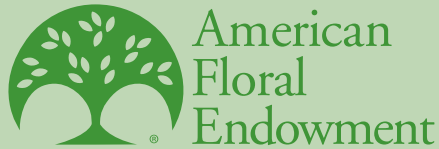


Your contributions support:

- **Scientific and Public Benefits Research** – working to create healthier, more attractive, longer-lasting flowers and plants to boost profits for everyone!
- **Scholarships and Internships** – giving tomorrow's industry leaders the experience they need, and supporting the next generation of growers, wholesalers, retailers, allied industry workers and educators.
- **Educational Grants** – funding educational programs for the advancement of the industry.

**Support the future of the industry you love
with a tax-deductible contribution today.**



Funding Generations of Progress
Through Research and Scholarships

American Floral Endowment
1601 Duke Street, Alexandria, VA 22314
tel: 703.838.5211 | fax: 703.838.5212
www.endowment.org

www.fb.com/americanfloralendowment
www.twitter.com/floralendowment



Funding Generations of Progress
Through Research and Scholarships

Annual Report

July 1, 2010 – June 30, 2011

The American Floral Endowment (AFE) is an independent non-profit organization that funds research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations, and the general public.

The American Floral Endowment:

- Has funded more than \$14 million in research and scholarships over its first 50 years.
- Protects the floral industry by funding research to solve scientific challenges posed by disease, pests and other environmental issues.
- Funds scholarships and internships that help educate the next generation of floral industry leaders.
- Uses only generated dividends from donations to fund research and scholarships. Every donation to AFE continues to give.

The Endowment is currently administered by the following:

EXECUTIVE COMMITTEE



Tom Butler
Chairman
Teleflora
Oklahoma City, OK



Paul Bachman
Chairman-Elect
Bachman's, Inc.
Minneapolis, MN



**Harrison "Red"
Kennicott**
Past Chairman
Kennicott Brothers,
Inc., Chicago, IL



James Phillip, Jr.
Secretary/Treasurer
Phillip's Flowers
Westmont, IL



Ken Altman
Altman Plants
Vista, CA



David Niklas
Clackamas
Greenhouse, Inc.
Aurora, OR

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Miami, FL



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Group, Arcata, CA



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Home Depot
Atlanta, GA



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Ellison's Green-
houses
Brenham, TX



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Flores de Funza
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The Pete Garcia
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Kristi Huffman
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Kremp Florist
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Design Master
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Greenhouses
Cincinnati, OH



**Dr. Marvin
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Eric Nissen
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BOARD OF TRUSTEES continued



Laura Shinall
Syndicate Sales,
Inc.
Kokomo, IN



Bob Wilkins
Delaware Valley
Floral Group
Sewell, NJ

AFE STAFF



Debi Aker
Executive Director



**Elisabeth
George**
Communications
Specialist



**Dr. August
De Hertogh**
Research
Coordinator

American Floral Endowment Audited Financial Statement July 1, 2010 – June 30, 2011

Assets	6/30/11
Investments	\$14,227,580
Other Assets	\$485,054
Total	\$14,712,634
Net Change in Assets	\$2,203,323
Receipts	
Capital Gains	\$1,789,222
Interest and Dividends	\$227,720
Contributions	\$393,785
Released from Restriction	\$425,857
Total	\$2,836,584
Disbursements	
Grants	\$369,202
Supporting Services	\$264,059
Total	\$633,261

Program Allocations

In 2010-2011, AFE funded the following research, educational grants and scholarships.

AFE is funded *by* the industry, *for* the industry.

PRODUCTION AND POST-HARVEST SCIENTIFIC RESEARCH

- **Preventing Powdery and Downy Mildew from Ruining Flower Crops, \$50,000**
Dr. Mary Hausbeck - Michigan State University and Margery Daughtrey - Long Island Hort. Research Center
- **Whitefly Preference for Poinsettia Cultivars: Impact of Plant Host Traits on Whitefly Development, Survival, and Fecundity, \$17,500**
Dr. Luis Canas - Ohio State University
- **Effect of Pesticide Mixtures in Controlling Arthropod Pests of Greenhouses, \$25,000**
Dr. Raymond Cloyd – Kansas State University
- **Providing Practical Solutions to Increase Fresh Cut Flower Quality and Vase Life, \$34,000**
Dr. Terril Nell - University of Florida
- **Irrigation Automation in Greenhouses Using Substrate Moisture Sensors, \$12,000**
Dr. Stephanie Burnett - University of Maine
- **Energy Efficient and Sustainable Poinsettia Production, \$15,000**
Dr. Robert Lopez – Purdue University
- **Silicon Nutrition in Flower Crop Production: Potential for Increasing Rooting, Improved Post-Harvest Performance, and Decreased Disease Incidence, \$14,000**
Dr. Neil Mattson – Cornell University

