

FOR IMMEDIATE RELEASE

Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

Dianna Nordman Receives SAF's Paul Ecke, Jr. Award



ALEXANDRIA, VA – AUGUST 20, 2025 – For more than 30 years, Dianna Nordman, AAF, has been a visionary force in the floral industry, transforming ideas into powerful, lasting programs that uplift both professionals and students alike.

“Dianna doesn’t just lead programs — she builds platforms that empower generations,” said Marisa Guerrero, AIFD, TMF, vice president of Debbie’s Bloomers in El Paso, Texas. “She’s reshaped how floral education is delivered.”

Her dedication to education, professional development and legislative advocacy has left an indelible mark not just in Texas — but across

the nation. In recognition of her extraordinary service and leadership, she is the 2025 recipient of the Society of American Florists’ Paul Ecke, Jr. Award.

About Dianna:

One of her most influential accomplishments is the Texas State Florists’ Association’s (TSFA) Level 1 and 2 High School Certification program. Under Nordman’s guidance, the program now educates more than 20,000 students annually in floral design and flower identification. She helped initiate teacher training through the Agriculture Teachers Association of Texas Conference, ensuring instructors, many new to floral work, are equipped to guide their students to success. This certification not only teaches life skills but also fulfills graduation requirements, helping students become informed floral consumers and future professionals.

During the COVID-19 pandemic, she sprang into action, working with the Texas Department of Agriculture to classify florists as essential businesses. Her swift and strategic outreach ensured flower shops across the state — TSFA members or not — could stay open, support their communities, and keep employees working.

Her legacy extends far beyond Texas. Nordman modernized the Texas Master Florist program and helped other states adopt the curriculum, spreading high standards of design and professionalism nationwide. She’s known for turning volunteer-led ideas into comprehensive programs — proof of her tireless commitment and deep understanding of what the industry needs to thrive.

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.