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

Chairman’s Message

Welcome to the 2017 AFE Fundraising Dinner in beautiful, sunny Palm Beach! We are glad to have you with us.

A very special thank you to tonight’s dinner sponsors and to all of the industry organizations and individuals who make annual contributions to the Endowment.

Your generous support helps us tackle critical industry challenges, which is something that can only be accomplished through continuous collaborative effort.

You play an important role in helping us advance the industry through our research, scholarships and educational programs.

Please browse the program to learn about the many programs and resources AFE offers you. More information is available on our website (endowment.org), and our staff and Trustees are always available to answer any questions.

Investing in the Endowment helps build a strong future for everyone involved in our industry. Your donation makes a difference and supports the growth of our ever-expanding programs.

Dwight Larimer, AFE Chairman
DESIGN MASTER color tool, inc., Boulder, CO

Dinner Program

Welcome & Invocation

Dinner and Sponsorship Recognition

Entertainment – by Eleganza Strings

Endowment Update & Sarah Armellini Painting Raffle

Donor Recognitions & New Named Funds

3rd Annual Tom Butler Retailer of the Year Award (Teleflora)

Closing Remarks

A very special thank you to Sarah Armellini for her many years of support and for creating and donating the beautiful canvas oil painting for the raffle.
The success of the AFE Fundraising Dinner is due largely to sponsors who graciously lend their names and financial support. Sponsorships help AFE offset the fundraising dinner expenses, allowing more funding for research, grants and scholarships.

**AFE Sponsors - Thank You**

**TABLE HOSTS**

**RECEPTION SPONSOR**

**ENTERTAINMENT SPONSOR**

**MEDIA SPONSOR**

**FLORAL DONATIONS**

**SPECIAL THANKS**
For more than 55 years, AFE has been the leading source for tackling critical industry problems by funding research and providing solutions to produce healthier and longer-lasting flower and plants.

This year a special research campaign was established to address the control and management of Botrytis and Thrips. Losses from these pests affect all segments of the industry every day. Botrytis and thrips are challenging to control using currently available pesticides and management strategies.

The Goal: Raise $1.5 million through industry support to conduct new and innovative research leading to effective control procedures and management strategies. The research will lead to reduced losses and higher quality flowers and plants.

The following organizations have made pledges toward this important initiative:

- Bouquet Collection, Inc.
- Continental Flowers
- Falcon Farms, Inc.
- Golden Flowers
- G.R. CHIA, S.A
- The Queen’s Flowers Corp.
- Solé Farms

AFE is in the early stages of fundraising for this important initiative.

Industry-wide support and funding is needed!
Donors Reaching New Giving Levels

$150,000 LEVEL
- The Altman Family
- Bachman’s & Bachman’s Family
- DV Flora
- Pete Garcia Company
- Pennock Company

$125,000 LEVEL
- Manatee Fruit Company
- Multi Packaging Solutions

$100,000 LEVEL
- Tagawa Greenhouses

$75,000 LEVEL
- Kennicott Brothers Company

$50,000 LEVEL
- Charles & April Walton
- Sakata Seed America

$35,000 LEVEL
- Allied Hort Sales
- Baisch & Skinner, Inc.
- Royer’s Flowers & Gifts
- Roy Houff Company
- Tomasovic Greenhouses

$25,000 LEVEL
- BloomNet
- Continental Flowers

$20,000 LEVEL
- 1-800-Flowers
- Ocean View Flowers

$10,000 LEVEL
- Dramm Corporation
- Neubauer’s Flowers, Inc.
- Pacific Floral Exchange
- Wenke/Sunbelt Greenhouses

2017 New Named Funds

Arizona Retail Florist Education Travel Grant
A new travel grant was established for retail florists in Arizona to pursue floral industry educational or design events. The grant assists Arizona florists in traveling to national industry events for educational programs and to provide networking opportunities on a national level.

Each year, one recipient will be selected by AFE's Education Committee to receive the travel grant of up to $1,000 to help cover the cost of attending an out-of-state industry educational event. The grant is open to owners, managers and employees of traditional retail florists with a brick and mortar storefront in Arizona. The application deadline is October 1 each year (for travel in the following year).

