



AMELIA 26

ISLAND 26

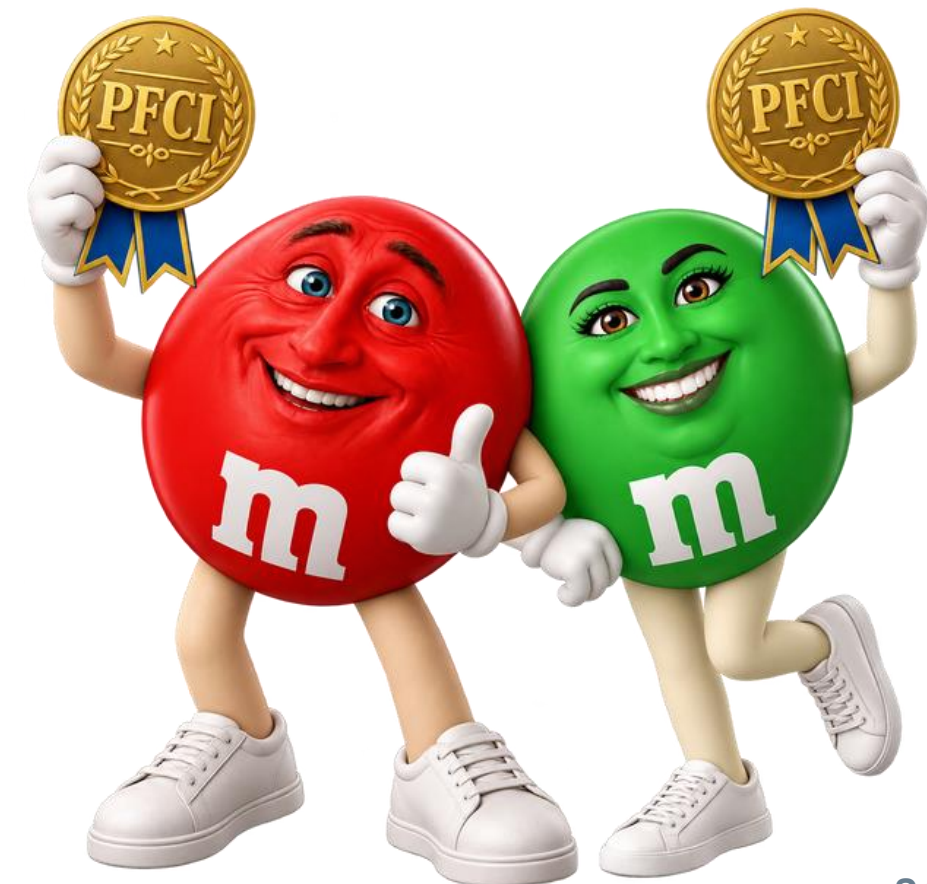
The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

Speakers:
Mike Black, PFCI
Mimi Pacheco, PFCI

Intro

Today we are Mike Black & Mimi Pacheco, from Jet Fresh flowers & Co-host of The Fresh Bunch...

