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The American Floral Endowment is a non-profit corporation established to secure contributions for funding research and education programs relevant to the floriculture and environmental horticulture industries, the results of which will benefit the general public.

American Floral Endowment  
37 Camelot Drive  
Edwardsville, Illinois 62025 USA  
618-692-0045
"Our industry is precious to us. Together we can protect it and make it grow."

Through this publication, the American Floral Endowment undertakes the pleasant obligation of sharing its accomplishments with those who make them possible. At the same time, we continue to seek ways to extend the capabilities more broadly in order to serve the floral industry and the public in general.

During 1988 we expanded our donor base and received pledges totaling over $1.5 million when over forty men and women gathered in Chicago for the Endowment's fourth phone-a-thon.

Following up on the number one priority identified at the 1987 Endowment sponsored National Research Priorities Summit, initiatives are underway for Phase I of an all industry statistical information gathering project. Designated the "Together to Gather" program, five major wire services have agreed to input data retroactive to January 1988, to be continued on a monthly basis during 1989. Information on this program will be published as we progress.

The rapid advance in technological innovation provides fertile ground for researchers in the physical sciences. Through support from the Endowment we have been successful in encouraging a focus on floriculture and environmental horticulture work.

The original concept of developing an industry-wide research and education organization through a foundation of united giving continues as a basic philosophy in the Endowment's management. We hope that everyone who has made a contribution to the Endowment feels a sense of satisfaction and achievement as we build this major resource for our industry.

On behalf of the Board of Trustees it is my special pleasure to express thanks and appreciation to everyone who is a part of the American Floral Endowment.

Felix Ankele
Chairman
Board of Trustees
1988-89

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Felix Ankele
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Fort Worth, Texas

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Sunnyside Nurseries, Inc.
Hayward, California

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John E. Dramm
John Henry Dudley
O. Ben Haley, Jr.

Executive Vice President
Betty Abrams
Edwardsville, Illinois
Financial Report 1987-88

Statement of Assets

<table>
<thead>
<tr>
<th></th>
<th>6/30/88</th>
<th>6/30/87</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Short Term Investments</td>
<td>384,346.66</td>
<td>420,426.08</td>
</tr>
<tr>
<td>U.S. Government &amp; Agency Bonds (Market)</td>
<td>1,534,648.50</td>
<td>1,571,980.25</td>
</tr>
<tr>
<td>Corporate Bonds (Market)</td>
<td>280,750.00</td>
<td>188,053.72</td>
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<tr>
<td>Common Stocks (Market)</td>
<td>1,582,162.50</td>
<td>1,423,100.00</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$3,781,907.66</strong></td>
<td><strong>$3,603,560.05</strong></td>
</tr>
</tbody>
</table>

Earnings & Disbursements

Balance: $159,941.15 $178,418.31

Income:
- Dividends: 40,245.50 38,081.00
- Interest: 200,927.02 194,705.30
- Designated Contributions: 48,700.00 63,000.00
- Allocation of Capital Gains: 62,463.57 56,220.54

Total: $512,277.24 $530,425.15

Disbursements:
- Bank Management Fees: $12,885.46 $13,031.56
- Grants: 313,052.56 357,452.44

Balance: $186,339.22 $159,941.15

Treasurer's Comments

The past year showed financial improvement but also the impact of a turbulent financial market. The principal account reached new highs but earnings percentages were down slightly as a result of the financial market conditions.

The Phone-a-thon held in the summer of 1988 generated substantial support. The Endowment is looking forward to growth in the principal account exceeding 5.8 million dollars by 1993.

In 1988 the Endowment continued its policy of using all income from the principal account to fund research. The administrative expenses for the Endowment are paid with funds provided by special fund raisers held throughout the year. All of the trustees pay their own expenses; they receive no reimbursement of any kind.

Every contributor can be confident that their contribution will become a part of the “corpus” (principal) of the Endowment and that the income from that contribution will each year be used to fund research and education programs.

KENNETH R. ROYER
Treasurer
# Fourth Phone-a-thon Staged

On June 7 & 8 fifty-one industry-minded men and women accomplished an extraordinary feat. In the Endowment’s fourth phone-a-thon, over $1.5 million was pledged to support research and education programs for the floral industry.

In every sense of the word the phone-a-thon was a team effort. Special thanks go not only to the callers and assistants who participated at their own expense, but to the hundreds of industry men and women responding so graciously and generously.

Participants follow:

- Felix and Freddy Ankele
  Fort Worth, TX
- Bill and Louise Arnett
  Tulsa, OK
- Stan Bachman
  Minneapolis, MN
- Todd Bachman
  Minneapolis, MN
- Ken and Pat Benjamin
  Chicago, IL
- Warren Bickes
  Detroit, MI
- Bob and Elaine Carbone
  Warwick, RI
- Sten Crissey
  Seattle, WA
- Margaret Darmon
  Fort Worth, TX
- Del and Betsy Demaree
  Kokomo, IN
- Trip Demaree
  Kokomo, IN
- Bob Dewey
  Philadelphia, PA
- Richard Dramm
  Minneapolis, MN
- Paul and Jinx Ecke, Jr.
  Encinitas, CA
- Michael Felsher
  Miami, FL
- Don Flowers
  Randallstown, MD
- Pete and Brenda Garcia
  Atlanta, GA
- John Hanford
  Charlotte, NC
- Don and Kay Hook
  Pittsburgh, PA
- Harrison (Red) Kennicott III
  Chicago, IL
- Joe and Mary Malloy
  Boston, MA
- Tim Matsuno
  Brighton, CO
- Knud Nielsen, Jr.
  Evergreen, AL
- J.R. Phillip, Sr.
  Westmont, IL
- Walter and Flavia Preston
  Palmetto, FL
- Albert Riccardi
  Berlin, NY
- Walter A. Rojahn, Jr.
  Milwaukee, WI
- Ken Royer
  Lebanon, PA
- Robert Schurke
  Jacksonville, FL
- Clay Sieck
  Baltimore, MD
- Arlene Sorensen
  Lincoln, NE
- John L. and Pep Tomasovic
  St. Louis, MO
- Jacob and Rita Van Nren
  Alsip, IL
- Bob and Shirley Weatherford
  Houston, TX
- Don Weder
  Highland, IL
- Milton Weiss
  Stratford, CT
- Anne Whealy
  Geneva, IL
- Eiichi Yoshida
  Hayward, CA
- Endowment Trustee
Phone-a-thon Photos