Egon and Laina Molbak Fund
Egon and Laina Molbak are longtime industry veterans who founded Molbak’s Garden + Home outside of Seattle in 1956 after moving to the U.S. from Denmark. They grew the business from five glass greenhouses with chrysanthemums and carnations to one of the Northwest’s premier garden and home destinations.

Molbak’s Garden + Home is now owned by the couple's son Jens and attracts more than one million visitors each year. Egon and Laina are heavily involved in their community and the industry, and have received many local, national and international awards.

Scotts Miracle-Gro Fund
The Scotts Miracle-Gro Company was established in 1868, and is the world’s largest marketer of branded consumer lawn and garden products. The company is dedicated to inspiring people of all ages to express themselves on their own piece of the Earth.

In the U.S., Scotts®, Miracle-Gro®, Ortho®, and Tomcat® brands are market leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts. Outside of North America, the Company has various popular brands, including Miracle-Gro®, Evergreen®, KB®, Fertiligene®, Celaflor® and Substral®.

Thank You to Our Supporters!
The Endowment is grateful for every single donation received. AFE is funded BY the industry FOR the industry, so only through your contributions can we increase funding for floriculture programs. Every dollar counts – no matter the amount. Thank you for your annual support!
AFE Named Funds

Establishing a named fund is a great way to show your support and leave a lasting tribute to the floral industry for years to come. AFE is grateful to all those who have created funds through the Endowment. If you are interested in creating a new named fund, please contact AFE at (703) 838-5211.

Teleflora Fund, $1 Million (2012)

Teleflora owners Stewart and Lynda Resnick established AFE’s largest undesignated named fund to provide assistance for the industry’s most critical needs. Teleflora is the world’s largest privately held floral wire service company.

FTD Fund, $450,000 (2013)

FTD, in Downers Grove, Ill., supports their floral network through an innovative spirit, comprehensive education and a commitment to raising the awareness of giving flowers. For more than 100 years, FTD has stood for trust, quality, creativity and worldwide floral delivery.

Ball Horticultural Company, $325,000 (2015)

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball is committed to sustainable practices. The company has worldwide production, sales and marketing through its many subsidiaries on six continents.

The Todd Bachman Memorial Fund, to sponsor AFE’s quarterly news Bulletin (2014)

Todd Bachman served as chairman and CEO of Bachman’s before his untimely death in 2008. Todd was a past chairman of AFE and was very active in many state and national industry organizations. He was a great communicator and demonstrated outstanding leadership and devotion to work and family.

Recent Memorial Tributes

**Bobbi Ecker-Blatchford, AAF, AIFD, PFCI**

Professional Floral Communicators - International (PFCI) has established "Bucks for Bobbi," in memory of celebrated floral designer and mentor Bobbi Ecker-Blatchford, AAF, AIFD, PFCI. She passed away on Feb. 3, 2017 at the age of 85.

Barbara "Bobbi" Ecker-Blatchford of Watervliet, Mich. was born on Aug. 24, 1931 and devoted her life to the floral industry. She worked at her family’s floral and greenhouse operation, Ecker’s Flowers, in Waverly, Iowa. She later started her own company, The Flora Pros., in Chicago. For 15 years, she also worked with FernTrust, Inc., a co-op made up of 13 family farms in Seville, Fla.

Over the course of her 60-plus-year career, Ecker-Blatchford became a noted speaker, commentator, award-winning floral designer and consultant to manufacturers, growers and distributors in the U.S., Canada and South America. In addition, she established innovative and cutting edge floral techniques and concepts that are still in use today.

She was recognized and honored by many industry groups, including the American Institute of Floral Designers, International Floriculture Expo and Michigan Floral Association, which inducted her into its Hall of Fame in 2012. SAF recognized Ecker-Blatchford with PFCI’s 1997 Tommy Bright Award for lifetime achievement in floral presentation.

**Support Bucks for Bobbi at Endowment.org/donate**

Living, Memorial and Corporate Tributes are a special way of honoring individuals, families and organizations. A minimum contribution of $1,000 is required to establish a tribute, and additional contributions to a tribute can be made in any amount at any time. The family or organization is always notified of contributions. A complete list of tributes is available at endowment.org.
AFE Named Funds

The Ecke Family Fund, $275,000 (2013)

Since 1976, the Ecke family has made countless and lasting contributions to AFE and the floral industry. The Ecke name is synonymous with the modern day poinsettia, as three generations of Ecke’s developed and promoted poinsettias worldwide.

