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SAF Inducts 26 AAF and PFCI Honorees at SAF Phoenix 2023

ALEXANDRIA, VA — Sept. 13, 2023 — The Society of American Florists honored 17 professionals with induction into the American Academy of Floriculture (AAF) and 9 floral professionals into Professional Floral Communicators – International (PFCI), during the Stars of the Industry Awards Recognition on Sept. 9. The event took place at SAF Phoenix 2023, the association's 138th Annual Convention.

American Academy of Floriculture (AAF)

AAF members have earned the prestigious rank by committing their time and energy to both the floral industry and their local communities. AAF members are vetted for volunteering and leadership service to the industry and their communities, and each application must be submitted with several letters of recommendation from local community professionals and peers in the industry.

The 2023 AAF inductees are:

- Lacey Bilke, AAF, CFD
- Lenzee Bilke, AAF, AIFD, CFD
- Sam Bowles, AAF
- Austin Bryant, AAF
- Erin Bruno, AAF
- Michele Feld, AAF, AIFD
- Patricia Fowler, AAF, PFCI
- Paul Goodman, AAF, MBA, PFCI
- David Kesler, AAF, AIFD, PFCI, FDI
- Leanne Kesler, AAF, AIFD, PFCI, FDI
- Kelly Mace, AAF, PFCI
- Carrie Moore, AAF
- Sue Palazzo, AAF



- Patience Pickner, AAF, AIFD, PFCI
- Michael Smith, AAF, AIFD, CFD, FDI, FSMD, PFCI
- Laura Walsh, AAF, PFCI
- Carma White, AAF

Professional Floral Communicators – International (PFCI)

Professional Floral Communicators – International is the service mark of the floral industry’s finest floral educators. Each member of PFCI has proven, through their education and experience, their ability to speak authoritatively about topics pertinent to the floral industry.

On local, regional, national, and international stages, PFCI members have presented educational programs to floral professionals on topics ranging from design and care and handling to floral industry trends and profitability.

PFCI applicants are vetted by SAF’s PFCI Board of Trustees for presentation, publication, and leadership experience. Candidates must submit a video of a live presentation to demonstrate their communication skills.

The 2023 PFCI Inductees are:

- Alejandro Figueira Fernandes, AIFD, CFD, PFCI
- Andrew Stinson, AIFD, CFD, PFCI
- Angelyn Tipton, AIFD, CFD, GMF, PFCI
- Michael Smith, AAF, AIFD, CFD, FDI, FSMD, PFCI
- Robbyn Repp, AAF, CFD, PFCI
- Laura Walsh, AAF, PFCI
- Kelly Mace, AAF, PFCI
- Pattie Wallander, AIFD, CFD, ICPF, PFCI
- Jolene Powell, AIFD, CFD, FSMD, PFCI

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.