

NEWS

For Immediate Release: 03/11/09

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MICHIGAN FLORAL ASSOCIATION ANNOUNCES 2009 LIFETIME ACHIEVEMENT AWARD

Haslett, MI (March 11, 2009) - At its recent annual conference, during the Saturday evening President's Recognition Banquet held in the beautiful Pantlind Ballroom at the Amway Grand Plaza Hotel in downtown Grand Rapids, MI., the Michigan Floral Association (MFA) presented:

Bobbi Ecker – Blatchford, AAF, AIFD, PFCI
The Flora Pros
1320 N. State Parkway
Chicago, IL 60610

With the:

2009 Lifetime Achievement Award

The criteria for being nominated for this honor reads as follows:

This individual has dedicated the majority of their life to the floral industry. Through their love and passion the industry is better today.

To view a list of previous award winners visit www.michiganfloral.org and click on MFA Awards.

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 & supplies, office supplies, and fleet fueling; is the sponsor of the Michigan Certified Florist (MCF) program; creates and hosts a statewide annual conferences and trade shows; conducts educational seminars though out the year at the association headquarters; publishes the *Michigan 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.

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Bobbi Ecker – Blatchford, AAF, AIFD, PFCI
(For a high resolution photo please contact Rod Crittenden (517) 575-0110 or email at
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