The Del Demaree Family Fund, $250,000 to establish a business internship program (2014)

Delmar “Del” Demaree has an unsurpassed commitment to the floral industry and to the Endowment, where he served as chairman in the early 1990s. As chairman of Syndicate Sales, Inc., Del has earned the utmost respect of his peers and colleagues throughout more than 60 years in the industry.

Herman and LaDonna Meinders Fund, $250,000 (2011)

Herman and LaDonna Meinders established AFE’s first undesignated named fund. An industry icon and past AFE Trustee, Herman founded American Floral Services, Inc., which grew to one of the world’s largest floral wire services.

Smithers-Oasis Fund, $250,000 (2015)

Smithers-Oasis is a leading global manufacturer and marketer of products for the floral industry, sold under the company’s three brands: Oasis Floral Products, Floralife Postharvest Products and Oasis Grower Solutions. The company provides solution-based products and services to the industry from propagation to home.

Yoshimi “Shimi” & Grace Shibata Family Fund, $200,000 (2016)

Founded by a generous contribution from the Shibata family, the fund honors the lifetime legacy of Shimi and Grace and their accomplishments in the floral industry. Shimi passed away on Oct. 31, 2015 at the age of 100.

Shimi became president of Mt. Eden Floral Company at only 31-years-old, and led the company through accelerated phases of growth, expansion and vertical integration for 55 years. An acknowledged floral industry visionary and leader, Shimi served on the AFE Board of Trustees and the boards of several other industry organizations. A man of many talents, in 2006 Shimi published his autobiography, “Across Two Worlds: Memoirs of a Nisei Flower Grower.”

Shimi married Grace in 1947 and had three children — Naomi, Robert and Michael. His grandson Alex began working for Mt. Eden in 2011, so his legacy continues into its fourth generation.


Altman Family Scholarship, $125,000 (2015)

Ken and Deena Altman, owners of Altman Plants, began their love of the industry in 1975 with what started out as an innocent hobby. Today, Altman Plants supplies exciting plant programs and offers expertise in growing plants from cactus to herbs, from grasses to perennials, and more. This scholarship fund is for full-time M5 or Ph.D. students in floriculture or horticulture with a career goal in becoming a leading floriculture scientist, marketer and/or educator.

Hortica Insurance Fund, $125,000 (2015)

Founded in 1887 by the Society of American Florists, Hortica is a mutual company dedicated solely to the floral and horticultural industry. It is a proven partner, providing insurance and employee benefit solutions.
AFE Named Funds

The Pennock Company Fund, $125,000 (2014)
The Pennock Company was founded in 1882 and is the premier wholesaler serving the Eastern seaboard with a full selection of cut flowers, floral containers, and supplies and specialty items. The Pennock Company has more than 200 associates in eight locations and has been a proud supporter of AFE since the mid 1970s.

Blackmore Family Fund, $100,000 (2016)
Blackmore Company is a producer and distributor of horticulture supplies and equipment. Founded by Fred Blackmore Sr. in 1966 and currently managed by his son Skip and his grandson Scott, they have been able to celebrate 50 years in business due to the support of their loyal customers and the help of their dedicated employees – several of which have worked for the company for over 30 years.

Mellano & Company Fund, $100,000 (2013)
Mellano & Company, headquartered at the LA Flower Market since 1925, is a leading cut flower grower, shipper and wholesaler. Now in its third generation, Mellano & Company is still plowing ahead in floriculture.

Olive Hill Greenhouses Fund, $75,000 (2013)
Olive Hill Greenhouses in Fallbrook, Calif. has grown into one of the largest interior plant producers in the state since Tony and Sue Godfrey opened it in 1973. Olive Hill sets quality standards high and has the support of excellent customers who appreciate their quality plants and fantastic employees.

Tagawa Family Fund, $100,000 (2016)
The Tagawa family started in 1967 with Frank Tagawa and his five sons producing vegetable transplants for their truck farming operation. Today, the family has three main companies which include Tagawa Greenhouses - the production company producing young plants, Tagawa Gardens - a premier garden center in Colorado, and Ball Tagawa Growers - a partnership with Ball Horticultural Company producing young plants for the west coast market.