(l to r) Bob Carbone, Todd Bachman, Tim Matsuno

Knud Nielsen, Jr. (l) and John Tomasovic

Bob Weatherford (l) and Walter Rejahn

Arlene Sorensen talking with Felix Ankele

Paul Ecke, Jr. (l) and Walter Preston
Phone-a-thon Photos

Ken Benjamin

Felix Ankele (l) and Del Demaree conferring

Betty Abrams at orientation

(l to r) Shirley Weatherford, Elaine Carbone, Rita Van Namen, Betsy Demaree, Jinx Ecke, Louise Arnett, Mary Malloy (back to camera), Kay Hook, Freddy Ankele

Jacob Van Namen
Three New Awards Established

Three new awards were established during 1988 to recognize several major levels of giving to the Endowment:

The Gold, for $50,000 - $75,000
The Diamond, for $75,000 - $100,000
The Platinum, for $100,000 and above

Seven companies and organizations received these new awards during the Endowment's annual meeting luncheon.

Receiving the Platinum:

Don Hook on behalf of the Albert H. Burki Foundation
Bob McNamara for Florists’ Transworld Delivery Association

Receiving the Diamond:

Jose (Pepe) de la Torre for Asoco/flores
Receiving the Gold:

Herman Meinders for American Floral Services, Inc.

Paul Ecke, Jr. for Paul Ecke Poinsettias

Cynthia Cleveland for Teleflora, Inc.

Carl Scharfenberg for Yoder Brothers, Inc.
Century Dinner XII

With the generous support of Hosts and Sponsors, along with good attendance, the Endowment staged its twelfth successful Century Dinner. Held during the WF&FSA convention at the Contemporary Resort Hotel, Walt Disney World, March 4, there were nearly 200 participants.

The Endowment is pleased to extend special thanks and appreciation to the Hosts and Sponsors:

Hosts:

The Reception
The John Henry Company

The Dinner Wine
Rainbow Flowers, Inc.

The Entertainment
Highland Supply Corporation

The Keepsake Program
Pete Garcia Company

Sponsors:

American Floral Services, Inc.
Armellini Express Lines, Inc.
Association of Floral Importers of Florida
Lester Coggins Trucking, Inc.
Colorado Dye & Chemical, Inc.
Burdeette Coward & Co., Inc.
Crisa Corporation
Delaware Valley Wholesale Florist, Inc.
DWF Wholesale Florist
Floral & Nursery Times

Florida Ornamental Growers Association, Inc.
Florists' Mutual Insurance Co.
Flower News
Glad-A-Way Gardens
King's Wholesale Florist
Manatee Fruit Co.
Smithers-Oasis
H.L. Stansell Trucking, Inc.
Syndicate Sales, Inc.
Teleflora, Inc.
WFR, Inc.

The Century Dinner XII Committee members were:
Sonny Conner, General Chairman; Danny Sexton, Decorations Chairman; Grant Shariff; and Walter Preston, Board Liaison.

Nancy and Wally Larson
Bob Dewey, Cathy and Terril Nell, Betty Abrams
Century Dinner XII Photos

(l to r) Arlene Sorensen, Connie and Knud Nielsen, Dave Porterfield

Bob and Shirley Weatherford, Tat Durio

Louis J. Brund, Mary and Joe Malloy

Sue Henry, Floyd Claproom

Brenda and Pete Garcia

Katherine Coggins, Owen "Sonny" Conner, Lester Coggins

Felix and Freddie Ankele, Bill and Lena Florence Adams

(l to r) Ken Benjamin, Ann Preston Carey, Dorrie and Doug Dillon

(l to r) Bob and Jean Gilmore, Robert and Doris Wilkins, George and Connie Kantakis
Century Dinner XII Photos

Ladonna and Herman Metinders
Ann and Don Weder
Margaret Lowry and James Cannon

(l to r) Mel Brasco, Barbara Rudolph, Fred Brasco, Bill Rudolph, Grace Reynosa, Ned Canine

(l to r) Red and Katie Kennicott, Betsy and Del Demaree, Martha and Jim Parks

Brothers Four Headline Annual Meeting

The well known and popular folk revival group, The Brothers Four, performed at the Endowment’s 1988 annual meeting luncheon during the Society of American Florists Convention in Reno, Nevada.
Tributes

Tributes are available to honor individuals, families and companies. Tributes provide a tangible way of expressing care, saying thank you for a friendship or acknowledging a customer. A minimum contribution to the Endowment of $500 is required to establish a tribute. Once established, additional contributions in any amount may be received. The family or corporate entity is always notified.

During 1988, 30 new tributes were established: 6 corporate; 7 living; and 17 memorial.

