PFCI PROFESSIONAL FLORAL COMMUNICATORS INTERNATIONAL

**Professional Floral Communicators – International**
c/o Society of American Florists
1001 N Fairfax St #201, Alexandria, VA 22314
703-838-5216 | pfci@safnow.org | safnow.org/pfci

# PFCI MEMBERSHIP APPLICATION

SAF's Professional Floral Communicators – International (PFCI) is a network of professional floral business educators certified by the Society of American Florists (SAF), the national trade association representing all segments of the U.S. floral industry. PFCI members include experts on such topics as principles and elements of floral design, care and handling of flowers and plants, trends, new products, effective business management and technology.

## PFCI Membership Benefits

- Recognition as a professional expert and leader in communication
- The PFCI Membership Directory provides exposure to industry and consumer groups looking for speakers
- Opportunities for leadership and skill development through PFCI's educational programs
- Access to a network of professionals and resource materials
- SAF refers reporters to PFCI members as sources for trends information, providing members with valuable media opportunities

## PFCI Membership Application Review Process

The PFCI Board of Trustees reviews membership applications at its annual spring meeting. If your application were accepted, PFCI would notify you by May so you have time to make arrangements to attend the formal induction ceremony at the Industry Awards Dinner dur-ing SAF's Annual Convention in August.

## More Information

Please contact PFCI's staff liaison at SAF Headquarters at (703) 838-5230; pfci@safnow.org. Contact information for the PFCI Board of Trustees is posted at safnow.org/pfci.

## Checklist for submitting the PFCI application

- ☐ Review the mentors on the PFCI home page and reach out to pfci@safnow.org to be connected.
- ☐ Applicants must be members in good standing of the Society of American Florists and must maintain that membership to use the PFCI designation. Employees of SAF member firms must maintain an Individual SAF Associate membership.
- ☐ **Application must be received by SAF by April 1, 2027**

  Mail applications to:
  PFCI c/o Society of American Florists
  1001 N Fairfax St #201, Alexandria, VA 22314

  Email application to:
  **PFCI@safnow.org**
- ☐ **Submit an audition presentation.** Email pfci@safnow.org the direct URL link to your audition presentation. YouTube or Vimeo are preferred.
- ☐ Complete and submit the PFCI Audition Presentation Self Evaluation Form.
- ☐ Submit a separate **TYPED** document listing your Presentation and Publication Experience.
- ☐ Submit a high-resolution (3"x4" at 300 dpi) color headshot. If application were accepted, your headshot would be included in PFCI announcements and during the presentation at the PFCI membership induction ceremony at the SAF Industry Awards Dinner.
- ☐ Submit a brief speaker bio. If application were accepted, your speaker bio would be included in PFCI promotional materials. SAF reserves the right to edit bios.
- ☐ Please **TYPE** information on the application form. If extra space is required, use additional sheets and identify the correct item number to which the information relates.
- ☐ When there is a question on accuracy (for example dates), always qualify "about" or "approximately," but use those terms only when absolutely necessary.
- ☐ **Tally your points on the application.**
- ☐ A non-refundable and non-transferable processing fee of $175 is required. Payment must be submitted online and received before the application will be processed.
- ☐ PFCI membership dues are $75 per year and are billed annually at the start of the year.

# PFCI APPLICATION — EVALUATION SHEET

**Applicant's Name:**_____

| | | | | |
|---|---|---|---|---|
| I. | PFCI Application Fee | ☐ YES | ☐ NO | |
| II. | SAF Membership Status | ☐ YES | ☐ NO | |
| III. | Headshot & Speaker Bio | ☐ YES | ☐ NO | |
| IV. | General Information | ☐ YES | ☐ NO | |
| V. | Professional Experience | ☐ YES | ☐ NO | |
| VI. | Areas of Expertise | ☐ YES | ☐ NO | |
| VII. | Statement of Goals | ☐ YES | ☐ NO | |
| VIII. | Best Programs | ☐ YES | ☐ NO | |
| IX. | References | ☐ YES | ☐ NO | |
| X. | Industry Recognition | | | Max. 10 points _____ |
| XI. | Leadership in Industry Organizations | | | Max. 10 points _____ |
| XII. | Presentation and Publication Experience<br>Minimum 30 points required for membership consideration; | | | Max. 40 points _____ |
| XIII. | Watch the PFCI Audition Guidelines Video | ☐ YES | ☐ NO | |
| XIV. | Audition Presentation<br>Minimum 50 points required for membership consideration; | | | Max. 60 points _____ |

**TOTAL OVERALL POINTS**

Minimum 90 points required for membership consideration. _____

**The applicant must have the following points to be considered for PFCI membership:**

☐ 30 points or more for Presentation and Publication Experience

☐ 50 points or more for the Audition Presentation

☐ 90 points or more for Total Overall Points

**As a member of the PFCI Board of Trustees:**

☐ I recommend this applicant for membership.

