

FLORIDA STATE FLORISTS' ASSOCIATION HONORS FIELD OF FLOWERS CEO WITH LIFETIME ACHIEVEMENT AWARD

Donn Flipse, president and CEO of Field of Flowers, was recently honored by the Florida State Florists' Association (FSFA) with the Jeanne Parsons award for his dedication and good name in the floral industry.

Jeanne Parsons, was known throughout the South Florida flower industry for her unwavering devotion to the floral industry. After dedicating more than 28 years to the industry, in 1988, Jeanne lost her battle with cancer. The regional associations adopted the Jeanne Parsons Award in her memory to honor florists that share her passion and commitment to the industry.



In 1972, Flipse joined The Exotic Gardens, which was founded by his Scottish grandfather, Jimmy Donn, in 1914. Flipse worked at Exotic Gardens as a child, especially around the holidays, then full time after graduating from Dartmouth College. When The Exotic Gardens was sold in 1989, he founded Field of Flowers, based on the “fresh flower superstore” concept. The headquarters for the South Florida company is based in Davie, Florida. There is an additional store in Boca Raton and in Miami. Field of Flowers delivers flowers throughout Broward, Miami-Dade and southern Palm Beach counties.

“I am truly humbled by being recognized by the FSFA,” said Flipse. “To receive an award dedicated to Jeanne Parsons is truly special because of my relationship with Jeanne and her daughter during there years at Exotic Gardens. She was a warm person, loved by everyone, and also an extremely talented florist.”