Corporate Tributes

Corporate Tributes are designed to provide a vehical for recognition of floral industry firms and corporations. Since its inception in 1986, the following organizations have been so recognized:

Bay City Flower Co.
Half Moon Bay, CA
• Clackamas Greenhouse
  Aurora, OR
• Burdette Coward & Co., Inc.
  Punta Gorda, FL
• Cremer Florist
  Hanover, PA
• Dillon Floral Corporation
  Bloomsburg, PA
• Hardin's Wholesale Florist
  Supply
  Liberty, NC
• Hartzel Flowers, Inc.
  Dayton, OH
• John Klaus & Sons
  Greenhouses
  Greenwood, MO
• Mazzanti Carnations
  South San Francisco, CA
• Park Floral Co.
  Englewood, CO
• Tietze Wholesale
  Dallas, TX
• Weber's Greenhouses
  Milwaukie, OR
• Wolfe the Florist
  Waco, TX

• Established in 1988
Living Tributes

Living Tributes are testimonials to outstanding achievement and regard from fellow workers and associates to honor a living member of the industry. All Living Tributes recorded within the Endowment as of December 1988, follow:

* Carl Baldesare, Sr.
* Charles Barr
* I.W. Bianchi
† Z.D. Blackstone
Louis J. Brand
† Albert H. Burki
Delmar E. Demaree, Jr.
Robert C. Dewey
John Henry Dudley
Paul Ecke, Sr.
* George Elliott
× John O. Finn
Frank Fredenhagen
† John W. & LaVerne B. Giles
Hazel Grill

O. Ben Haley, Jr.
Howard J. Hook
† Francis Hopper
† Joe Hopper
* Dan Irons
Martha J. Keller &
Herbert Rothwell
† Harrison Kennicott, Jr.
L.R. “Bud” Kintzele
John Knap
† Leonard Koehler
† Prof. Alex Laurie
Elma Lundahl
Edward & Grace Lutey
Robert L. Orth
† Samuel S. Pennock III
Gustav H. Poesch
Jack W. Redditt
* Kenneth Royer
Mel Schwanke
R.H. “Hank” Scaroni
† Kenneth F. Short
† E.G. Thornton
† Erwin H. Weder
Milton M. Weiss
Olin A. Wetzel
J.F. Wilcox Family
* Established in 1988
† Deceased

Kenneth R. Royer
Dan Irons
George Elliott

I.W. Bianchi
Charles E. Barr
Jean and John O. Finn
Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. As of December 1988, the following have been so honored:

- Mr. & Mrs. S.C. Abbott
- David Abrams
- Adamo-Loweke
- Robert Alenius
- Irving S. Allen
- Clarence M. Amling
- Otto Amling
- Henry C.A. Bachman, Jr.
- Mr. & Mrs. Dewitt Barber
- Clair Barrett
- John Barter
- Matthew Bartindale
- Andrew Benson
- Harry Bernard
- J. Elmer Betty
- Henry J. Betz, Sr.
- Clarence J. Bickes
- Daryl Bordine
- Frank Braunigam
- Tommy Bright
- Irma F. & W.E. Callaham
- Robert Callaham
- Oscar G. Carlstedt
- Denis R. Calleighin
- Roman J. & Florence A. Claproot
- Bertha Spence Cook
- William Coy Kendall
- W.L. Crissey
- Raymond B. Crowley
- Rodger Davidson
- William E. DeLoache
- Mrs. Fern Demaree
- Nicola & Pasquale DeSantis, Sr.
- Ira Doud
- Eugene R. Drahm
- Floyd B. Dreher
- Donald Dunbar
- Magdalena Ecke
- Austin S. Edgar
- Walter J. Engel, Sr.
- Clyde Epperson
- Albert Ferris
- Pete Franconi, Sr.
- John Furrow, Sr.
- Irving B. Garver
- Walter Gardner
- D.S. Geddis, Sr.
- John W. & LaVerne Gilles
- Walter Gills
- John Patrick Glass, Jr.
- Louis B. Glick
- Romaine Glisson
- John G. Gliedt
- Stanley A. Goldman
- Douglas R. Gordon
- H. "Granny" Granovitz
- Joe & Lily Green
- Joseph N. Greigtime, Sr.
- Cornelius J. Groen
- Lavina M. Groen
- Adolph E. Gude, Sr.
- Granville Gude
- William F. Gude
- Samuel & Huldah Hagen
- Mr. & Mrs. Alexander Henderson
- and Frederic Metcalf
- E.G. Hill & Earl Mann
- Joseph H. Hill
- Albert L. Hoekstra
- Simon Hoekstra
- Jay Hogrefe
- Herman Holberg
- Leo Holberg
- Herbert Holmgren
- D. E. Hopkins
- Otto G. & Anna M. Hupfel
- Walter M. Hupfel
- Arthur Ito, Jr.
- Edward Jacobson
- Joseph Johnston, Jr.
- David L. Jones
- Pauline Modlin Jones
- Tom Joy
- Ralph H. Kapp
- Mary Jane Kornicott
- Jack Rhodes Kervan
- Leland T. Kintzele
- Louis Kintzele
- D.C. Kiplinger
- Kiyo Kitayama

[Images of individuals]
* Masuko Kitayama
  Electa Koehler
  Jerome Kravit
  Paul Krone
  Yoko Kuromi
  Kenneth Lawlor
  John Liesveld
  John R. McGinley
  Bertrand G. McGinnis
  Wake McLellan
  Melvin Mack
  Ed Manda
  George Mangel, Sr.
  Gurney Mann
  Joseph T. Markow
  Mary Ann Markwood
  Jack Mayesh
  Joseph Merritt, Sr.
  W.J. Messmer
  Richard V. MikeSELL
  Mary M. Mikuriya
  William G. Minich, Jr.
  Stanley C. Minshull
  Jim Morrell
  Leon Moskalat
  Barbara B. Mosmiller
  Frank, W.E. & F.J.
  Mosmiller
  Col. Walter Mosmiller, Jr.
  Rollo Mueller
  G. Edwin Murphy
  Albert J. Neill
  Mr. & Mrs. H. D. Neve
  Hannah Nickay
  Ross Nielsen
  Kenneth Noppe
  Mr. & Mrs. Albert
  Oelschig, Sr.
  Pop Patterson

