



American
Floral
Endowment

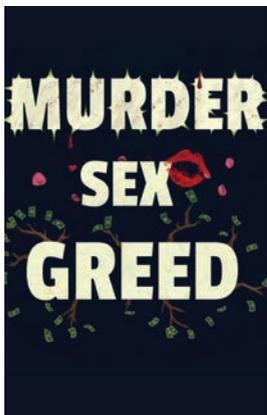
Funding Generations of Progress
Through Research and Scholarships

AFE Bulletin

2013 • ISSUE FOUR

QUARTERLY NEWS FOR ENDOWMENT SUPPORTERS

Raising Awareness With a Sinister, Yet Successful, Story!



AFE launched a fresh and eye-opening approach to raising awareness about the positive impact it makes on critical industry problems at our annual fundraising dinner in September.

"It's no secret that flowers and plants make people happy," Paul Bachman, AFE Chairman and President of Bachman's, Inc., said. "However, AFE and the many ways it benefits the entire floral industry are secrets that need to be discovered by more retailers, wholesalers, growers, importers and allied organizations. We took a somewhat surprising approach so that people will take notice."

The custom animated short video at www.endowment.org/awareness is the primary communications vehicle for carrying the Endowment's new message and describing solutions AFE-funded research has unearthed, from controlling and eliminating pests and diseases to solving breeding and genetic issues. The video has custom animation and musical score and can



continued on page 4

Fundraising Dinner Nets \$30,000

The menu was packed for AFE's annual fundraising dinner, held in conjunction with the Society of American Florists' (SAF) Annual Convention in Phoenix. AFE raised more than \$30,000 at the dinner, which helps offset administrative expenses so more dollars can go directly toward programs that advance the industry. In addition to unveiling the new awareness video, AFE announced five new undesignated named funds, including the second largest named fund – The FTD Fund.

Chairman Paul Bachman reported AFE is funding more than \$400,000 this year in scientific research, grants and scholarships, including three new scholarships: the American Florists Exchange Scholarship, the Julio and Sarah Armellini Scholarship and the Richard T. Meister Scholarship. In total, AFE now awards 23 scholarships annually, ranging from \$500 to \$5,000.

"The bottom line is that the industry needs support to advance and prosper. Every donation, small or large, continues to give." Development Chairman Tom Butler



Teleflora Chairman and AFE Development Chairman Tom Butler (left) and AFE Chairman Paul Bachman (right) congratulate FTD, Inc. Executive Vice President Tom Moeller for establishing The FTD Fund.

continued on page 2



Meet AFE's New Leaders
| PAGE 3



Beat the Year-End Clock
| PAGE 5



Purchasing Barriers Study
| BACK PAGE

Fundraising Dinner Raises \$30,000

continued from page 1

Undesignated funds allow the Endowment to use donations where they are most needed.

The new undesignated funds are:

- The FTD Fund
\$450,000



- The Ecke Family Fund
\$275,000



- The Mellano & Company Fund
\$100,000



- The Olive Hill Greenhouses Fund
\$75,000



- The Sunlet Nursery, Inc. Fund
\$25,000



Also recognized for reaching new giving levels:

Platinum Club (\$100,000+ in giving)

- Bachman's and Bachman Families
- Mellano & Company

Diamond Club (\$75,000+ in giving)

- Altman Family

Gold Club (\$50,000+ in giving)

- Berwick Offray LLC

Builder Club (\$25,000+ in giving)

- Candle Artisans, Inc.

Benefactor Club (\$20,000+ in giving)

- DeJong Greenhouses

Patron Club (\$15,000+ in giving)

- Golden Flowers
- ProFlowers

Founder Club (\$10,000+ in giving)

- Billy Heroman's
- Dramm Corporation
- Phoenix Flower Shops

Another highlight was the recent launch of the **Floriculture InfoSearch Library**, funded by AFE with North Carolina State University. This website is a powerful search engine for convenient and comprehensive access to floriculture information dating back to the early-1800s and is available now at <http://floricultureinfosearch.ces.ncsu.edu>.