☐ I recommend this applicant resubmit the Presentation and Publication Experience section for current year consideration.

☐ I recommend this applicant resubmit the Audition Presentation section for consideration the following year.

☐ I cannot recommend this applicant for membership.

Trustee's Name: _____ Date: _____

# PFCI APPLICATION FORM

## I. PFCI APPLICATION FEE

☐ I have submitted the $175 processing payment online.

## II. SAF MEMBERSHIP STATUS

☐ My SAF Member ID number is: _____

☐ My SAF membership application is attached.

## III. HEADSHOT & SPEAKER BIO

☐ Headshot and speaker bio are attached.

☐ I e-mailed my high-resolution color headshot and speaker bio to pfci@safnow.org.

## IV. GENERAL INFORMATION

Name_____

Business Name _____

Position _____ Daytime Phone _____

Business Street Address _____

Business City/State/Zip _____

Business and/or Personal Website _____

Email _____

I am: ☐ Educator ☐ Freelance designer ☐ Grower ☐ Retail Florist ☐ Supplier ☐ Wholesaler ☐ Other

I have earned the following professional designations *(Please spell out acronyms):*

☐ AAF ☐ AIFD ☐ Other: _____

I agree to have my contact information and expertise listed on the PFCI speaker directory online.

YES NO

## V. PROFESSIONAL EXPERIENCE (Mandatory 5-year minimum in the floral industry)

| Industry Employment | Date(s) |
|---|---|
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| | |

| Employment other than floral industry | Date(s) |
|---|---|
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| Education/School/Degree/Location | Date(s) |
|---|---|
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## VI. AREAS OF EXPERTISE

Please mark your area(s) of expertise.

- ☐ Care & Handling
- ☐ Color
- ☐ Financial
- ☐ Holidays
- ☐ Marketing
- ☐ Merchandising/Display
- ☐ Money-Making Tips
- ☐ Permanent Botanicals
- ☐ Principles & Elements of Design
- ☐ Shop Management
- ☐ Sympathy
- ☐ Technology
- ☐ Trends
- ☐ Weddings
- ☐ Other: _____

## VII. STATEMENT OF GOALS

Please use the space below or attach an extra sheet to explain why you hope to achieve the PFCI designation.

## VIII. BEST PROGRAMS

Please provide information on the presentations you have given to **floral industry groups.**

**Floral Industry** Program Title #1: _____

Brief program description

**Floral Industry** Program Title #2: _____

Brief program description

**Floral Industry** Program Title #3: _____

Brief program description

Please provide information on the presentations you have given to **consumer audiences.**

**Consumer** Program Title #1: _____

Brief program description

**Consumer** Program Title #2: _____

Brief program description

**Consumer** Program Title #3: _____

Brief program description

## IX. REFERENCES

Please ask three industry members who have heard you give a presentation, such as sponsors or PFCI members, for a letter of reference. A sample reference questionnaire is attached on page 12 for you to use as a guide. **You must submit all three letters along with your application.** *Members of the PFCI Board of Trustees cannot be asked to provide a reference for applicants.*

### Reference #1

First and Last Name _____

Email _____

Company _____

Phone _____

### Reference #2

First and Last Name _____

Email _____

Company _____

Phone _____

### Reference #3

First and Last Name _____

Email _____

Company _____

Phone _____

## X. INDUSTRY RECOGNITION (Maximum 10 points)

| List Awards, Honors and Designations you have received. (1 point per recognition received) | Organization | Date(s) |
|---|---|---|
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**POINTS FOR INDUSTRY RECOGNITION** (Max. 10 points) _____

## XI. LEADERSHIP IN INDUSTRY AND CIVIC ORGANIZATIONS (Maximum 10 points)

| Leadership Position as an Officer (1 point for each year serving in the position) | Organization | Date(s) |
|---|---|---|
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| | | |

**POINTS FOR LEADERSHIP** (Max. 10 points) _____

## XII. PRESENTATION AND PUBLICATION EXPERIENCE

**MINIMUM 30 POINTS REQUIRED FOR MEMBERSHIP CONSIDERATION. Maximum 40 points.**

This section is critical to the PFCI membership review process.

