



IFEA VOLUNTEER OF THE YEAR

SPONSORED BY SECUREVENT SOLUTIONS

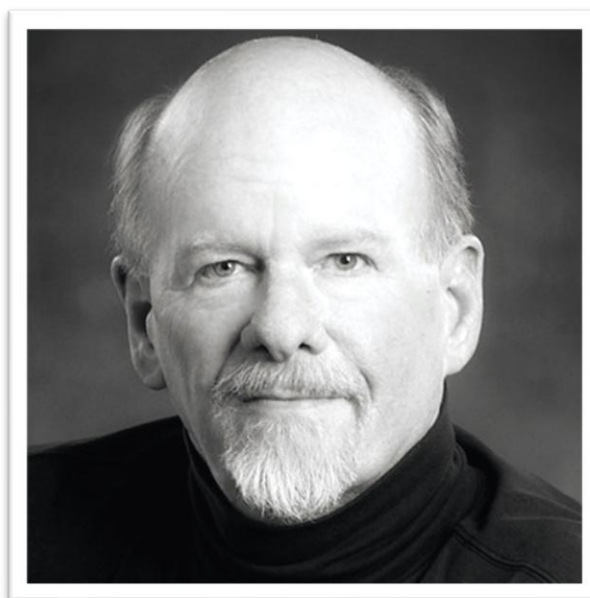


2025 IFEA Volunteer of the Year sponsored by SecurEvent Solutions

Robert Grenfell

**Nominated by the Pennsylvania Horticultural Society
Philadelphia, PA, USA**

Robert Grenfell has been a crucial part of the Pennsylvania Horticultural Society for over 20 years, serving as a vital volunteer across multiple committees, including the Competitive Classes and Early Morning Tour Guide Committees. His deep knowledge, dedication, and enthusiasm have made him an indispensable presence before, during, and after the Philadelphia Flower Show each year. He has attended 67 out of the past 69 Flower Shows, starting when his father was an exhibitor in the Hourticourt. Robert's commitment to ensuring every aspect of the Flower Show runs smoothly reflects his passion for PHS and his genuine care for all who participate.



As Chair of the Competitive Classes Committee, Robert oversees approximately 120 members who plan, manage, and execute the nonprofessional exhibitor sections of the Show. He works year-round with staff and subcommittees covering the Horticourt, Design Classes, and Artistic Classes to create rules, organize volunteer support, and recruit participants. During the Show, Robert is a visible presence on the floor, offering guidance, resolving conflicts, and serving as the primary point of contact for exhibitors. He also produces comprehensive post-show Mop-Up Notes, providing critical feedback and recommendations to improve future events.

Robert's leadership extends to the Early Morning Tour Guide Committee, where he is a consistently requested guide due to his vast knowledge of Flower Show history and current exhibits. He plays a central role in training new guides, sharing insider insights, and coordinating tours for donors and VIPs. By providing historical context and personal stories from decades of volunteering, Robert enhances the visitor experience and helps other guides deliver memorable tours.

In addition to these core responsibilities, Robert serves on the Awards Committee and the broader Flower Show and Event Committee, collaborating with staff, board members, and lifelong PHS members to shape programming, logistics, and annual recognitions. Across all committees, Robert demonstrates exceptional organizational skills, ensures subcommittees



IFEA VOLUNTEER OF THE YEAR

SPONSORED BY SECUREVENT SOLUTIONS



function effectively, and maintains a welcoming, supportive environment for volunteers. His calm demeanor, professionalism, and proactive problem-solving make him a trusted leader and role model for all who work with him.

Robert's enthusiasm and dedication extend well beyond his formal roles. He recruits volunteers by speaking at local garden club meetings, encourages participation in all areas of the Flower Show, and engages guests on the Show floor with energy, friendliness, and expert guidance. Whether offering suggestions to exhibitors, answering questions about competitive classes, or assisting visitors with directions and recommendations, he exemplifies stellar customer service and a warm, approachable presence.

The impact of Robert's service is immeasurable. His historical knowledge, leadership, and unwavering commitment have left a lasting footprint on the Flower Show and the PHS community. Committee members, volunteers, and staff consistently rely on his guidance, and the event's success is enhanced by his involvement in every stage of planning, execution, and post-event reflection. Robert ensures that every attendee enjoys a meaningful, memorable experience, setting the standard for volunteer excellence and inspiring others to follow in his footsteps.

Robert Grenfell embodies the very best qualities of a volunteer: dedication, expertise, leadership, and an infectious positive attitude. His decades of service have helped make the Philadelphia Flower Show a world-class event while enriching the experiences of everyone who participates.

Please help us congratulate our 2025 IFEA Volunteer of the Year sponsored by SecurEvent Solutions, Award Winner, Robert Grenfell.