**Tomorrow we will be
Mike Black, PFCI & Mimi Pacheco, PFCI**



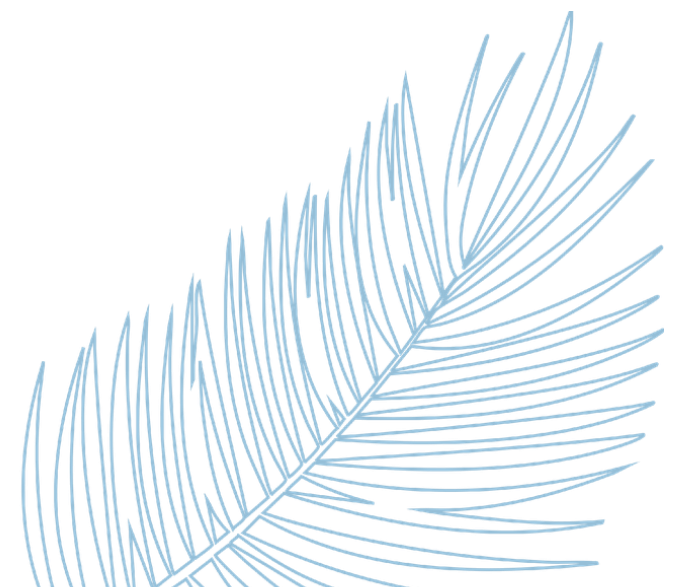


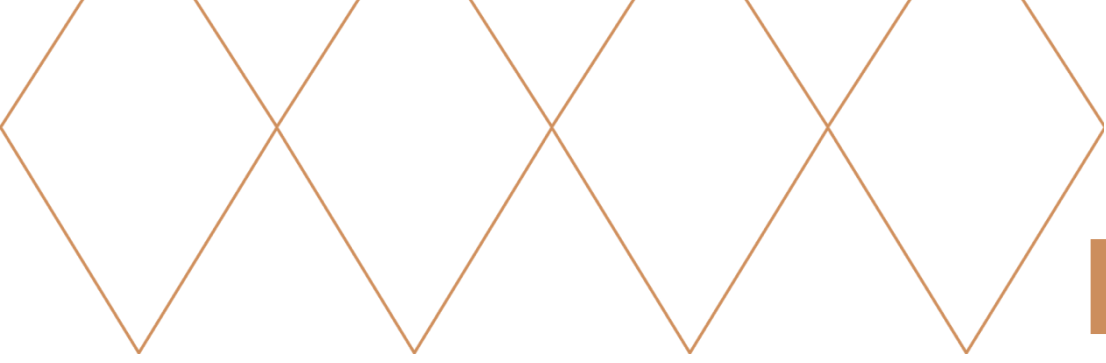
What is PFCI?

Professional Floral Communicators International

The Floral Industry's Speakers Bureau:

- Premier network of certified floral educators.
- Expertise in design, flower care, and business management.
- Trusted voices who educate, inspire, and strengthen the floral profession





Benefits of becoming PFCI

Professional Recognition

Exposure Opportunities

Leadership Development

Community

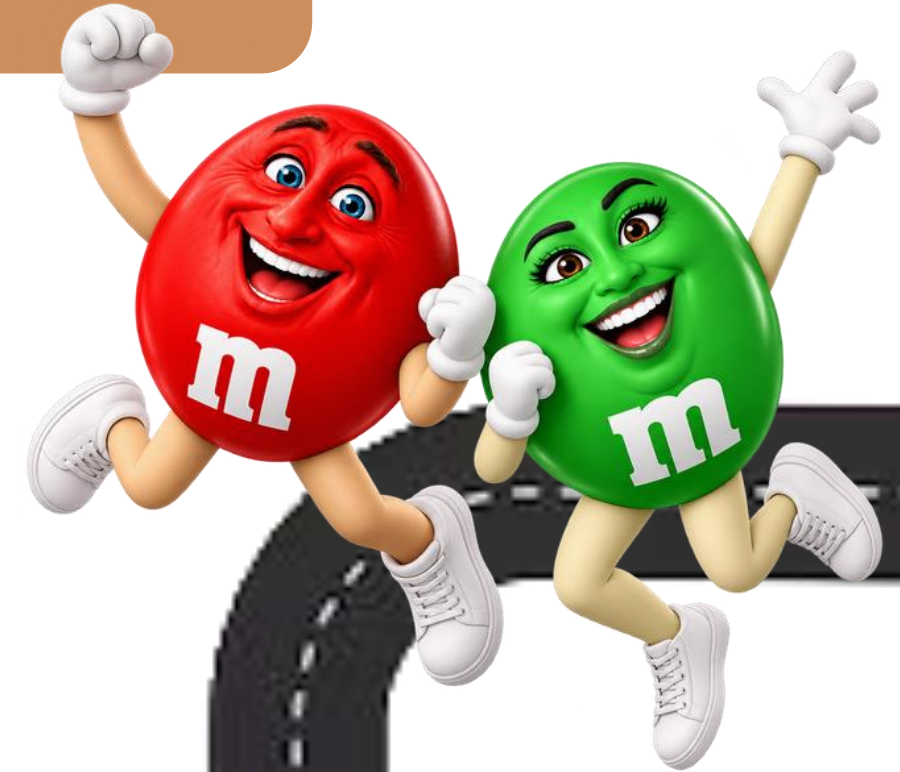
High-Profile Experience

Events & Education



How do you become PFCI?

