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Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

Tim Farrell, AAF, AIFD, CFD, PFCI Receives the Tommy Bright Award at SAF Phoenix 2023

Alexandria, VA.— Sept. 13, 2023 — Tim Farrell, AAF, AIFD, CFD, PFCI is the recipient of the Society of American Florists' 2023 Tommy Bright Award for lifetime achievement in floral presentation. The award was presented on Sept. 9 during the Stars of the Industry Awards Recognition at SAF's 138th Annual Convention.

The award is named after Ethel "Tommy" Bright, whose motto "Learn More, Teach Others" reflects PFCI values as the floral industry's speaker's bureau and the only network of professional floral business educators certified by SAF.

In his 40 years in the industry, Tim Farrell, AAF, AIFD, PFCI, has designed for a vast array of people, including entertainment industry celebrities, U.S. presidents and the Pope. Moreover, he's mentored thousands of floral professionals on the principles and business of design, helping them, too, experience success.

In 1983, Farrell, then a 19-year-old accounting student at Villanova University, opened a small flower shop in Drexel Hill, Pennsylvania. With his financial background and determination to learn the art of floral design, he has grown Farrell's Florist into one of Philadelphia's top floral retailers.

Over time, Farrell emerged as a sought-after speaker at garden clubs, horticultural schools, and industry events, and as a leader in both the American Institute of Floral Designers and Teleflora. He has served as treasurer, secretary, vice president and president of the former, earning him the AIFD Award of Distinguished Service to the Floral Industry. Farrell served as a Teleflora Unit President for the Penn Jersey Unit and as the Regional Unit Director for the Northeast Region of the United States from 1996 to 2007. In 2009, Teleflora chose him as the florist spokesperson to appear on the HSN Network, promoting the benefits of hand-arranged, hand-delivered flowers. Currently, he serves as the Teleflora Education Team Senior Advisor and Industry Ambassador.

"His knowledge of accounting, business and floral design has influenced countless people," says Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI, a fellow Tommy Bright recipient and Teleflora education



specialist. “As a successful business owner, Tim is a constant reminder in his community of the importance of flowers for health and happiness. As a trend-setting entrepreneur, educator, and spokesperson, he has brought vital information to the floral industry and consumers, alike.”

Farrell’s work has appeared in many high-profile events. He’s been a featured designer at the Philadelphia Flower Show, designed and produced stage arrangements for President George W. Bush’s Inaugural Ball in 2001, and has assisted with floral décor for several subsequent White House functions and State dinners. From 2006 to 2010, he was a member of the Oscars design team, which created floral arrangements for the red carpet and the Kodak Theater. In 2007, he represented the United States in the Teleflorist of the Year Competition in Japan, and in 2015, he created floral designs for Pope Francis’s visits to both Philadelphia and Washington, D.C.

Vonda LaFever, AIFD, PFCI, CEO of Flower Clique in Niceville, Florida, called Farrell “the epitome of a professional.”

“I’ve had the opportunity to work side by side with Tim on many projects throughout the years and I’ve learned a lot from him. In almost any situation, when asked a design or business question, I observe him as he listens to understand, not to be ready to respond,” she says. “Then he takes that question, filters his thoughts, knowledge and expertise and responds in a way the questioner will understand.”

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.