  Charles F. Pennock
  S.S. Pennock III
  S.S. Pennock, Jr.
  S.S. Pennock, Sr.
  Harry L. Peters
  * Peter B. Pfahl
  Priscilla Fergusson
  Phelps
  Leno Piazza, Sr.
  Andrew A. Pierson
  Albert Pochelon
  Oswald Preuss
  Peter Pugliese
  Hanvey Radus
  A.L. Randall
  James Rathmell
  Charles O. Reiff, Jr.
  Curtis W. Richardson, Jr.
  * Rafael Rigual
  Jerry L. Robertson
  Arthur Robbins
  * Fritz Roll, Jr.
  Hans Rosacker
  Harry W. Roth
  Robert O. Saunders
  Jack Savarese
  Joseph Shaner
  Joe Shinoda
  Peter Shinoda
  * Yo Shinoda
  Robert Q. Shoich
  Kenneth F. Short
  J.S. Skinner
  R. Earl Slye
  Vernon L. Smithers
  Harold H. Sorensen
  William H. Stimming
  Albert Strumph
  * Neil Wade Stuart

  Leo Stuhldreher
  Daniel V. Sugru
  Shizuo George Suyeyasu
  Walter F. Swartz
  Josephine & Anton
  Sykora
  Fred M. Tayama
  Mitsuo Tokunaga
  Richard Tokunaga
  Fred Tredup
  Charles "Bob" Tryon
  * John Tufiel
  Barbara Euser Van Namen
  * Tony Van Namen
  Vincent Vanni
  John H. Walker
  Adolph "Ada" Weber
  * Erwin Weder
  Robert Weder
  louise Weder
  * Robert Weidner
  Paul E. Weiss
  James C. Welch
  Fred Wesemeyer
  June Wesemeyer
  Joseph C. Wetzel
  Judy Wetzel
  George V. Wienhoeber
  & Rudiob Scheffler
  Roy F. Wilcox
  George Wilke
  Hubert Wolfe
  Thomas J. Wolfe &
  George Wolfe, Sr.
  Luther Wright
  * Harold F. Yoder

* Tributes established 1988
Projects and Grants

1988 Research Grants

Breeding

1. Biotechnological Breeding of Alstroemeria. University of Connecticut, Dr. Mark Bridgen Cornwell University, Dr. Robert Langhans The Pennsylvania State University, Dr. Richard Craig $48,114.15 - 3rd year

Objective: To develop, within three years, new cultivars of Alstroemeria for the American flower growers and florists.

2. Breeding, Tissue Culture and Crop Improvement of Tuberose (Polianthes tuberosa L.) University of Illinois, Dr. Martin Meyer, Jr. $9,500

Objective: To breed new improved cultivars of tuberose for the florist industry and develop improved propagation procedures so that commercially significant quantities of superior cultivars can be rapidly introduced by micropropagation.

Energy

3. Root Zone Heating of Bench Grown Pot Crops: Effects of Type of Heating System on Temperature Regimes and Plant Responses. Cornell University, Dr. Robert Langhans $15,500 - 2nd year

Objective: To develop precise data on the heating characteristics of the six bottom heating systems.

New Crops

4. Control of Flowering and Postharvest Physiology of Rhipsalidopsis gartenrii (Easter cactus). University of Massachusetts, Dr. Thomas Boyle, University of Wisconsin, Dr. Dennis Stimart $8,400

Objectives: Determine the effect of photoperiod and temperature on flower initiation and development; evaluate numerous Rhipsalidopsis cultivars for growth and flowering responses; determine the role of nitrogen fertilization on phylloclade maturation and subsequent flowering; study postharvest physiology of flowering plants; and develop a schedule for year-round flowering of Easter cactus.

5. Genetic and Cultural Investigation of New Pelargoniums from the Cape Floristic Kingdom. Cornell University, Dr. Thomas Weller, Ernie DeMarie $12,500 - 2nd year

Objectives: Develop tissue culture propagation procedures for choice Pelargonium species and new hybrids; determine the cultural conditions most appropriate for commercial production; and develop new hybrid Pelargonium opportunities through interspecific hybridization technology.
6. Regional Evaluation In a National New Crops Program.
USDA, ARS, Dr. Roger Lawson
$25,000 - 2nd year

Objectives: To establish a regional evaluation program of new crops and develop cultural production protocols. (This is an extension of the Industry-USDA new crops program sponsored jointly by USDA, SAF and the Endowment.)

7. Control of Botrytis Cinerea on Rose.
University of California, Davis,
Dr. James J. Marois
$9,000 - 2nd year

Objectives: To develop an integrated pre- and post-harvest control program for Botrytis Cinerea in greenhouse production systems; to further develop the biological control agents identified in previous work funded by the Endowment; to investigate the potential for manipulation of the greenhouse environment to reduce disease; and to provide chemical and cultural control methods for postharvest control of the disease.

University of Florida, IFAS, Dr. James F. Price
$20,000

Objectives: Evaluate ca. 50 pesticides for effects on each growth stage of the sweetpotato whitefly; study timing of applications to whitefly populations for the most promising candidates identified; determine proper concentrations for most promising candidates; conduct candidate insecticides, provide data to manufacturers to support new flower registrations; and develop and communicate stepwise programs for control of sweetpotato whitefly on ornamental crops.

University of California, Riverside,
Dr. Michael Parrella
$40,680

Objectives: To develop a comprehensive literature review of major floriculture pests in addition to surveying the thrips species complex in floriculture in the United States in conjunction with the National Agricultural Library; continue biological studies of major pests including leafminers, western flower thrips, aphids and beet armyworm; evaluate old and new insecticides, tank mixes, microbial pesticides, and insecticide resistance with respect to the above pests; and develop and refine biological control studies for many of the major floricultural crop pests.