Special thanks to SAF for allowing AFE to hold the fundraising dinner during their convention. SAF raised \$1,243 for AFE's Paul Ecke Jr. MS/Ph.D. Scholarship Program at the convention through corsage and boutonniere sales the final night. The scholarship honors the late Paul Ecke Jr. of Encinitas, Calif., who made indispensable contributions to the advancement of the global floriculture industry.

Additional photos from the dinner are available on the AFE Facebook, Google+ or by contacting AFE at (703) 838-5211.



Thank You

2013 Endowment Dinner Sponsors!

Reception
\$4,500

teleflora

Entertainment
\$2,000



Floral
Donations



Hosts - \$2,500

- Asocolflores
- Delaware Valley Floral Group
- Equiflor/Rio Roses
- FTD, Inc.
- Garcia Group
- Hortica Insurance & Employee Benefits
- The John Henry Company
- Mellano & Company
- Oscar G. Carlstedt Company
- Pete Garcia Company
- ProFlowers
- Smithers-Oasis N.A.
- Syndicate Sales, Inc.
- Teleflora

Sponsors - \$1,500

- Ball Horticultural Company
- BloomNet
- Chrysal Americas
- Continental Flowers
- Golden Flowers
- Kennicott Brothers
- Passion Growers
- The Pennock Company
- The Queen's Flowers
- Rocket Farms

Printing Sponsors - \$1,250

- Candle Artisans
- Fresca Farms LC
- The Original Los Angeles Flower Market
- San Francisco Flower Mart

Wine Sponsors - \$1,000

- Kremp Florist
- Newport Wholesale Floral, Inc. / Amling Brothers
- The Roy Houff Company LLC
- Tagawa Greenhouses

Other Supporters - \$500+

- Baisch & Skinner
- Beneva Solutions
- Berwick Offray LLC
- DESIGN MASTER color tool, inc.
- Flower Shop Network, Inc.
- Leider Horticultural Company
- OFA
- Phillip's Flowers
- Phoenix Flower Shops
- The USA Bouquet Company

Meet AFE's New Leaders



Current Chairman Paul Bachman (right) congratulates Chairman-Elect Gabriel Becerra at the AFE Annual Fundraising Dinner.

Golden Flowers' President Gabriel Becerra was elected to Chairman-Elect after serving as a trustee for the past seven years.

"I think the Endowment is extremely fortunate that Gabriel is willing to take on this chairmanship", current Chairman Paul Bachman said. "He is a highly-respected trustee and has had great success in helping the U.S. and Colombian floral industries work together for the common good."

Becerra has a long history of supporting the industry through committee work with the Society of American Florists (SAF), The Flower Promotion Organization (FPO), The Colombian Flower Council, the Association of Floral Importers of Florida (AFIF) and the Wholesale Florist & Floral Supplier Association (WF&FSA).

Becerra will assume his two-year chairmanship in September 2014 and execute AFE's work of funding research and scholarships for the industry.

Additionally, Colorado-based Tagawa Greenhouse Enterprises CEO Randy Tagawa was appointed to a three-year term on the Board of Trustees, where he will also serve on AFE's Production and Post-Harvest Scientific Research Committee.



Randy Tagawa, AFE Trustee

Tagawa is a major shareholder for Tagawa Greenhouses and Vice Chairman of Hortica Insurance Company. He joined the Denver Botanical Gardens' Board of Trustees in 2012.

He is co-inventor for three patents regarding plug transplanting equipment and processes. He has a patent pending on a new growing and shipping system for seedlings and other young plants and also on a vertical wall display unit for plants.

Congratulations 2013 Scholarship Recipients!

Seventeen students have been awarded competitive scholarships from AFE totaling more than \$30,000.

"Scholarships are crucial in helping future industry leaders further their education and in showing how much AFE cares," AFE Education Committee Chair Dwight Larimer of DESIGN MASTER color tool, inc. said. "These students are highly-qualified and will be great assets to the floriculture and horticulture fields."

AFE awards scholarships annually, and applications are due by May 1 of each year. This year, AFE had a record number of applicants.