- Attach a separate sheet(s) listing your presentation and publication experience with the most recent first. Presentation and publication experience may include industry and consumer audiences.
- List each experience providing the following information:

| PRESENTATION TITLE | HOST/SPONSOR | VENUE, CITY & STATE | DATE | POINTS |
|---|---|---|---|---|
| | | | | |

**Tally your points as follows:**

### 5 Points

- National presentations *(i.e., Event host is a national organization and audience traveled across the country or internationally to attend.)*
- Authoring or co-authoring an industry text

### 3 Points

- Regional/state presentations *(i.e. Event host is a regional or state organization and audience traveled statewide or from a broad geographic area to attend.)*

### 1 point

- Local presentation *(i.e. Event host is a local organization and audience is from the event's city, town, neighborhood or community.)*
- Authoring an article in a national trade publication *(i.e. Floral Management, Floral and Nursery Times, Flowers&, FTD Newsletter, Flora, Florists' Review).*
- No points are given for being quoted in a publication or writing for a local/state newsletter.
- Your attendance at commentating or other public-speaking classes *(i.e. the PFCI-sponsored program at the AIFD National Symposium, Dale Carnegie Training, Toastmasters events)*
- Presentations of instructional videos or online demonstrations. Please list URLs.

## XIII. WATCH THE PFCI AUDITION GUIDELINES VIDEO

**Watch the PFCI Audition Presentation Guidelines video at safnow.org/apply-for-pfci (REQUIRED)**

List three types of Clear, Articulate Speech points given in the video.

1. _____

2. _____

3. _____

List two examples of dead air words given in the video.

1. _____

2. _____

List two examples of ways to engage your audience given in the video.

1. _____

2. _____

## XIV. AUDITION PRESENTATION

**MINIMUM 45 POINTS REQUIRED FOR MEMBERSHIP CONSIDERATION. Maximum: 55 points.**

- Applicant must **submit an audition presentation.**
  Email pfci@safnow.org with the direct URL link to your audition presentation and your application.
  **YouTube or Vimeo are preferred.**
- Audition Video Requirements
  - **Length:** Your audition video must be between 15 and 30 minutes of speaking time.
  - **Minimum/Maximum:** Videos under 15 minutes or over 30 minutes will not be evaluated. If you exceed 30 minutes, evaluators will stop watching at the 30-minute mark, and the remaining content will not be considered.
  - **Focus:** Only the speaking portion of the video will be evaluated — other elements like editing, visuals, or music will not impact the evaluation.
  - **Editing:** You may edit your presentation to condense it to under 30 minutes if necessary. You may only edit a single presentation — you cannot splice together different presentations or combine multiple recordings. Editing should be used solely to tighten your content, not to create a compilation.
- We encourage submissions to be in whatever language you're most comfortable with. The trustees will use translation technology to review your presentation. If there are any questions or clarifications needed during the translation process, a trustee will reach out to you directly.
- Showcase Your Individualism: Your presentation should clearly highlight your individual style, unique voice, and personal approach. We are looking to see what makes you stand out as a communicator and educator.
- You may attach a separate sheet with information about your presentation that you would like the PFCI Board of Trustees to consider. Additional information could include an explanation of your presentation, such as notes about the venue, audience or host.
- Presentation is evaluated based on the criteria listed on the "PFCI Audition Self Evaluation Form."
  See the "Checklist for PFCI Audition" for details on what the PFCI Board of Trustees is looking for when evaluating your audition.
- **Should the Board deem your audition as "outstanding," PFCI may share it as an example for prospective members, showcasing the high standards we seek.**

# Checklist for the PFCI Audition

**The PFCI Board of Trustees can only evaluate what it sees and hears on your audition presentation. Here is what the PFCI Board of Trustees is looking for when watching your audition:**

## Required Items

☐ Watch the video PFCI Audition Presentation Guidelines and the sample auditions posted at www.safnow.org/apply-for-pfci-membership.

