

# Message from SAF

SOCIETY of AMERICAN FLORISTS

## NEWS

FOR IMMEDIATE RELEASE  
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### **Greenwich Floral Designer Receives National Honor for Outstanding Service to Floral Industry**

**Palm Beach, Fla.** - Sept. 18, 2008 - Greenwich floral designer Michael Derouin, AIFD, CAFA, was honored on Sept. 18 with membership in the prestigious American Academy of Floriculture. Hundreds of industry leaders were on hand to toast his accomplishment during the Industry Awards Dinner, a highlight of the 124th Annual Convention of the Society of American Florists.

A mark of distinction recognized throughout the floral industry, the AAF designation is reserved for those who have demonstrated outstanding commitment to the floral industry and their local communities. Derouin was one of nine industry members who received the national honor.

A second-generation floral designer, Derouin has been in the industry for 13 years. He is a member of the design team at McArdle's Florist & Garden Center in Greenwich, Conn., and works for Smithers-Oasis as a freelance floral designer and educator. An inductee of the Canadian Academy of Floral Art, Derouin serves as committee chairman for the Connecticut Florists' Association's North East Floral Expo. He was also inducted into the American Institute of Floral Designers in 2001 and is the proud recipient of several design awards including the 2001 Connecticut Floral Designer of the Year.

Dedicated to the community, Derouin has served on the Planning Committee for the Neighborhood Music School's annual gala in 2006. In 2005, he served as the event décor designer for The Palace Theater's post-restoration opening gala and the co-chair of floral donations for St. Mary's Hospital's annual gala.

Established in 1965 under the auspices of the Society of American Florists, the Academy of American Floriculture carries out SAF's efforts to encourage, measure and recognize those members who have committed their time and energy to both the floral industry and their community. Current Academy members include floral industry retailers, wholesalers, growers, educators, scientists and designers.

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**The Society of American Florists is the association 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**

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