Final research reports from all completed research can be downloaded from the AFE website at www.endowment.org/final-research-reports.html

GUS POESCH RESEARCH FUND

Gus Poesch, renowned floriculture researcher, left an indelible mark on the industry, specifically as a mentor to students. The Gus Poesch Research Fund was created to help recruit high quality floriculture graduate students and fund floriculture research projects at The Ohio State University.

- **Basic and Applied Production and Post Production Training for Future Floriculture Faculty, \$12,000**
Dr. Michelle Jones – The Ohio State University
- **Floriculture Industry Roundtable of Ohio, \$2,000**
Dr. Claudio Pasian – The Ohio State University

PUBLIC BENEFITS RESEARCH

Public Benefits Research provides essential knowledge for a growing and dynamic floricultural industry. This research focuses on bedding plants, fresh cut flowers, fresh cut greens, flowering potted plants, and foliage plants.



- **The Effects of Longevity Information and Guarantees on Consumer Preferences for Cut Flowers, \$30,000**
Dr. Chengyan Yue - University of Minnesota

Final reports from this study can be downloaded from the AFE website at www.endowment.org/final-research-reports.html

AFE EDUCATIONAL GRANTS

The AFE Education Committee annually reviews and approves applications for grants to promote the floriculture industry. The following grants were awarded in 2010-2011.

- National Floriculture Forum - \$2,500
- SAF Pest Management Conference - \$2,500
- FFA Pathways to Career Success - \$2,000
- America In Bloom Symposium - \$2,000
- OFA Pest & Disease Conference - \$1,500
- Building Capacity of 21st Century - \$5,000
- WF & FSA - \$2,500

AFE SCHOLARSHIPS

AFE annually administers 18 scholarships to assist students pursuing a career in horticulture/floriculture. The following scholarships were awarded in the 2010-2011 fiscal year:

- **Ball Horticultural Company Scholarship - \$400**
Keri Livingston, California State Polytechnic
- **Harold Bettinger Scholarship - \$1,500**
Amy Hinkle, Penn State University
- **IPM/Sustainable Practices Scholarship - \$900**
Amy Hinkle, Penn State University
- **James Bridenbaugh Memorial Scholarship- \$350**
Morgan Jenkins, Kansas State University
- **John Carew Memorial Scholarship - \$1,500**
Elizabeth Bridges, NC State University
- **Earl Dedman Memorial Scholarship- \$800**
Molly Gilbert, University of Wisconsin- River Falls
- **Fran Johnson Scholarship - \$850**
Alicia Wells, Franklin University
- **Markham – Colgrave International Scholarship - \$3,500**
Colleen Brown, The Ohio State University
- **National Greenhouse Manufacturers Association - \$450**
John Lamont, California State Polytechnic
- **Mike and Flo Novovesky Scholarship - \$950**
Alicia Wells, Franklin University
- **Lawrence “Bud” Ohlman Scholarship - \$300**
Jessica Feurback, NW Missouri State University
- **James K. Rathmell Memorial Scholarship - \$2,500**
Jane Christensen, University of Illinois
- **Seed Companies Scholarship - \$1,800**
Allison Justice, Clemson University
- **John L. Tomasovic Sr. Scholarship - \$650**
Staci Hentges, University of Missouri-Columbia
- **Edward Tuinier Memorial Scholarship- \$3,850**
Zachary Pernack, Michigan State University
- **Jacob Van Namen Marketing Scholarship - \$800**
Galt Orminton, Oklahoma State University
- **Vocational (Bettinger, Holder & Perry) Scholarship - \$1,100**
Joshua Peede, Sandhills Community College

Total Amount Awarded - \$23,200

INTERNSHIPS & SCHOLARSHIPS

Vic & Margaret Ball Intern Scholarship

Established in 1992, by Vic & Margaret Ball, this Intern Scholarship Program was made possible with a generous donation. This program was designed to provide floriculture students an opportunity to gain hands-on work experience in commercial production.