The Tagawa family recognizes the importance of giving back to the industry and staying involved. Ken Tagawa is a past AFE Trustee and SAF Floriculture Hall of Fame recipient, and his son Randy currently serves on AFE’s Board.

BioWorks Fund, $50,000 (2016)
For more than 20 years, BioWorks has been helping customers in the horticulture, specialty agriculture and turf markets operate as responsible stewards with products that are safe, proven and effective. BioWorks has consistently been providing environmentally responsible, safe and effective products and programs for managing plant diseases, pests and nutrition – and providing knowledge and leadership to their distribution partners and growers.

Tom Butler Family Fund, $50,000 (2014)
Tom Butler began his distinguished career in the industry more than 44 years ago. He joined American Floral Services as president and CEO and in 2000 led their merger with Teleflora, creating the world’s largest flowers-by-wire company. Tom served as Teleflora Chairman and AFE Chairman, and was inducted into the SAF Hall of Fame in 2012 in recognition of his outstanding contributions to advancing floriculture. He passed away in 2014.
AFE Named Funds

The Peter Ullrich/Esmeralda Farms Fund, $35,000 (2014)

Peter Ullrich served as chairman of Esmeralda Farms, a market leader in the floral industry committed to breeding, growing and distributing the highest quality fresh cut flowers. Based in Miami, Esmeralda is dedicated to the sales, marketing and distribution of flowers and only sells flowers grown by its own operated farms in Colombia, Ecuador and Peru. Peter passed away on June 29, 2016.

Carlstedt’s LLC Fund, $27,000 (2016)

Distributors of quality cut flowers and floral accessories, Carlstedt’s LLC has 15 locations in six states serving the Southeast U.S. with e-commerce site FlowerGeneral.com, powered by Carlstedt’s LLC.

Sunlet Nursery, Inc. Fund, $25,000 (2013)

John and Janet Kister established Sunlet Nursery, Inc. in 1985 on the premise of offering more unusual flowering plants than were typically available. Sunlet Nursery currently supplies independent garden centers, wholesale florists and supermarkets across the U.S. with an eclectic mix of flowering and foliage plants.

AFE Programs and Funding

Promoting and Advancing the Industry

For more than 55 years, AFE has worked to find solutions to critical industry problems by funding research to support healthier and longer-lasting flowers and plants.

In addition, AFE is doing its part to help educate future industry leaders. Students are awarded scholarships, internships and grants, which offer them training and hands-on experience.

Visit endowment.org.

Research

AFE research priorities are focused on all floriculture crops – fresh cut flowers, fresh cut greens, flowering potted plants, foliage plants and bedding plants. Between 8-13 projects are funded annually to tackle tough industry challenges. Some of the many projects include: improving longevity, best care and handling practices, pest and disease management, and production technologies. In 2017, nearly $375,000 will be funded.

Scholarships/Internships

More than 20 different scholarships totaling nearly $40,000 annually are awarded to students pursuing a career in floriculture and horticulture. Two additional scholarships (Altman Family and Paul Ecke, Jr.) assist MS/Ph.D. students!

AFE also administers three different internship programs to attract and retain the next generation workforce (see page 16).
James & Helen Phillip Floral Design Scholarship Grant
Established in 2008 with a $500,000 contribution by their daughter, Lee Phillip Bell, this program honors James and Helen Phillip. The scholarship grant provides annual funding to floral design institutions to provide assistance to students pursuing a career in floral design. In 2017, $33,000 was awarded.

Educational Grants
AFE provides funding annually for educational programs to promote and educate the industry. The majority of the programs focus on attracting young people to the industry or on educational endeavors to identify and solve industry needs and challenges. In 2017, $38,000 was awarded.

Student Internship Programs
Looking for interns to help in your retail, wholesale or growing operation? AFE’s internship programs place interns with organizations to bring you the rising stars of the industry, while allowing them an opportunity to put their classroom knowledge to use!
- Mosmiller Internship Program – retail/wholesale/allied
- Vic & Margaret Ball Internship Program – commercial production

Business Internship Program
Established through a significant contribution from past AFE Chairman Del Demaree, this new program provides internships to top collegiate talent with a concentration in business (accounting, marketing, sales, communications, IT, etc.) while introducing them to the floriculture industry!
Sign up to be a host employee at endowment.org/biz.