☐ **SHOW US YOUR BEST: This presentation should highlight the best version of you. Your personality, individual style, and unique voice should clearly shine through. We want to see your energy, your passion, and what makes you a strong communicator.**

☐ Video Quality: Your audition should be of the highest professional quality. Use video editing applications if necessary to ensure smooth visuals and a polished final product. Pay attention to lighting, sound, and stability to present your best work.

☐ If we can't see it or hear it, we can't evaluate it.

☐ Minimum/Maximum: Videos under 15 minutes or over 30 minutes will not be evaluated. If you exceed 30 minutes, evaluators will stop watching at the 30-minute mark, and the remaining content will not be considered.

☐ We need to see you as the SOLE PRESENTER.

☐ Make sure the audition shows your Opening. Your Opening should include you introducing yourself, you thanking your host and sponsor, and you giving an overview of the program. Even if someone introduces you, you still need to re-introduce yourself.

☐ Use and explain terminology correctly.

☐ Give proper identification to products.

☐ Interact and engage your audience. We want to see a connection between you and your audience or viewers.

☐ Do not use inappropriate language or make inappropriate innuendos.

☐ Wear professional attire. You should feel like a trusted expert who is still relatable and engaging. Slightly more relaxed than a stage look.

- Professional Attire for Social Media Videos:
  - » Polished but Approachable (Think "camera-friendly professional" rather than overly formal.)
  - » Solid Colors Preferred: Avoid small prints, stripes, or busy patterns that can "buzz" on camera.
  - » Natural to Light Professional Makeup: If applicable, use matte products to avoid shine.
  - » Minimal Accessories: Nothing noisy or distracting (no jangly earrings, loud bracelets).
- Professional Attire for Live Audience. You should appear authoritative, polished, and worthy of attention, while still staying true to your personal style.
  - » Elevated Professionalism (Think "polished public figure" — you're representing yourself and the organization/event.)
  - » Stronger Structure:
  - » Full suit, blazer with slacks/skirt, or professional dresses.
  - » Layers are helpful (blazers, jackets) to give structure and authority.
  - » Bold but Tasteful Colors: Stage lights can wash you out — wear slightly brighter colors than you normally would.
  - » Stronger Makeup (if applicable): Matte finish, defined features, no glossy lips or heavy shimmer under lights.
  - » Accessories: Statement jewelry is fine if it's not noisy and complements your outfit.

☐ Be positive. Do not make negative remarks about industry businesses or members or even yourself.

☐ Make sure the audition shows your Closing. In Closing, review your program's goals. Relate closing to the opening. And wrap up your presentation by thanking your audience, host and sponsor.

## Helpful Hints

☐ Focus on Key Sections: If your video involves a speech, instructions, question/answer segment speed up sections like pauses or filler moments without important content. Keep the main parts of the speech at a normal pace. Remember, if you were doing a design, it is important to be able to create the design and speak about it at the same time.

☐ Smooth Transitions: Make sure that transitions between sped-up and regular-speed parts are smooth, so the video flows naturally. Abrupt changes in speed might make the video feel disjointed. Be sure that you're finished project is a professional example of your skills

☐ Highlight Important Parts: If you're showcasing specific skills or delivering key lines, ensure these parts are clearly highlighted and not sped up.

☐ Keep the Duration Optimal: The video should be long enough to demonstrate your talents (minimum of 15 minutes of you on-camera, presenting), but short enough to keep the viewer's attention (maximum of 30 minutes).

☐ Watch the Tone: Make sure that the tone and energy are consistent, especially when speeding up the footage. Sometimes fast-forwarding can unintentionally alter the pacing and make it seem less natural.

☐ Tally your points on the Audition Presentation Evaluation Form. How do you evaluate your audition?

☐ Audience is not necessary, but is recommended as it helps with your emotional presentation.

☐ Show excitement and passion for the topic. Smile!

☐ If you are giving a design demonstration, describe what you are doing as you demonstrate.

☐ Avoid "dead air" words, such as "um" and "uh." Pause instead. (See video for suggestions)

☐ Always repeat audience questions so everyone can hear.

☐ Avoid turning your back to the audience and camera. Ensure your background does not conflict with your presentation.

☐ Don't be trapped behind a table or podium. Come out and interact with your audience.

