FLORACRAFT CORP. — Going PRO Talent Fund

FloraCraft Corporation continues to demonstrate its commitment to workforce development by investing in the growth and advancement of its employees through the Going PRO Talent Fund.

Through a GPTF FY25 Cycle 2 award of $7,000, FloraCraft was able to support two current employees participating in a U.S. Department of Labor Registered Apprenticeship program. The funding helped cover related technical instruction at West Shore Community College (WSCC) while employees simultaneously completed structured on-the-job training at FloraCraft.



Michigan Works! West Central partnered with FloraCraft throughout the application, award and reporting process, helping the company access valuable training resources designed to strengthen its workforce and address long-term talent needs. The award supported apprenticeship training that combined classroom learning with practical hands-on experience, creating a pathway for employees to build advanced technical skills while continuing to contribute to company operations.

As part of their apprenticeship journey, the employees completed college coursework through WSCC and participated in extensive on-the-job training under the guidance of experienced mentors. This dualtraining approach allowed them to immediately apply newly acquired knowledge in the workplace while progressing toward recognized apprenticeship milestones. The training plan included college-credit coursework and registered apprenticeship activities, reinforcing FloraCraft's commitment to developing highly skilled talent from within.

By investing in its employees through apprenticeship training, FloraCraft is helping build a stronger workforce capable of supporting future growth and innovation. The company's participation in the Going PRO Talent Fund demonstrates how employers can successfully leverage workforce development resources to create advancement opportunities for employees while addressing critical skill needs. The training not only benefits the participating apprentices but also strengthens FloraCraft's long-term competitiveness and ability to retain talented workers within the community.