The Pennsylvania State University,
Dr. Gary W. Moorman
$10,000

Objectives: Isolate Botrytis from greenhouse floricultural crops; establish for each population a dosage response curve to selected fungicides; compare the pathogenic and saprophytic fitness of fungicide-resistant and fungicide-sensitive populations; determine the stability fungicide-resistant populations when in direct competition with a fungicide-sensitive population on plant tissue; and test the efficacy of methods of preventing, delaying or reversing the development of fungicide-resistant populations on plant tissue.

USDA, ARS, Dr. Roger Lawson
$6,000

Objective: Improve methods of detection of the virus utilizing serological test procedures and monoclonal antibodies with broad-spectrum reactivity.

Cornell University, Dr. John P. Sanderson
$21,500

Objectives: Determine the degree of resistance/susceptibility to the greenhouse whitefly (GHWF) of a wide variety of poinsettia cultivars in order to identify resistant germplasm; determine the impact of plant resistance on host plant acceptance, reproduction, and population biology of GHWF; investigate mechanisms of poinsetta resistance to GHWF; and compare the efficacy of insecticides against GHWF resistant and susceptible varieties.

13. Controlling Pythium with Beneficial Soil Bacteria.
Washington State University, Dr. Virginia I. Lohr
$5,000

Objective: Determine the range of crops on which strain V14 can control damping-off and other root and stem rots caused by Pythium. (The researchers have isolated a strain of beneficial soil bacteria, strain V14, that reduces damping-off caused by Pythium in Dianthus chinensis.)
University of Connecticut, Dr. Mark Bridgen, and Cornell University, Dr. John P. Sanderson
$16,000

Objective: Determine if whitefly and spider mite resistance can be developed on greenhouse plants through the biotechnological process of somaclonal variation.

15. Biology and Control of Whiteflies.
University of California, Riverside, Dr. Michael Parrella
$25,500

Objectives: To compare life history characteristics of greenhouse whitefly (GWFR) and sweetpotato whitefly (SPWF) on selected hosts; to evaluate new and old insecticides against both species; and to assay for potential insecticide resistance in GWFR and SPWF.

16. Evaluate the Problem of Monomorium Pharoanis Infested Ornamental Plants in Interior Landscapes and Develop Control Measures.
University of Florida, CFREC, Dr. Lance Osborne
$7,000

Objectives: Establish colonies in the laboratory and greenhouse to be used as test colonies; evaluate the efficacy of various insecticide formulations against laboratory colonies of pharaoh ants; and study biology of pharaoh ants under interior and greenhouse conditions. (Study completed.)

18. Temperature Mediated Hormone Deficiency Associated with Chrysanthemum Slow Decline.
USDA, ARS, Dr. Roger Lawson
$7,000 - 3rd year

Objective: To determine if decline is induced as a result of a hormone imbalance and if this imbalance is influenced by the growing temperature.

Post Production Studies

19. Physiological and Hormonal Factors Related to Longevity of Flowering Potted Plants.
University of Florida, Dr. Terril Nell
$10,300 - (extension of previous study)

Objectives: To identify physiological parameters related to increased longevity of flowering potted plants; and evaluate the effects of exogenous growth substances on extending the longevity of flowering potted plants.

20. Preharvest and Postharvest Factors Influencing the Quality of Shipped Pelargonium Cuttings.
The Pennsylvania State University, Dr. Richard Arteca
$12,042 - 2nd year

Objectives: Identify the physiological differences between good vs. poor shippers and rooted vs. non-rooted Pelargonium cuttings, and ultimately determine optimal pre and postharvest treatments which increase cutting survival rate and rooting ability following simulated shipping conditions.

Physiology

17. Effect of Air Velocity and Humidity on Cavitation in Greenhouse Crops.
Colorado State University, Dr. Joe J. Hanan
$15,000

Objectives: Correlate acoustic emissions with imposed environment; determine means to incorporate acoustic emission monitoring in computerized climate control of greenhouses; evaluate response of cut flower roses to variations in humidity and air velocity; and derive recommendations for humidity and air velocity levels for maximizing yield and quality.
Clemson University, Dr. John Kelly and
Texas A & M University, Dr. H. Brent Pemberton
$8,500 - 2nd year

Objectives: To determine critical environmental parameters causing miniature rose leaf abscission in response to a shipping environment; determine how environmental factors such as temperature and/or photoperiod can be manipulated during production to optimize shipping success; and develop economically viable production, shipping and marketing methods to allow for reliable profitability from the sales of miniature rose plants.

The Pennsylvania State University,
Dr. Kathleen Evensen
$6,000 - 2nd year

Objectives: Determine photosynthetic rates, light compensation points and dark respiration rates in related lines of Pelargonium x domesticum with different postharvest characteristics; and relate photosynthetic and respiration rates to the carbohydrate content and partitioning in the plants.

23. Apical Carbohydrate Level and Flowering in Zantedeschia.
University of Minnesota, Dr. Richard Widmer
$8,900 - 2nd year

Objectives: To determine the relationship of apical carbohydrate levels and flower initiation in Zantedeschia rehmannii; and continue to increase the practicality and profitability of production of Zantedeschia as a floricultural crop by determining cultural requirements.

Purdue University, Dr. P. Allen Hammer
$4,500 - 2nd year

Objective: To develop a simulation model relating growth to environmental parameters for five types of flower development.

Michigan State University, Dr. Royal D. Heins
$5,000

Objectives: Verify if the fluctuating night temperatures (FNT) responses observed in Israel are reproducible in the northern United States, and if reproducible, determine how widespread the beneficial response to FNT is among important floriculture plant species.