☐ Notes and Reference Guidelines

- Note cards are allowed and can be used for quick reference.
- Place your notes next to your designs, or on a table or podium where they are easily accessible.
- Do not read directly from a script — your presentation should feel natural and conversational.
- Place your notes within camera view, allowing you to glance at them without moving out of frame or breaking your connection with the audience.
- Your vision and focus should remain toward the camera as much as possible to maintain strong engagement.

☐ When using PowerPoint, vocalize and expand on the points listed on the slide, but do not read the slide verbatim.

☐ Sometimes slides do not appear well on video. Consider submitting your PowerPoint to accompany your video presentation.

☐ Be natural. Avoid sounding too scripted or rehearsed. Avoid memorizing lines.

☐ Watch your body language. Maintain eye contact with your audience and avoid leaning on tables when sitting.

☐ Before beginning a presentation, review the products being used so you can share their proper names with your audience.

☐ Know your audience.

☐ Ask family or friends to watch your audition video.

☐ Definition of PFCI:

- Professional- A knowledgeable and engaging communicator within the floral industry who delivers presentations, workshops, or demonstrations to educate, inspire, and elevate the floral industry. They understand the importance of maintaining a professional image at all times and present themselves accordingly, whether in person or on digital platforms.
- Floral- represents the full scope of the floral industry and is not limited to design-focused presentations. Speakers may cover a wide range of topics including product care and handling, merchandising, marketing, accounting, operations, supply chain logistics, sustainability practices, and more. Any subject that supports the growth, efficiency, and excellence of the floral industry as a whole falls within this category.
- Communicators- reflects how a speaker conveys their message—through clarity, confidence, professionalism, and connection with their audience. A PFCI communicator embodies the organization's values and mission, representing the floral industry with authority, passion, and respect.
- International- refers to the global scope of the floral industry. A speaker should be able to communicate professionally and knowledgeably to audiences worldwide, recognizing cultural nuances and industry differences while maintaining a consistent standard of excellence.

# PFCI AUDITION PRESENTATION SELF EVALUATION

Applicant must complete and submit this Self Evaluation with their application.
**Tally your points.** How do you evaluate your audition?

**Applicant:** _____

| | Possible Points | Awarded Points |
|---|---|---|
| **FOLLOWS OUTLINE OF A GOOD SPEECH —** Presentation must include: | | |
| ☐ Opening (REQUIRED) | **5** | |
| ☐ Three major points, which are:<br>1. _____<br>2. _____<br>3. _____ | **5** | |
| ☐ Closing (REQUIRED) | **5** | |
| **TIMING/VIDEO QUALITY** — Video length is between 15-30 minutes minutes of speaking time. Applicant can be seen and heard in the video. | **5** | |
| **CLEAR, ARTICULATE SPEECH** — Enunciation, modulation, voice control | **10** | |
| **SHOWS PROFESSIONALISM** — Smooth transition between topics, proper attire, accuracy of information, represents sponsor, tasteful language | **10** | |
| **USE OF PROPER VOCABULARY** — Proper definition of terms, variety of verbiage, knowledge of product, proper product identification, limited use of "dead air" words such as "um" and "like" | **10** | |
| **MAXIMIZES STAGE PRESENCE** — Eye contact, body language, audience connection, engaging the audience, topic appropriate for audience, use of microphone | **10** | |
| **MINIMUM 50 POINTS REQUIRED FOR MEMBERSHIP CONSIDERATION.** (Max. 60 points)<br>**TOTAL POINTS FOR AUDITION PRESENTATION** | **60** | |

## Please provide the following background information about your presentation:

Presentation Name: _____

Date: _____

Venue: _____

City & State: _____

Host: _____

Sponsor: _____

# PFCI REFERENCE SAMPLE QUESTIONNAIRE

**How many years have you known the applicant? _____**

**How many times have you seen and heard the applicant present an educational event? _____**

**What type of events have you seen or heard the applicant present?**

☐ Local ☐ National
☐ Regional ☐ Other: _____

**How would you rate the applicant's communication skills?**

☐ Excellent If answer is fair or poor, please explain:
☐ Above Average
☐ Average
☐ Below Average
☐ Poor

**How would you rate the applicant as a presenter?**

☐ Excellent If answer is fair or poor, please explain:
☐ Above Average
☐ Average
☐ Below Average
☐ Poor

**What topic(s) would you say the applicant is a reliable information source?**

**What are the applicant's strengths?**

**What are the applicant's weaknesses?**

**Why would you recommend the applicant for PFCI membership?**