Roadmap to PFCI



Review Application
& attend an info
session



Submit your
application &
video



**Confirm SAF
Membership**

Are you or the company
that you work for a SAF
member?



**Connect with a
mentor**

Mentors should be PFCI
members & secure Letters
of Recommendation

SUBMIT

Video Framework



TIMING IS CRITICAL

Presentation must be between 15-30 minutes. Videos outside this window are not evaluated.



YOU ARE THE FOCUS

Video must feature you as the sole presenter. Focus on your specility.



STRUCTURE IS KEY

Presentation must include a clear Opening and Closing

BE YOU, Bring your personality to the Screen!

They want to see your face & hear your



Be Natural

Engage an audience

Repeat Questions

Practice on Camera

Avoid Ums, etc.

Dress and be professional

Common Pitfalls

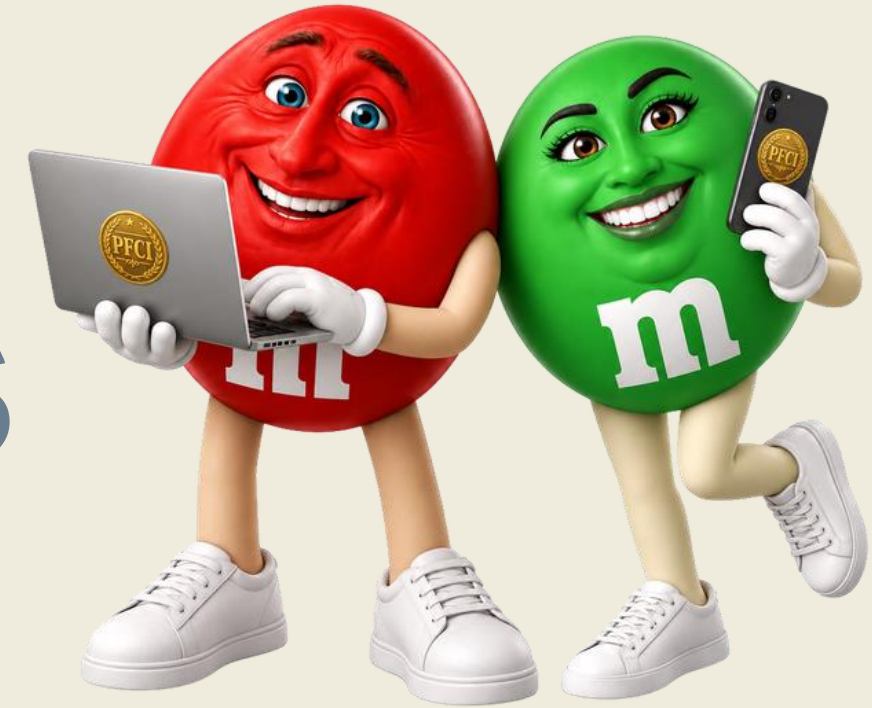
- Poor Production
 - You don't need a film crew but use clear lighting and film horizontal
- Missing the window time
 - SAF is great at reminders but plan out your deadline
- Unprofessional attire
 - Solids are your friend
- Reading from a script
- Dead air



Feedback

- Good job connecting with the audience
- No reading off script
- Travel the stage more
- Lower the background music

Resources



Video Examples

safnow.org/pfci



Online Tips

safnow.org/pfci



Mentors

pfci@safnow.org

FAQ & Question time...

Q. I don't design: I'm on the business side. Can I apply?

A. Absolutely, present on what you know best. As long as it ties back to the floral industry, it's all good!

Q. How much of my background should I include in my intro?

A. Keep it brief - no more than 3 minutes. State your accreditations and experience, but not a biography.



Who's submitting for next year?



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Thank you

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Mimi Pacheco
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