26. Developing New Techniques for Control of Stem Elongation in Plants with Temperature and Light.
Michigan State University, Dr. Royal D. Heins
$14,300 - 2nd year

Objective: Determine new methods which may be used to control stem elongation of plants.
1988 Education Projects

Sabbatical Grants
1. Dr. Allan Armitage, University of Georgia, $5,000
2. Dr. Jeffrey B. Jones, University of Florida, $7,500
3. Dr. Terril Nell, University of Florida, $7,500

Scholarships/Internships/Contests
4. Mosmiller Scholar Program, $12,000 (10 students)
5. Floriculture Scholarship through FFA, $1,000
6. Floriculture Proficiency Award through FFA, $4,500 (partial sponsorship)
7. Intercollegiate Flower Judging Contest, $4,100

Special Studies
8. Gathering of Floriculture Modeling Professors to Further Develop Communications and Establish Protocols, $2,500
9. Mechanization Exploration Trip/Holland, $1,000

Publications
10. Careers in the Floral Industry, $19,950 (to be published through SAF)
11. Partial support for the SAF Dermatitis Poster, $6,299

Other
12. Academic Advisor, $3,000
13. Support for National Junior Horticulture Association, $500
14. Support for American Horticultural Therapy Association, $500
15. FFA National Agriculture Career Show Booth, $2,000

Special Projects
The Endowment policy continues to be to emphasize the development of the Endowment. However, in 1982, the Board determined that designated funds may be received to support projects approved by the Board for such funding.

Two long term designated funding programs were established with cooperative agreements signed between the Endowment and the U.S. Department of Agriculture in 1984: New Crops Development and A Centralized Research Information Data Base.

The new crops program is sponsored jointly by the Society of American Florists (SAF), USDA and the Endowment, and supported financially in varying amounts by over twenty industry firms and organizations. Being conducted at the USDA Florist and Nursery Crops Laboratory, Beltsville, Maryland, the program will begin its fifth year in 1989. SAF serves as industry liaison.

Dubbed The Floriculture Information Connection, work continues on developing this centralized research information data base at the National Agricultural Library, also in Beltsville, Maryland. Publication of an annotated bibliography on marketing of floricultural products is expected early in 1989. The Endowment continues to serve as liaison for the industry with NAL.

Progress Reports

Semi-annual progress reports are required on all Endowment funded research projects, with final reports to be submitted upon completion of the work. The purpose is to enable Trustees to stay abreast of the status of projects funded by the Endowment and to assure that objectives remain constant. While it is not always feasible to publish progress reports, any individual desiring information may have a copy of available material upon request to the Endowment office. When practical, reports are issued to the industry and general public through trade publications.

While the Endowment Board of Trustees makes final decisions, the SAF Research Committee has reviewed proposals and made recommendations to the Board for funding since 1978. To assist in this endeavor, the Endowment provides expenses for an advisor from the academic community. Dr. Marlin Rogers, University of Missouri, is the current advisor.
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Total Research Grants: $1,971,036

Total Research and Education Grants $2,349,785
The Mosmiller Scholar program seeks to provide selected, motivated university students, enrolled in floriculture/environmental horticulture degree programs, with a quality, paid professional training experience, including a grant of $1200 upon satisfactory completion of the program.

More than 150 students have gone through the program. In a survey conducted in 1986 the Endowment learned that the majority of these scholars now work in some area of the floral industry.

1988 Scholars

Bernadine Danczak
University of Nebraska
Trained: Red Oak Greenhouses, Inc.
           Red Oak, Iowa

Heidi Doering
University of Wisconsin, River Falls
Scheduled to train: Wagner's Greenhouse
           Minneapolis, Minnesota

Pamela Eberhardt
Colorado State University
Trained: Sunnyside Nurseries, Inc.
           Salinas, California

Ingram Fine
North Carolina State University
Trained: Fairview Greenhouses
           Raleigh, North Carolina

Josephine Hamilton
New Mexico State University
Trained: Monrovia Nursery Company
           Azusa, California

Angela Holverson
Texas A&M University
Trained: Blumenhaus Lersch
           Bad Neuenahr, West Germany

Melanie Jeffers
The Pennsylvania State University
Trained: Veldkamp's Flowers
           Lakewood, Colorado

Constance Jones
New Mexico State University
Trained: A.N. Pierson, Inc.
           Cromwell, Connecticut
Contributor Recognition

All individuals and organizations making a contribution to the Endowment within the last year, or those contributing a minimum of $500, are listed in this report. All listings are according to levels reached as of November, 1988.

Designations have been assigned various levels of giving. Contributions are cumulative and provide a practical way of building individual and organizational participation.

Recognition plaques are presented annually to those reaching different levels, beginning with the Guardian level. Designations include:

- **Builders**: $25,000 and above
- **Benefactors**: $20,000 to $25,000
- **Patrons**: $15,000 to $20,000
- **Founders**: $10,000 to $15,000
- **Protectors**: $5,000 to $10,000
- **Guardians**: $2,500 to $5,000
- **Vanguards**: $1,000 to $2,500
- **Sentinels**: $500 to $1,000
- **Sponsors**: $100 to $500
- **Givers**: under $100

Early in 1988 the Board established three new awards to recognize several additional major levels of giving. They were for contributions of $50,000, $75,000 and $100,000. Seven individuals and organizations were presented with specially designed trophies designated The Gold, Diamond and Platinum, respectively. See page 11 for a further report and photos.

