

NEWS

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Waterous Gets Top MFA Award



Alice Waterous, AIFD, CF, PFCI, has been honored with the 2017 Michigan Floral Association's Lifetime Achievement Award. The presentation was made at this year's Great Lakes Floral Expo.

She has been involved in the floral industry for nearly 50 years. From owning a floral shop to creating a special events company, she is well-known for her exceptional design ability and business acumen. In addition she is a part-time designer at Nordlie's Grandville location and does freelance work for holiday homes, museums, and other shops. Her new business is Alice's Christmas Elves where she'll warehouse her holiday decor and lease it to corporate clients on a contract basis.

She currently serves on the MFA board of directors, and is a former Association president. She is immediate past chair of the

Michigan Floral Foundation.

Each year the MFA Awards and Nominations Committee is responsible for soliciting and reviewing award nominations. The committee sends all qualified nominations to a panel of independent judges who complete an evaluation form for each nominee. The committee totals the points received for each candidate nominated in a specific category and averages. The candidate receiving the highest average score in each category is chosen to receive the award.

The Michigan Floral Association is a full-service trade organization representing more than 500 florists, growers, and wholesalers statewide. Located in Haslett, MI, MFA offers group savings on insurance, financial services, retail bank card processing and supplies, office supplies, and fleet fueling; is the sponsor of the Certified Florist (CF) program; creates and hosts a statewide annual conference and trade show; conducts educational seminars throughout the year at the association headquarters; publishes the Professional Florist magazine; hosts the MFA web site, and interacts with state/federal government agencies. For more information on MFA, visit their web site at www.michiganfloral.org.