

FOR IMMEDIATE RELEASE

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SAF Inducts 30 AAF and PFCI Honorees at SAF Phoenix 2025

ALEXANDRIA, VA – AUGUST 20, 2025 – The Society of American Florists honored 6 professionals with induction into the American Academy of Floriculture (AAF) and 25 floral professionals into Professional Floral Communicators – International (PFCI), during the Stars of the Industry Awards Recognition on Aug. 13.

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 2025 AAF inductees are:

- Mary Ann DeBerry, AAF, CFD, TMFA, The Florist LTD, Denton, Texas
- Michelle Headrick, AAF, AIFD, CEJ, FDI, PFCI, Floral Design Institute, Portland, Oregon
- Sheldon Jenson, AAF, Flowers by Michelle, Las Vegas, Nevada
- Monty Pereira, AAF, Watanabe Floral, Inc., Honolulu, Hawaii
- John “J.P.” Varvarigos, AAF, Wellington Florist, Wellington, Florida
- Pattie Wallander, AAF, AIFD, CFD, ICPF, PFCI, Wallander’s Floral and Events, Senatobia, Mississippi



Mary Ann DeBerry,
AAF, CFD, TMFA



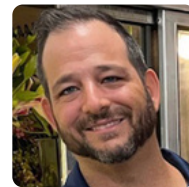
Michelle Headrick,
AAF, AIFD, CEJ, FDI,
PFCI



Sheldon Jenson, AAF



Monty Pereira, AAF



John “J.P.”
Varvarigos, AAF



Pattie Wallander, AAF,
AIFD, CFD, ICPF, PFCI

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 2025 PFCI inductees are:

- Doug Bates, AIFD, CEJ, PFCI, Design's by Vogts, Sturgis, Michigan
- Lacey Bilke, AAF, CFD, OCF, OACF, PFCI, Madeline's Flowers, Edmond, Oklahoma
- Lenzee Bilke, AAF, AIFD, OCF, OACF, PFCI, Madeline's Flowers, Edmond, Oklahoma
- Kim Brannan, AAF, PFCI, Signature Events STL, O'Fallon, Missouri
- Megan Carollo, PFCI, The Flower Bar, LLC, Scottsdale, Arizona
- Tina Davis, AIFD, ICPF, PFCI, Blythe Flowers, Ottawa, Illinois
- Jena Gizerskiy, CFD, PFCI, Rosaprima, Miami, Florida
- Terry Godfrey, AIFD, CEJ, EMC, PFCI, freelance designer, Washington, DC
- Christine Guenther, AAF, PFCI, Wildflower Stem + Sundry, Annapolis, Maryland
- Holly Haveman, CF, PFCI, Kennedy's Flowers & Gifts, Grand Rapids, Michigan
- Christina Ignatius, AzMF, PFCI, Christina Ignatius, LLC, Scottsdale, Arizona
- Camron King, PFCI, Certified American Grown, Sacramento, California
- Dov E. Kupfer, AIFD, PFCI, Designs by Dov E., El Paso, Texas
- Sarah LoBue, AIFD, ICPF, PFCI, Main Street Florist, Carlinville, Illinois
- Heather Lockwood, FSMD, PFCI, Kuhn Flowers, Jacksonville, Florida
- Pilar Mejia, AIFD, CFD, EMC, PFCI, Academia Mexicana de Arte Floral, Toluca, Mexico
- Carrie Moore, AAF, PFCI, Jenny's Floral, Custer, South Dakota
- Michelle Morgan, AIFD, ICSF, PFCI, Kuhn's Flowers, Jacksonville, Florida
- Linda Rambaud, AIFD, CAFA, PFCI, Lindara Design, Victoria, British Columbia
- Liza Roeser, AAF, PFCI, Fifty Flowers, Boise, Idaho
- Steven Santos, AIFD, PFCI, Galleria Farms, Miami, Florida
- Kelsey Thompson, AIFD, CFD, PFCI, Bloom Inc. and Petals & Profits, LLC, Algona, Iowa
- Courtney Turner, AIFD, CEJ, EMC, ICPF, PFCI, McHenry County College, Crystal Lake, Illinois
- Eileen Weber, AAF, PFCI, Lake Forest Flowers, Lake Forest, Illinois



Doug Bates, AIFD, CEJ, PFCI



Lacey Bilke, AAF, CFD, OCF, OACF, PFCI



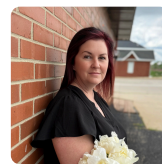
Lenzee Bilke, AAF, AIFD, OCF, OACF, PFCI



Kim Brannan, AAF, PFCI



Megan Carollo, PFCI



Tina Davis, AIFD, ICPF, PFCI



Jena Gizerskiy, CFD, pfcI



Terry Godfrey, AIFD, CEJ, EMC, PFCI



Christine Guenther, AAF, PFCI



Holly Haveman, CF, PFCI



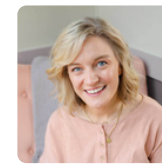
Christina Ignatius, AzMF, PFCI



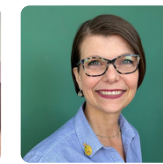
Camron King, PFCI



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Sarah LoBue, AIFD, ICPF, PFCI



Heather Lockwood, FSMD, PFCI



Pilar Mejia, AIFD, EMC, CFD, PFCI



Carrie Moore, AAF, PFCI



Michelle Morgan, AIFD, ICSF, PFCI



Linda Rambaud, AIFD, CAFA, PFCI



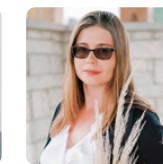
Liza Roeser, AAF, PFCI



Steven Santos, AIFD, PFCI



Kelsey Thompson, AIFD, CFD, PFCI



Courtney Turner, AIFD, EMC, CEJ, ICPF, PFCI



Eileen Weber, AAF, 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.