Visit www.endowment.org to see scholarship descriptions and bios for the full list of recipients.

- **Katrina Moldenhauer, California Polytechnic State University**
American Florists' Exchange Scholarship - \$2,000
- **Joshua Pecukonis, Montana State University** Julio and Sarah Armellini Scholarship (\$1,000) and the Earl Dedman Memorial Scholarship - \$1,800
- **Amy Miller, The Ohio State University (OSU)**
Ball Horticultural Company Scholarship (\$800) and the Harold Bettinger Scholarship - \$1,800



Ryanna Zoellner



Kyle VandenLangenberg



Elizabeth Riley



- **David Roberts, North Carolina State University (NCSU)**
Bioworks IPM/Sustainable Practices Scholarship - \$1,100
- **Ryanna Zoellner, University of Georgia (UGA)**
James Bridenbaugh Memorial Scholarship - \$500
- **Jared Barnes, NCSU**
John Carew Memorial Scholarship (\$1,900) and the Richard T. Meister Scholarship - \$2,500
- **Allison Justice, Clemson University**
Fran Johnson Nontraditional Scholarship - \$1,000
- **Christopher D'Angelo, University of Wisconsin-Madison**
Long Island Flower Growers Association Scholarship - \$1,000
- **Joshua Henry, OSU**
National Greenhouse Manufacturers Association Scholarship (\$500) and the Lawrence "Bud" Ohlman Memorial Scholarship - \$500
- **Jeremy Crook, Clemson University**
Mike and Flo Novovesky Scholarship - \$1,000
- **Jessica Cudnik, UGA**
James K. Rathmell, Jr. Memorial Scholarship for Horticultural Work/ Study Abroad - \$3,100
- **Kyle VandenLangenberg, NCSU**
Seed Companies Scholarship - \$2,300
- **Keith Lukowski, NCSU**
John L. Tomasovic, Sr. Scholarship - \$900
- **Kathleen Van Driessche and Robert Zannini, Michigan State University**
Edward Tuinier Memorial Scholarship - \$4,300 split between two students
- **Elizabeth Riley, NCSU**
Jacob and Rita Van Namen Marketing Scholarship - \$1,000
- **Richard Cadwalader, Sandhills Community College**
Vocational (Bettinger, Holden and Perry) Scholarship - \$1,100



Raising Awareness With a Sinister, Yet Successful, Story!

continued from page 1

be shared to increase awareness and contributions, which can be made online at www.endowment.org/donate.

"For more than 50 years, the Endowment's work has benefited everyone," Bachman

said. "We're hoping the new video effectively reinforces all the good that has been accomplished thanks to our current donor base, as well as introduces a new generation of supporters to AFE."

Beat the Year-End Clock



Dec. 31 will arrive before you know it, so now is the time to decide what type of charitable contributions are best for you and which organizations will be fortunate enough to benefit from your generosity. Because your donations are what make AFE's great work possible, we hope you will think of us during this time. Two main components are essential to ensuring AFE is able to

continue supporting future generations:

- (1) an industry that is keenly aware of AFE's mission and
- (2) the continued generosity of donors.

Industry contributions are how AFE supports and enhances the floriculture and environmental horticulture sector through research, grants and scholarships. AFE exists because of the generosity of individuals before you and because of your current gifts today.

As you think about your year-end charitable giving, please consider a gift to AFE. There are many ways to make your gift – pick the one that is right for you!

Outright Gifts of Cash

Gifts via cash, check or credit card are always welcome and simple to make. Each gift results in a 100 percent tax-deductible donation. It is easy to make an online gift that is processed securely at www.endowment.org/donate. Alternatively, you can send a check to: AFE, 1601 Duke St., Alexandria, VA 22314.

Act Now!

It's natural to procrastinate, but don't get caught short at the end of the year. The gift date for tax purposes depends on the type of gift and how you are making the gift.