- **Tha Cha, University of Wisconsin-River Falls, \$6,000** – six month internship at Tagawa Greenhouses, Brighton, CO
- **Joshua Craver, Mississippi State University, \$1,500** – three month internship at Metrolina Greenhouses, Huntersville, NC
- **Erik Edwards, University of Georgia, \$6,000** – six month internship at Pacific Plug & Liner, Watsonville, CA
- **Kyle Harger, University of Wisconsin-River Falls, \$1,500** – three month internship at Walter's Gardens, Zeeland, MI
- **Jacob Kluza, University of Wisconsin-River Falls, \$6,000** – six month internship at Skagit Gardens, Mt. Vernon, WA
- **Lola Siboldi, California Polytechnic-San Luis Obispo, \$6,000** – six month internship at Sun Valley Floral Group, Arcata, CA
- **Charlotte Vetter, South Dakota University, \$6,000** – six month internship at Syngenta/Goldsmith Seeds, Gilroy, CA
- **Susanna Whelan, Texas A & M University, \$1,500** – three month internship at Molbak's, Woodinville, WA
- **Debra Zelle, Iowa State University, \$1,500** – three month internship at Aldershots of New Mexico, Mesilla Park, NM



Left, Joshua Craver, Mississippi State University

Mosmiller Intern Scholarship

The Mosmiller Intern Scholarship Program was created in 1975 with earnings from a bequest by the late Colonel and Mrs. Walter E. Mosmiller Jr. This program provides floriculture and environmental horticulture students with an opportunity for professional experience in a retail, wholesale, or allied trade setting.

- **Katherine Ashby, Eastern Oklahoma State College, \$2,000** - Greenleaf Nursery, Park Hill, OK
- **Bridget Baker, Kansas State University, \$2,000** – Baisch & Skinner, Wichita, KS



Katherine Ashby, Eastern Oklahoma State College

JAMES AND HELEN PHILLIP SCHOLARSHIP GRANT

Established in 2008 by their daughter, Lee Phillip Bell with a \$500,000 donation, this Scholarship Fund honors James and Helen Phillip, founders of Phillip's Flowers in Chicago.



James & Helen Phillip

This scholarship provides annual grants to students who are interested in the retail sector of the floral industry. While most grant recipients are located in the Great Lakes region, they also are available to worthy applicants throughout the country.

Institutions receiving a grant in the 2010-2011 fiscal year:

- **Joliet College, Joliet, IL: \$5,000**
- **Kishwaukee College, Malta, IL: \$6,000**
- **College of Southern Nevada, Las Vegas, NV: \$4,000**
- **Ohio State University ATI, Wooster, OH: \$4,000**

PAUL ECKE JR. MS/PHD SCHOLARSHIP

This prestigious, merit-based scholarship has been funded by contributions to AFE from the floriculture industry and other sources. The scholarship honors the late Paul Ecke Jr. who made significant contributions to the industry and believed strongly in the importance of research and education.



The objective of the Paul Ecke Jr. Scholarship is to assist in funding the education of graduate students who will become leading scientists and educators in the floriculture industry.

- **Daedre Craig, Michigan State University, \$8,000**

2010-2011 MEMORIAL TRIBUTES ESTABLISHED

Tributes can be established with a minimum of \$1,000. Once established, donations can be made to the funds in any amount. AFE always notifies families when donations are received.

Will Carlson

Dr. Carlson was a Professor of Floriculture at Michigan State University for 36 years. During his tenure, he published over 400 scientific articles many of which were about the physiology of ornamental floriculture crops. He maintained a popular column "One to Grow On" in Greenhouse Grower Magazine for over three decades. Dr. Carlson served as the faculty coordinator for the Michigan Master Gardener program that trained more than 10,000 Master Gardeners. He was responsible for establishing the Horticultural Demonstration Gardens and the Professional Plant Growers Association. He was also was the past Chairperson of the MSU Garden Consortium and a director of the Garden Writers Association.



Douglas Dillon

Dillon was an active member of the industry and a great supporter of AFE. President of Dillon Floral Corporation, in Bloomsburg, Pa., from 1965-1991, Dillon remained active in the business until shortly before his death. In addition to his service on the Hortica Board, he served as President of the Society of American Florists, and on the Boards of Roses, Inc., the Fred C. Gloeckner Foundation and many others. In 1993, Dillon was awarded the Golden Bouquet Award for his industry and community dedication. A year later, he received SAF's highest honor of being inducted into the SAF Floriculture Hall of Fame.