**Builders**

- American Floral Services, Inc.
- Asocolflores
- Bachman’s, Inc.
- George J. Ball, Inc.
- Estate of Arthur Blome
- Albert H. Burki Foundation
- The Claprood Companies
- DWF Wholesale Florists
- Paul Ecke Poinsettias

- Florafax International, Inc.
- Florists’ Transworld Delivery Assn.
- Highland Supply Corporation
- Manatee Fruit Co.
- Mikkelsons Incorporated
- Estate of Col. and Mrs. Walter Mosmiller, Jr.
- The Pennock Co.

- Pittsburgh Cut Flower Co.
- A.L. Randall Co.
- Sunburst Farms, Inc.
- Syndicate Sales, Inc.
- Teleflora, Inc.
- Van’s, Inc.
- WFR, Inc.
- Wolfe The Florist, Inc.
- Yoder Brothers, Inc.

*Receiving Builder plaques are (l to r) Ron Cerepa, for the A.L. Randall Company; Betsy Demaree, for Syndicate Sales, Inc.; Whiting Preston, for Manatee Fruit Company; Susan Ashbridge, for Sunburst Farms, Inc.; and Jacob Van Namen, for Van’s, Inc.*
Benefactors
A&W Glads, Inc.
Paul F. & Alwina Amling Estate
Oscar G. Carlstedt Co.
John Henry Dudley

Florists' Mutual Insurance Co.
Kencott Brothers Co.
Smithers-Oasis
Society of American Florists

Receiving Benefactor plaques are (l to r) Floyd Cox, Jr., for Florafax International, Inc.; John Henry Dudley, personal; and Jim Ellison, Chairman of the Growers Council for The Society of American Florists.

Patrons
Century Florist Supply Co.
Delaware Valley Wholesale Florist
Fred C. Flipse
Flower View Gardens
Pete Garcia Co.
Bob Gilmore Company, Inc.
Gude Brothers Company

Robert R. Hall, Inc.
The John Henry Co.
E.G. Hill Co.
McGinley Mills, Inc.
Mt. Eden Nursery
Northwest Florists' Assn.
Zelienople Greenhouses

Receiving Patron plaques are (l to r) Pete Garcia, for McGinley Mills, Inc.; Bob Wendell for Smithers-Oasis; Don Hook, for Zelienople Greenhouses; and John Wilkins, for Delaware Valley Wholesale Florist.

Arthur T. Ito (r), Flower View Gardens, presented with a Patron plaque by Endowment Chairman Ankele.
Founders

American Oak Preserving Co.
Armellini Express Lines, Inc.
CCC Associates Co.
CFX, Inc.
R.J. Carbone Co.
Creative Distributors
Robert C. Dewey
Paul Ecke, Sr.
Walter J. Engel, Inc.
The Exotic Gardens, Inc.
Four Farmers, Inc.
Frazee Flowers, Inc.
Greenleaf Wholesale Florists, Inc.
Hall Affiliates
The John Henry Co. Salesmen
Irwin Greenhouses, Inc.
Park Floral Co.
Paul's Wholesale Florist

L. Piazza Wholesale Florists
A.N. Pierson, Inc.
A.L. Randall Co. Salesmen
Jack W. Redditt
Ribbon Narrow Fabric Co., Inc.
San Diego County Flower Assn.
Sluder Floral Co.
Southern California Floral Assn.
Strange's Florist, Greenhouses and Garden Center
Stuppy Family Foundation
Larry Teitel
John L. Tomasovic, Sr. Florist, Inc.
Jerome Wagner
Weatherford Farms & Greenhouses
Milton Weiss
Wholesale Florists and Florist Suppliers of America

Receiving Founder plaques are (l to r) Jules Armellini, for Armellini Express Lines, Inc.; Jeff Gowins, for Greenleaf Wholesale Florists, Inc.; Dwight Haight, for CFX, Inc.; and Lorenzo de la Torre, for Four Farmers, Inc.
Protectors

Bob and Betty Abrams
M. Adler's Son, Inc.
Amlings of California, Inc.
Associated Cut Flower Co., Inc.
Ball Pan AM Plant Co.
Bay City Flower Co.
Bay State Florist Supply
Larry Beck
Behnke Nurseries Co.
G.A. Berlin, Inc.
I.W. Bianchi, Inc.
Gordon Boswell Flowers, Inc.
California Chrysanthemum
Growers Assn.
Chicago Florist Supply Company
Clackamas Greenhouse, Inc.
Cleveland Plant & Flower Co.
Conroy Wholesale Florist
Continental Farms
Dillon Floral Corporation
John E. Dramm
Euser's Greenhouses, Inc.
FTD District 2-A&B
FTD District 6-A&B
Fairytale Foils
Fall River Florist Supply Co., Inc.
Floralife, Inc.
Florists' Mutual Ins. Co. Officers
Flower News
Foco, Inc.

J.P. Freund, Inc.
Pete Garcia Co. Sales Staff
Gelso Internacional, SA
Glad-A-Way Gardens
Fred C. Gloeckner & Co.
W.R. Grace & Co.
Green Rose Co.
O. Ben Haley, Jr.
David E. Hartley
Donald and Kay Hook
Roy Houff & Co. Inc.
Robert E. Johnson
Wm. F. Kasting Co.
G.R. Kirk Co.
Ray Klayama
Klepac Brothers Greenhouses, Inc.
Lansing Florists Exchange
Lehrer's Flowers
The Leider Companies
Victor Levy
Lincoln Wholesale Florists, Inc.
Lynchburg Wholesale Floral Corp.
McShan Florist, Inc.
William A. Maas
Matsui Nursery, Inc.
Melano & Co.
Clay M. Miller
Moore Paper Boxes, Inc.