Young Professionals Council (YPC)
Established in 2015, the YPC enables young industry members and students (ages 21-35) to share their ideas, collaborate with influential industry members and help promote and support AFE’s mission. There are currently 40 members.
Encourage your young professionals to join at endowment.org/ypc.

Floral Marketing Research Fund (FMRF)
Created by Trustees of the Endowment, the FMRF funds consumer marketing research and projects to help you sell more flowers and understand consumer purchasing behaviors.

All reports are available FREE at FMRF.org:
- 2017 Marketing to Millennials Study
- Increasing Floral Sales Through Pinterest
- 2016 Generations of Flowers Study
- Funeral Directors and Flowers: Insights into Floral Tributes in the Funeral Industry
- Purchasing Barriers Study for Non-Flower Buyers
- Social Media Guide for Floral Retailers and Wholesalers
- Consumer Preferences Study for Flowers as Gifts
New AFE Videos Tout Floriculture Successes

Five new AFE videos were released to highlight floriculture successes through industry support and participation. They were created to bring young people to the industry, spread awareness of the Endowment and encourage industry collaboration.

The introductory video “Heard of the American Floral Endowment?” helps educate those who are not currently aware of AFE’s programs, while the remaining four segmented videos share how Endowment programs complement each group and why it is so important that everyone in the industry participates.

Watch all of the videos on our website, Facebook page and YouTube. You can help by becoming AFE ambassadors and sharing these videos on your social media accounts, websites and during industry events.

Heard of the American Floral Endowment?
Learn how AFE helps all floriculture businesses profit through scientific and consumer research, and brings new stars to our industry through scholarships and internship programs.

AFE Helping Growers Profit
The Endowment helps floral and nursery growers boost profits by tackling tough industry challenges from pests and diseases, technologies, care and handling and more.

AFE Helping Growers Profit

New Resources for Floral Wholesalers and Suppliers
AFE’s free resources, consumer research and reports can help floral wholesalers and organizations more effectively work with retailers and other industry members to increase profits and customer base.

Students – Ready for a Career in Floriculture or Horticulture?
There is high demand for floriculture and horticulture employees. Students can get a jump-start on their careers and take advantage of the many scholarships and internships available through AFE.

Retail Florists Share Why They Turn to AFE
AFE helps retailers reach more consumers by providing free resources to increase profits – from consumer preference reports to guides to help increase your social media presence, to working with local funeral directors.
Stay Connected!

AFE Website
AFE’s website contains information on research findings, educational programs, scholarships and much more. Additionally, past AFE Bulletins, videos, annual reports and a complete list of donors are available. The site also includes an online donation option to make it easy to contribute.

AFE Alerts
Periodic AFE alerts will be emailed to donors when any research reports are released. Help us keep you informed of where your donations are being best used by providing us with your email address. These final research reports are always available on AFE’s website.

AFE Bulletin
AFE publishes a quarterly print and a monthly electronic newsletter, which helps keep donors and industry members informed of projects supported by AFE. If you are not receiving the electronic AFE Bulletin, please email afe@afeendowment.org. A separate quarterly grower newsletter is also published to address grower issues.

Social Media
Connect with AFE on Facebook, Twitter, and our other social media sites to receive timely news and updates on research, scholarships, contests and other programs.

Sakata and AFE thank the following individuals for their contributions to the 40 Days of Giving Campaign:

- Accent Décor
- David & Stacy Boulton
- Busy Bee Florist and Gifts
- Becky Butler
- Debi Chedester
- D.S. Cole Growers
- Jim Daly
- Design Master Color Tool, Inc.
- John Dole
- DWF Wholesale Florists
- James Faust
- David Garcia
- Kennicott Brothers Company
- Dwight & Dawn Larimer
- Eric & Karen Levy
- Peter & Sara Moran
- Katy Moss Warner
- Pete Garcia
- Company
- Pyramid Flowers, Inc.
- Sutton Ferneries Inc.
- The Minneapolis Foundation
- Tomasovic Greenhouses & Nursery, Inc.
- Alecia Troy
- Waterous Floral Consultant, LLC

Sakata Seed America teamed up with AFE for a “40 Days of Summer Giving” campaign in celebration of Sakata’s 40th anniversary.

