Alice Waterous’s comments during MFA Distinguished Service Award Presentation

This year’s National Service Award recipient is no stranger to the floral industry. They have been working for the average every day run of the mill florists and looking out for the best interest of the floral industry for years.

Holding an undergraduates degree in Liberal Arts and a Masters Degree in public relations from American University in Washington DC they joined the Society of American Florist in 1985 as Assistant Director of the American Floral Marketing Council (AFMC), in 1986 they were made Director and in 1987 promoted to V.P. of Consumer Relations for SAF and then in 1989 became Senior Vice President. During their tenure with the American Floral Marketing Council the largest voluntary funding program for the promotion of flowers and plants, contributions increased from 2.9 million to 5.6 million and participants grew from 17,000 to over 20,000.

It was no wonder that soon this individual was promoted to Executive Vice President of SAF in 1991, using their experience in the field of advertising, public relations and marketing, they served on the steering committee that
established the first national promotion order for floral products in the U.S.

They have served on both the Board and as an officer for the Greater Washington Society of Association Executives, also serving on the Public Affairs Committee for the US Chamber of Commerce and are an active member of the prestigious US Chamber top 100 national trade associations. They have served ten years on the Small Business Legislative Council and as a past officer and chairmen and still remains on the Board of Directors today.

They have a list of positions as a Board member and Chairman of several Associations and Committees to numerous to mention, they are a recipient of the SAF John Walker Award which recognizes their outstanding service to the floral industry and author of several articles on business management, technology integration and strategic planning.

It is because of their outstanding achievements in the promotion of the sale of flowers and the importance of the floral industry within our nation’s commerce that we proudly present this year’s National Service Award to

**Mr. Peter Moran**

*Society of American Florists*
Alexandria VA