Ernesto Velez

An AFE Trustee since 2004, Velez believed strongly that the land on which your flowers grow and the growers deserve respect and protection. As Chairman of Asocolflores for an unprecedented seven terms, Velez held the philosophy of social responsibility and environmental stewardship as he tirelessly promoted Colombian flowers and flower growers. Velez was equally passionate when talking about, and working with, his wife, Lucie. Together they spearheaded the creation and implementation of the Florverde program.



A complete list of AFE Living, Memorial and Corporate Tributes can be found at www.endowment.org.

To make a donation to these or other AFE Tribute funds please send a check to:

Debi Aker, Executive Director
American Floral Endowment
1601 Duke Street
Alexandria, VA 22314

2010-2011 AFE DONORS

AFE would like to thank the individuals and businesses below that made a contribution to AFE during the 2010-2011 Fiscal Year (July 2010 – June 2011). Contributions include one, two and three year pledges.

If you are interested in helping support AFE's programs by making an annual pledge or gift, please contact AFE at 703-838-5211.

AA Importing, Inc.	Stan & Georgia Bachman	Bonnett Wholesale Florist, Inc.
Adelaide's Flowers & Gifts	Bachman's, Inc.	Bonnie Brae Flowers
Ahrens Greenhouse, Inc.	Baisch & Skinner Wholesale Florist	Boulevard Florist Wholesale Market
Albin Hagstrom & Son, Inc.	Christine Baldys	Boven's Quality Plants
Allburn Florists	Ball Horticultural Company	Briarwood Florist
Allied Hort Sales, Inc.	Balmes Flower Shop & Greenhouses, Inc.	Broadway Florist
Altman Plants	Steven & Sarah Bartfield	Brown's Flowers & Gifts Inc.
Alvin's Flowers	BASF	Buckingham Florist, Inc.
America's Florist	Wendell & Judith Beem	Burns Florist
American Clay Works & Supply Co.	Belak Flowers, Inc.	California Flower Market, Inc.
American Florist Exchange	Bella Fiori Flower Shop, Inc.	California Pajaroza
Annandale Florist, Inc.	Jean M. Berg	Candle Artisans, Inc.
Apple Blossom Floral	Jeanne & Robert Berry	Cathy Cowgill Flowers, Inc.
Appleway Florist & Greenhouse	Bethesda Florist	Center Greenhouse, Inc.
Armellini Industries	Bill's Montclair Floral	Chrysal Americas
Ashland Addison Florist Company	Billy Heroman's Flowerland, Inc.	City Scents, Ltd.
Asocolflores/ Colombia Flower Council	Blackmore Co., Inc	Collins Flowers, Inc.
Assembly Board of Hinsdale Hospital Foundation	Bloomnet	Computer Solutions, Inc.
	Blossom Boutique Florist	Conner Park Florist, Inc.

Continental Farms LLC	Jim & Ellen Ellison	Green Point Nurseries, Inc.
Country Florist of Waldorf, Inc.	Employees of Phillip's Central & Corporate Offices	Greight Marketing Concepts
Countryside Floral	Esmeralda Farms	Grolink, Inc.
Craig Bachman Imports	Eugene's Flower Home	Henry Mast Greenhouses, Inc.
D.S. Cole Growers	Martin Fairchild	Herman J. Heyl Florist, Inc.
Dandelions Flowers	Walter Fedyshyn	Highland Supply Corporation
Darrell Whitsel Florist	Floral Finance Business Services	Holland America Bulb Farm, Inc.
Dean's Designs, Inc.	Flowerbuyer.Com	Hoover Fisher Florist
DeJong Greenhouses, Inc.	Flowers by Dick & Son, Inc.	Hortica
Delaware Valley Wholesale Florist	Flowers by George, Inc.	Jacques Flower Shop, Inc.
Denver Wholesale Florist Company	Flowers by Matthew	Johnson's Flower Shop
Design Master color tool, Inc.	Flowers by Ramon	Karen's Floral Expressions
Design of the Times	Frank Adams Wholesale Florist	Karin's Florist, Inc.
Dick Adgate Florist	Fredriks Nursery, Inc.	Kennicott Brothers Company
Dick Miller Florist	Fresca Farms, LC	Kiko's Flower & Gifts
John Dole	Freytag's Northwest Florist	Kitayama Brothers/ Greenleaf Wholesale Florist, Inc.
Donna's Designs, Inc.	From You Flowers, LLC	Knaup Floral, Inc.
Dos Gringos - H&L Group LLC	FTD, Inc.	Krupp Florist, Inc.
Dunlap, Codding & Rogers P.C.	Gainan's Floral & Greenhouses	Kruse Grimm Florist, Inc.
Eason Horticultural Resources, Inc.	George Thomas Floral	Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.
Ed Pawlak & Sons Florist, Inc.	George W Radebaugh & Sons	Kunz Floral
Elaine's Flower Shoppe	Gifford Doving Florists	Diane Lagerstedt
Elite Flower Services, Inc.	Golden Flowers, Inc.	Dwight & Dawn Larimer
	Green Glo Products	