For 40 days – July 10 to Aug. 18 – contributions made to AFE were matched dollar-for-dollar by Sakata up to $10,000.

Over $30,000 was raised to support AFE’s programs that promote and advance the floral industry!
Past AFE Trustees and Chairmen

AFE is honored to have had so many dedicated past Trustees and Chairmen who have served the Endowment and its mission and represented many different industry segments. Their top duties were fundraising and responsibility for the wise and prudent use of money contributed to the Endowment. Thank you!

Vincent Adamo
Conner Park Florist

Felix Ankele
Gordon Boswell Flowers, Inc.

Paul Bachman
Bachman’s Inc.

Stanley Bachman
Bachman’s Inc.

Todd Bachman
Bachman’s Inc.

William Belden
Oscar G. Carlstedt Co.

Kenneth Benjamin
Cenflo, Inc.

Tom Butler
Teleflora

Bob Carbone
R.J. Carbone Company

Everett Conklin

P.S. Cook

Sten Crissey
Crissey Flowers, Inc.

William DeLoache
DeLoache, Inc.

Del Demaree
Syndicate Sales

Lane DeVries
The Sun Valley Group

Robert Dewey
Pennock Company

John Drumm
John Drumm Sales

John Henry Dudley
The John Henry Company

James Durio
Jim Durio Florist, Inc.

Mike Duvall
Home Depot

Paul Ecke Jr.
Paul Ecke Ranch

PJ Ellison
Ellison Greenhouses

Alvaro Ferro
Flores de Funza

Tony Fiannaca
Sparks Florist, Inc.

Fred Flipse
Fields of Flowers

Don Flowers
Don Flowers Florist, Inc.

Chuck Gainan
Gainan’s Flowers

Pete Garcia
Pete Garcia Company

Ramon Garcia
Pete Garcia Company

Shahriar Ghoddousi
The John Henry Company

Edward Goepnner

Carl Gortzig

William Gouldin
Strange’s Florist, Greenhouse & Garden Center

Granville Gude

Jo Lynn Gustin
Jones the Florist

O. Ben Haley, Jr.

Donald Hook
Pittsburgh Cut Flower Company

James Irwin
Irwin Greenhouses, Inc.

Harrison (Red) Kennicott
Kennicott Brothers

Paul Kirk
G.R. Kirk Company

Charles Kremp, 3rd
Kremp Florist

James Leider
Leider Horticultural Companies, Inc.

Samuel Pennock III
Pennock Company

Jim Phillip
Phillip’s Flowers

Walter Preston
Manatee Fruit Company

Kenneth Royer
Royer’s Flowers

Yoshimi Shibata
Mt. Eden Floral Company

Mabel Simmons
The Claprood Companies

John Smith, Jr.
Knud Nielsen Company

Mike Suyeyasu
Bill Suyeyasu Wholesale Florist, Inc.

Olin Wetzel

Norman White
White’s Nursery & Greenhouses, Inc.

Bob Wilkins
Delaware Valley Wholesale Florist, Inc.

George Wolfe
Wolfe the Florist, Inc.

Harold Yoder
Eiichi Yoshida Sunnyside Nursery
Thank You Supporters!

On behalf of the AFE Trustees and staff, we wish to thank the organizations and individuals below who have made a contribution to AFE since January 1, 2016. Your support helps us continue our important industry programs. A complete list of AFE donors can be found at endowment.org/afe-donors.

Don’t see your name? Make a new pledge or contribution to AFE at endowment.org/donate.

