perspective that resonates with floral professionals at every stage of their careers.

For 25 years, Hargrove collaborated with the Pete Garcia Company, presenting educational programs to floral professionals across the country. Known for going beyond technique, he uses storytelling and practical experience to help designers understand the principles behind their work and apply them with greater confidence.

A longtime leader within the American Institute of Floral Designers, Professional Floral Communicators-International and the Society of American Florists, Hargrove has spent decades generously sharing his knowledge through education, presentations and mentorship. His more than 45 years of service embody the lifetime commitment to communication excellence recognized by the Tommy Bright Award.

[Event photos are available here.](#)

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.