- **Cash or check** – the gift date is the date it is mailed (the "mailbox rule")
- **Credit card payments** – the day the charge is posted to your account (this may be a few days after you put the charge through on your end)
- **Securities** – the gift date for electronic transfers is when they are deposited into AFE's account (Note that it is not the date you request that your broker initiate the transfer and that there may be a time lag)

Outright Gifts of Securities

Appreciated stock, mutual funds and bonds are tax-wise ways to give. Your charitable deduction is for the full market value of the shares, and there is no tax on the gain, meaning you in essence receive a tax break for income on which you never paid taxes. Even if you like your investments, give your appreciated shares and use cash to replace them with shares with a higher cost basis. Most gifts of stock can be made easily via electronic transfer.

The Charitable IRA Rollover Continues

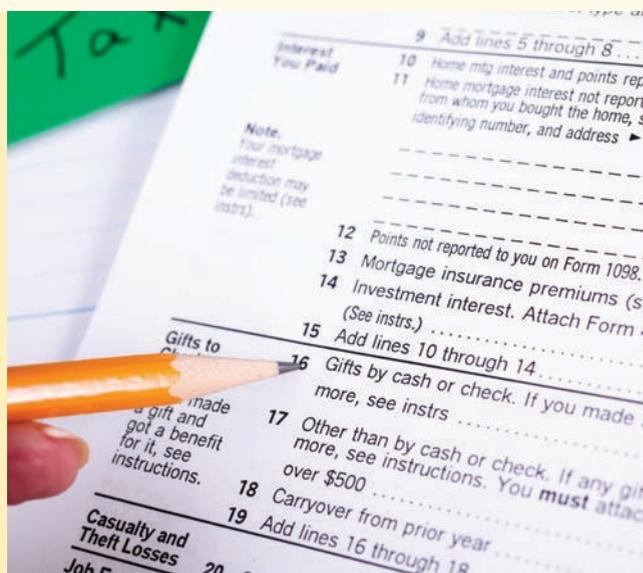
You can still make a tax-free gift from your IRA but only until the end of this year. If you are age 70.5 or older, distributions made directly from your IRA to AFE are NOT counted in taxable income, up to \$100,000. If you don't need your required minimum distribution (RMD), consider giving it to AFE in this easy and tax-wise way.

Charitable Remainder Trusts

Make a gift and receive income for your lifetime. With historically low interest rates and sometimes modest dividends, you could experience a significant increase in cash flow. 2013 saw an increase in the marginal capital gains tax rate and the implementation of a 3.8 percent surtax on investment income, making gifts of appreciated property to a charitable remainder trust an even smarter proposition.

Questions? Contact AFE at (703) 838-5211 or daker@afeendowment.org.

Make a gift online at www.endowment.org/donate.



New Study Provides Insight on Purchasing Barriers for Non-Flower Buyers



The Floral Marketing Research Fund* (FMRF) has released results from a study that provides new data about the barriers to and motivations for purchasing flowers.

“This study presents useful information about purchasing barriers that industry members have not seen before,” Gabriel Becerra, FMRF committee member and president of Golden Flowers, said. “The results are easily

understandable and contain compelling and practical ideas to implement and get business from non-flower buyers.”

Highlights of the study include:

Wake Up Call!

More than 8 in 10 adults surveyed do not plan on buying flowers in the next 12 months. How could you or your business change this?

- Price incentives, coupons, discounts; lower shipping or delivery charge offers; guarantees for vase life and delivery times.

Are Flowers the Perfect Gift for All Occasions?

Marketing efforts to position flowers as the go-to gift may win over undecided customers, who will likely also thank you for making their lives easier!

Spread the Love!

Love is the strongest emotion felt when receiving flowers. Adults with an aversion to sending flowers enjoy getting flowers and feeling the love.

- Give recipients reasons and incentives to return the love to others by sending flowers.

To access the full study, which contains much more information, create a free account at www.floralmarketing-researchfund.org.

Past FMRF projects, like the Social Media Guide for Floral Retailers and Wholesalers and the Consumer Preferences Study for Flowers as Gifts are also available for free online.

*AFE Trustees created the FMRF in 2008 to fund consumer research projects for the floriculture industry.