



NEWS

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PFCI Inducts Four New Members at SAF Palm Springs 2007

ALEXANDRIA, Va. — Sept. 27, 2007 — The industry's premier speakers bureau added new professionals to its roster when the Society of American Florists (SAF) inducted four members into Professional Floral Communicators – International (PFCI) on Sept. 27 at the SAF Industry Awards Dinner at SAF Palm Springs 2007, the association's 123rd Annual Convention in Palm Springs, Calif. PFCI, established by SAF, is the superior industry resource for the communication of professional floral education. Following a rigorous application and review process to prove their expertise and presentation skills, these members earned the PFCI designation:

- **Sylvia Bird**, AAF, AIFD, PFCI, NDSF, a freelance designer and educator in Fort Myers, Fla.
- **Sylvia Nichols**, AIFD, PFCI a freelance designer and educator in Cheshire, Conn,
- **Darla Pawlak**, AIFD, PFCI a freelance designer and educator in Essexville, Mich.
- **Ian Prosser**, AAF, AIFD, PFCI, NDSF, owner of Botanica International Florist in Tampa, Fla., and Botanica Boca Grande in Boca Grande, Fla.

Biographies are attached. For more information on PFCI or a membership application, visit www.safnow.org/PFCI or contact SAF at (800) 336-4743. Contact Shelley Estersohn at (800) 336-4743, or sestersohn@safnow.org for photographs from the SAF 2007 Industry Awards Dinner.

PFCI Class of 2007

Sylvia Bird, AAF, AIFD, PFCI, NDSF

Industry and consumer audiences enjoy hearing Bird's take on designs, and it's not just because of her lovely English accent. Working in the United Kingdom and United States as a freelance designer and educator, she gives a transatlantic perspective during presentations for the AIFD National Symposium, AIFD London Forum, Chelsea Flower Show and the New York Botanical Garden. She has designed arrangements for such notables as Queen Elizabeth II and Princess Anne as well as for Princess Diana's funeral and the Philadelphia Flower Show.

Bird is a Chelsea Flower Show medal winner and coordinates the show's Floristry Marquee demonstrations for professional designers. Active in AIFD, she serves as a director at large, past national secretary, past Membership Committee member and the North East Region's past president. She has served on SAF Design Teams for conventions and President George W. Bush's Inauguration. She earned the National Diploma of the Society of Floristry (NDSF), the highest floral design honor in the United Kingdom. Bird holds a teaching degree from Kingston University in London.

Sylvia Nichols, AIFD, PFCI

Local garden clubs, art museums, chambers of commerce, radio stations and the TV news turn to Nichols for her in-depth flower know-how. Industry audiences connect with her wit, style and savvy business sense during programs for wholesalers' events, the Connecticut Florists Association (CFA) convention, the AIFD National Symposium and as a SAF convention panelist.

She is a freelance designer and educator in Cheshire, Conn., who is the campus director and design instructor for the CFA Design School, the state's only florist trade school.

Nichols is a past CFA president, board member and convention chairwoman who received the organization's 1997 Marketer of the Year and 1989 Designer of the Year awards. She received SAF's *Floral Management* magazine's 1996 Marketer of the Year Award for the "Simply Said" campaign, which lured customers with an inexpensive impulse item generating a 14 percent sales increase for the Window Box, Inc., the retail shop she owned for 28 years. She earned a bachelor's degree from Southern Connecticut State College in New Haven.

Darla Pawlak, AIFD, PFCI

Pawlak's strong command of descriptive vocabulary and impeccable timing endears her to national and regional audiences throughout the United States and Canada. She has worked as an education team specialist of FTD, AFS, and currently Teleflora. This freelance designer based in Essexville, Mich., also works in China with design/product development for CCC Corp. In 2006, Pawlak presented a program for the AIFD National Symposium. She also has led design programs for the Michigan Floral Association (MFA) convention.

Her designs have been featured in many publications including *Flowers&*, *PFD*, *Florist*, selection guides and John Henry Company books. She was the first designer to win MFA's Designer of the Year Award multiple times, and she received MFA's 1996 Chuck Bannow Award for a design judged "Best Overall" in three professional division categories. Pawlak serves on the AIFD Membership Committee and is a past AIFD Education Committee member.

Ian Prosser, AAF, AIFD, PFCI, NDSF

Prosser, a charismatic Scotsman, travels across the country to lead projects and teach wedding design and floral retailing to national and state industry groups, while operating two successful shops, Botanica International Florist in Tampa, Fla., and Botanica Boca Grande in Boca Grande, Fla. He is a FTD design instructor and education team member who has lectured in China.

During a two-day public relations event hosted by SAF in 2006, Prosser demonstrated design trends and the expertise of florists to editors and reporters from 26 national magazines.

In 2005, he served as the SAF floral design chairman for President George W. Bush's second-term inauguration. He has served as SAF Convention Committee design chairman in 2003 and 2004. Prosser has provided floral decorations for many dignitaries, including Queen Elizabeth II. He was the youngest person to receive the Floral Designer of the Year for Scotland in 1977. Prosser earned the NDSF and is a graduate of Woodburn Horticultural College in Scotland.

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The Society of American Florists is the association leader for all segments of the floral industry including wholesalers, growers and retailers. SAF is proud to provide marketing, business and government services for more than 12,000 participants in the U.S. floral industry.