NEWS

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Contact: Rodney P. Crittenden
(517) 575-0110 Office
(517) 881-5107 Cell
rod@michiganfloral.org

Michigan Floral Association is now Great Lakes Floral Association!

You may or may not have noticed a change; the Michigan Floral Association is now doing business as the Great Lakes Floral Association (GLFA). Nothing has changed except for the name. Our mission statement has dropped the word Michigan but otherwise remains the same: To provide education and professional partnerships to advance business and position our colleagues at the forefront of the floral industry.

The idea for a name change first emerged at last years strategic planning meeting. The Board of Directors wanted to be more welcoming and more inclusive to anyone in our region who would like to become part of the association, hence the name change seamed logical. They were primarily thinking of those industry members to the south and east where retail floral education and professional industry partnerships are getting hard to find.

As the Association moves forward into our second century we embrace change and look forward to welcoming industry members from near and far. Our goal is to make you feel welcome and part of the Great Lakes Floral Association family.

If you have any questions please feel free to call me at the GLFA office (517) 575-0110 or visit our newly redesigned website at www.greatlakesfloralassociation.org

The Great Lakes Floral Association is a full-service trade organization representing more than 400 florists, growers, and wholesalers. Located in Haslett, Michigan, GLFA 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 the annual Great Lakes Floral & Event Expo; conducts educational seminars throughout the year at the association headquarters and various other facilities; publishes The Professional Florist *magazine; hosts the GLFA web site, and interacts with state/federal government agencies. For more information on MFA, visit their web site at www.greatlakesfloralassociation.org*