Lary's Florist, Inc.	Mitchell's Orland Park & Frankfort Florist	Pearlstein Family Foundation	Smith, Brock & Weber LLC	Teleflora	Vans Inc.
Jill Lawrence	Moehring-Woods Flowers	Myron Pengiel	Smithers-Oasis Company	The Elite Flower Company	Laura Walsh
Leider Horticultural Companies, Inc.	Egon & Laina Molbak	Pennock Company	Sonny's Texas Posies Company	The Flower Basket, Ltd.	Charles & April Walton
Joseph & Cathleen Lesczynski	Moore Paper Boxes, Inc.	Penny's Flowers	South End Florist	The Hiawatha Corp.	Wards Flowers & Gifts
Liberty Blooms	John Morley	Peoples Florist	Stieglers Florist	The John Henry Company	Washington Bulb Company, Inc.
Los Angeles Flower Market of the American Florists' Exchange Ltd.	National Floral Supply of Maryland, Inc.	Pete Garcia Company	Strange's Florist, Greenhouse & Garden Center	The Roy Houff Company	Waukesha Floral & Greenhouse
Louisiana Wholesale Florist	Terril & Cathy Nell	JR & Mary Phillip	Stuppy Family Foundation	The Sun Valley Group, Inc.	Wanda Weder
Lubbock Wholesale Florist, Inc.	Neubauer's Flowers, Inc.	Phillip's Flower Shops	Sunlet Nursery, Inc.	The USA Bouquet Company	Olin Wetzel
Maday's Wholesale Greenhouses, Inc.	Newport Wholesale Floral, Inc.	Phoenix Flower Shops	Sunshine State Carnations, Inc.	Tomasovic Greenhouses & Nursery, Inc.	Whistle Stop Florist
Malmborg's, Inc.	Norton's Flowers & Gifts	Pikes Peak of Texas	Swenson & Silacci Flowers, Inc.	Trudy's Flowers	Winfield Flower Shoppe
Manatee Fruit Company	Nuckton Company	Plaza Flowers	Syndicate Sales, Inc.	Uniflor	Woodlane Flowers
Mario Del Fante Florist	Nurserymen's Exchange	Pleasant View Gardens, Inc.	Tagawa Greenhouses, Inc.	Vacuum Orna-Metal, Inc.	Young Floral
Matlack Florist, Inc.	Alison O'Carroll	Poinsettia Foundation			Zeidler Floral Company, Inc.
McAdams Floral	Obra Verde Growers	ProFlowers			
McArdle Florist & Garden Center	Ocean View Flowers	Radford City Florist, Inc.			
MEI	Oelschig Nursery, Inc.	Reed's Flowers			
Herman & LaDonna Meinders	OFA	Relles Florist			
Meister Publishing Company	Olive Hill Greenhouses	Renning Flower of the Avenue			
Mellano & Company	Oliver Flower Shop & Greenhouses	Thomas Reynolds			
Memorial Florist & Greenhouse	Pacific Floral Exchange, Inc.	Susanne Rice			
Midway Florist	Panzer Nursery, Inc.	Royer's Flower Shop			
Mischler's Florist, Inc.	Park Florist	San Diego International Floral Trade Center			
	Paul Ecke Ranch	San Francisco Flower Mart			
		M.M. Schimmer			
		Lin Schmale-Tate			
		Seagroatt Riccardi, Ltd.			
		Shannon's Flowers & Gifts			

Shape

the Future of the Floral Industry

“As a retail florist,
it is important to me that the floriculture industry continues to grow. I am proud to support the American Floral Endowment and the important work they do to fund research and scholarships for the benefit of the entire industry.”

Lorrie Anderson, Country Florist of Waldorf Waldorf, Maryland



**Support the future of the industry you love with
a tax-deductible contribution today.**