1-800-Cut-Greens
1-800-FLOWERS
2 Minute Corsage / CTL Glue N Go
Accent Décor
Acolyte Technologies Corporation
Alaska Peony Growers Association
Alaska Peony Marketing Group
Albin Hagstrom & Sons, Inc.
Alexandra Farms
Allan’s Flowers & More
Allied Hort Sales, Inc.
Allstate Floral, Inc.
Altman Family
America’s Florist
American Gas Products
AmericanHort
AmericasMart Atlanta
Amling Brothers / Newport Wholesale Floral, Inc.
Teresita Amore
Anagram International
Anytime Flowers

Aquatics
Arctic Alaska Peonies
ArizonaEast
Armellini Logistics
Asocolflores
Associated Cut Flower Co., Inc.
Autograph Foliages
B-Fresh Floral
Baisch & Skinner Wholesale Florist
Fern Balaun
Ball Horticultural Company
Ball SB L.C.
Ballard Blossom, Inc.
Banner Greenhouses
Michael Barss and Mary Leider Barss
Leider Horticultural Companies, Inc.
Bay City Flower Company, Inc.
Gabriel Becerra
Emily M. Belden
Bella Fiori Flower Shop, Inc.

Berkeley Florist Supply Company, Inc.
Betallic LLC
Bill Doran Company
Billy Heroman’s BioWorks, Inc.
Blackmore Co., Inc.
Bloomerang Solutions
BloomNation
BloomNet, Inc.
Blossoms & Heirlooms
Blumz...by JR Designs
Bonide Products, Inc.
Borgen Systems
Botanique Preservation Equipment, Inc.
Bottomley Evergreens & Farms
David Boulton
Bouquet Collection, Inc.
Boven’s Quality Plants
Bowtied Designs
Brierley, Johnson Florist Paul and Kelly Brockway
Burton + Burton

Busy Bee Florist and Gifts
CalFlowers
California Cut Flower Commission
California Pajarosa
CallaCo
Camflor, Inc.
Camille Beckman
Candle Artisans Inc.
Carlstedt’s LLC
Cedar Grove Gardens
Debi Cheeder
Chesapeake Floral Association
Chrysal Americas
City Line Florist
Colonial Candle
Continental Flowers, Inc.
Cosentino Florist & Greenhouse
Country Florist of Waldorf, Inc.
Creative Displays, Inc.
Richard Criley
CTI Industries
d. stevens llc
D.S. Cole Growers
Pat Dahlson
Dallas Market Center
Jim Daly
Dandelions Flowers & Gifts LLC
Danziger Flower Farm
David Austin Roses Limited
DecoWraps
DeJong Greenhouses, Inc.
DESIGN MASTER color tool, inc.
Designs by Buddy, LLC
Diamond-Line Container Corp.
DNC Associates
John Dole
DollarTree.com
Don’s Own Flower Shop, Inc.
Donath Lake Farm & Greenhouses
Dos Gringos - H&L Group LLC
Dramm and Echter, Inc.
Dramm Corporation
Laura Drotleff
Dutchman Tree Farms
DV Flora
DWF Wholesale Florists
Eason Horticultural Resources, Inc.
East Jordan Plastics, Inc.
Jim and Ellen Ellison
Engwall Florist & Greenhouses, Inc.
Equiflor/Rio Roses
Samuel Pennock
Florabundance, Inc.
FloraCraft Corporation
Floral Delivery Ease, LLC
Floral Design Institute
Floral Finance Business Services
Floral Merchandising Systems
Floral Style, Inc.
Floral Supply Syndicate
FloralStrategies
Floranext - Florist POS and Websites
Florasearch, Inc.
Florigene Flowers
FLORISTWARE
Florists’ Review
Flot-Aire Refrigerators
FlowerBox
Flower Shop Network
Flowers ’N’ Ferns
Flowers by George, Inc.
Flowers from Sky’s the Limit, Inc.
Falcon Farms
Farmers’ West Flowers & Bouquets
Farrell Florist
James Faust
Fern Trust, Inc.
Guillermo Fernandez
Ferrari Family Foundation
First & Main, Inc.
Fitz Design
Nicholas Flax
Daisy
DollarTree.com
Don’s Own Flower Shop, Inc.
Donath Lake Farm & Greenhouses
Dos Gringos - H&L Group LLC
Dramm and Echter, Inc.
Dramm Corporation
Laura Drotleff
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FloraCraft Corporation
Floral Delivery Ease, LLC
Floral Design Institute
Floral Finance Business Services
Floral Merchandising Systems
Floral Style, Inc.
Floral Supply Syndicate
FloralStrategies
Floranext - Florist POS and Websites
Florasearch, Inc.
Florigene Flowers
FLORISTWARE
Florists’ Review
Flot-Aire Refrigerators
FlowerBox
Flower Shop Network
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