

**FOR IMMEDIATE RELEASE**

Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

## Jackie Lacey Receives SAF's Tommy Bright Award



**ALEXANDRIA, VA – AUGUST 20, 2025** – Jackie Lacey, AAF, AIFD, PFCI, the design coach for The Profitable Florist, has spent nearly four decades in floristry, not only honing his own design and business skills, but imparting his expertise with scores of professional and aspiring florists.

His creativity and leadership have left an indelible mark on the industry and earned him the Society of American Florists' Tommy Bright Award for lifelong dedication to floral education, presentation, and community.

### About Jackie:

Lacey's journey began in retail floristry and evolved into a national platform that includes television appearances, mainstage design showcases, and leadership roles in the American Institute of Floral Designers (AIFD) and the Florida State Florists Association (FSFA). Prior to joining The Profitable Florist in 2023, he was the longstanding director of education and industry relations for BloomNet and the Floriology Institute in Jacksonville, Florida. From mass-market strategies to intricate event designs, Lacey is known not only for his artistic excellence but also for his ability to empower those around him.

"Jackie was instrumental in my own journey to AIFD accreditation," said Bob Tucker, AIFD, owner of Miss Daisy's Flowers & Gifts in Leesburg, Florida, and the executive director of FSFA. "His mentorship gave me the confidence to pursue excellence. His impact is deeply personal for so many of us. The friendships he fosters strengthen the fabric of our community and inspire a collaborative spirit."

Lacey's resume is as vast as his influence. He's served two terms as AIFD president, guiding the organization through the unprecedented challenges of the coronavirus pandemic. He is a past president of FSFA, an American Floral Endowment trustee, and the 2024 SAF Sylvia Cup Design Competition champion. He's been honored with the FSFA's Humanitarian Award, Lifetime Achievement Award, President's Choice Award, and Hall of Fame, as well as AIFD's Special Awards of Dedication and Recognition, and the Great Lakes Floral Association's National Service Award.

Seeking a way to bring affordable, easy-to-access design education to all who are interested, Lacey and Renato Sogueco, AAF, PFCI, BloomNet's director of digital strategy, developed Floriology Now, an online floral instruction platform. This affordable innovation makes continuing education accessible for the masses.

Sogueco, a past Paul Ecke, Jr. Award winner, praised Lacey's work ethic. "He has shared his vast experience in business sessions at all major industry conferences and events, presented on behalf of large wholesale companies, in addition to being the exclusive educator for the 1-800-Flowers franchise businesses," he said. "It's truly a breathtaking scope of work and even more awe-inspiring when you consider all the hours required to prep, the thousands of miles in travel, and the meticulous behind-the-scenes effort it takes to put on a high-quality program."

No-matter how big or small, Lacey approaches every educational opportunity with passion. "Jackie brings the same care and preparation whether it's a national symposium or a morning webinar," Sogueco said. "His attention to detail, humor, and heartfelt delivery create a learning experience that truly resonates."

*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](http://safnow.org).