**FLORINE MARK**

Inspiring, innovative, empowering and business-savvy are just a few of the words often used to describe Florine Mark, President and CEO of The WW Group, Inc., based in Farmington Hills, Michigan. For more than 30 years, Florine has used her knowledge, influence, energy and resources to help people help themselves. Florine is the leading U.S. franchise holder of Weight Watchers International. The WW Group, Inc., an internationally

recognized weight loss enterprise, had its humble beginnings as a family business created by Florine from the ground up. Her name is certainly synonymous with weight loss, but her work extends much farther than that. From her contributions to health and nutrition, women and cultural concerns, business and entrepreneurship, and charitable and community revitalization, Florine has left her mark regionally and on a national level.

Florine’s empowering message on weight loss, self-esteem and self-growth put her

in great demand as a speaker at business and health conferences, board meetings,

medical facilities and educational institutions across the country. She hosts her own

weekly morning radio show, “Remarkable Women,” on Magic 105.1 FM in Metro Detroit.

She also is seen each week across the state on the highly popular “Ask Florine” segment

on ABC’s local television station, WXYZ’s Action News. Most recently, Florine fulfilled a life-long dream by seeing her first book published. “Talk to the Mirror” is compelling and eye-opening. In it, Florine speaks from the heart about what it takes to triumph in all areas of life including family, career and relationships.

Florine’s career has been filled with numerous accolades. In 2004, she became the first woman to be inducted in the National Management Associations Hall of Fame. Florine was also honored in 2003 with the Entrepreneurial Visionary Award from the Women’s Business Center in Washington, D.C. Crain’s Detroit Business named her one of the 100 Most Influential Women in Detroit in 2002, and she received the Euro-American Woman’s

Council Artemis Award in Greece in 2000. Especially memorable for Florine was being

honored in Monaco as one of STAR Group’s 50 Leading Female Entrepreneurs in the

World in 1999. She also sits on the Michigan Governor’s council on Physical Fitness, and

is a executive board member at Children’s Hospital of Detroit.

In April of 2008, Florine was chosen by Wayne State University’s School of Business

as Michigan’s Executive of the Year. Her name is also has been bestowed upon the

Endowed chair of Entrepreneurship at WSU. Mark was also chosen as one of a select

few Michiganians of the year by the Detroit News for making living in the state a richer

experience with her good work in community and the example she sets. That same year

she was given the President’s Award for Fitness from the Governor of Michigan.

Despite all the time she’s given in motivational speeches, entrepreneurial activities

and humanitarian pursuits, Florine acknowledges that her most precious moments are

devoted to her family to which she is utterly dedicated. She has five children, two

stepchildren and 24 grandchildren.

Florine continues to inspire, educate and motivate people to making a lifelong

commitment to happiness and a healthy lifestyle. But most of all – to be the very best

they can be!