Mount Clemens Rose Gardens
Nelson & Holmberg
Knud Nielsen Co., Inc.
Nor Cal Flower Growers
Norfolk Wholesale Floral Corp.
Oglesby Plant Laboratories
Oglevee Associates
Oliver & Thompson, Inc.
Oregon Roses, Inc.
Pajaro Valley Greenhouses, Inc.
Plant Marvel Laboratories
Rainbow Flowers, Inc.
Robert Saunders & Co.
Shinoda Floral Co.
Claymore C. Steck
Southern Floral Co.
Sunnyside Nurseries, Inc.
Sunshine State Carnations
Bill Suyeyasu Wholesale Florist, Inc.

Harry Tayama
Twin City Florist Supply, Inc.
United Wholesale Florists, Inc.
Vosters Nurseries, Inc.
Washington Bulb Co.
Olin Wetzel
Wilsey-Bennett Co./Floral Trans. Div.
N.H. Wright, Inc.
William Zappettini Co.

On behalf of his father, O. Ben Haley, Jr., Bill Haley (l) receives a Protector plaque from Vice Chairman/Fund Raising, Demaree.

Receiving Protector plaques are (l to r) Pete Garcia, for the Pete Garcia Co. Sales Staff; Kay Hook, for Don and Kay Hook; Larry Beck, for Larry Beck; and Bill Kasting, for William F. Kasting Co.
Guardians

Jim Akin, Inc.
Aldik Artificial Flower Co.
Allied Florists Assn. of Baltimore
Allied Florists Assn. of Illinois
Ashland-Addison Florist
Badger Wholesale
Baisch & Skinner, Inc.
Bartz Viviano Florists
Berwick Industries, Inc.
John L. Bodette
Boesken The Florist
Branch-Smith Publishing Co.
E.O. Brody Co.
Buchbinder Bros.
California Florida Plant Corp.
California Flower Market, Inc.
Callahan Wholesale Florist, Inc.
Candle Artisans, Inc.
Cannon & Gabel Ribbon Co.
Colorado Dye & Chemical, Inc.
Conner Park Florist, Inc.
Conroy's, Inc.
Burdette Coward & Co., Inc.
W.J. Cowee, Inc.
Dejung Greenhouse
Dei Rey Plastics
Delauchi, Inc.
Bill Doran Company
Dramm & Echter
Jim Dutko Florist
Flint Florist Exchange
Austin S. Edgar, Inc.
Ellison's Greenhouses
Elmhurst Flower Growers, Inc.
Elmira Floral Products, Inc.
FTD District 3-A
FTD District 3-B
FTD District 3-G
FTD District 9-D

FTD District 10-A
Floral Greens International
Floral & Nursery Times
Floral Resources/Hawaii, Inc.
Florists' Publishing Co.
Gallup & Stirrings Orchids, Inc.
Gardens America, Inc.
Howard Gilliams
l. Ginsberg, Inc.
Glass Corner Greenhouse
Golden State Wholesale Florists
Green Leaf Enterprises, Inc.
The Green Thumb, Inc.
A. Gude Sons Company
The Haeger Foundation
Allin Hagstrom & Son, Inc.
Halifax Floral Co.
Mr. & Mrs. John Hanford
Hawaiian Heart, Inc.
Irene Hayes, Wadley & Smythe
Joseph H. Hill Co.
Howard J. Hook
Huddart Floral
Illinois State Florist Assn.
Johnston Investments
Jones The Florist
Karhuaser & Sons, Inc.
Jack B. Kaufman
Keeline-Wilcox Nurseries, Inc.
Keller Pottery Co.
Lemac Nurseries
Norma A. Lineberger
Lion Ribbon Co.
Longview Fibre Co.
Lubbock Wholesale Florists
Malmberg's, Inc.
Michigan Floral Assn.
Mischler’s Florist
Missouri State Florists’ Assn.
A.D. Mohr Greenhouses, Inc.
Grace L. Moore
Mueller Brothers, Inc.
Mutual Cut Flower Co., Inc.
Nordie, Inc.
North Central Florists Assn.
NPI
Nurseryman’s Exchange
Nyrer Bros., Inc.
J.B. Parks Wholesale Florist, Inc.
S. Arthur Peterson
Pikes Peak Greenhouses
Pikes Peak Texas
A.B. Price, Inc.
Profile Glass Co.
Redbook Florist Services
Royer’s Flowers, Inc.
Sakata Seed American, Inc.
Harry A. Sharp
Shoch’s Wholesale Florist
Leona Short
Southeastern Florist Assn.
Southern Rainbow Corp.
H.L. Stansell Trucking Co.
Tagawa Greenhouses, Inc.
Tennessee Florist Supply
Hero Tsukushi
Tulsa Gnhise Inc. & Four State Wholes.
Twyford Plant Laboratories, Inc.
Uniflora Overseas Florida, Inc.
United Floral Exchange, Inc.
U.S. Floral Corp.
Veldkamp’s Flowers
Alice Walker
White Bros. Rose Corp.
Renato J. Zappettini

Receiving Guardian plaques are (l to r) Jean Royer, for Royer’s Flowers, Inc.; Colleen Vaccaro, for Gardens America, Inc.; Brenda Garcia, for Candle Artisans, Inc., Profile Glass Company, and Floral Greens International; Jim Haley, for Pikes Peak Texas; Tom DiCanto, for Floral & Nursery Times; Dan Shypula, for U.S. Floral Corporation; and Jack Van Namen, for Glass Corner Greenhouse.
Vanguards

Agreeco (USA) Ltd.
Ahem's, Inc.
Aldershot of New Mexico, Inc.
Allan's Allstates Flowers-By-Tele-Phone
Amoré-Cal Floral
American Florist Exchange
American Foliage Co.
Austin W. Arrery
Aumling Brothers
Aumling's Flowersland
Anchor Hocking
Anchor Wholesale Flowers, Inc.
Apex-Heldinger, Inc.
Sam Applebaum
Aromas Nursery, Inc.
Asn. Florida Gladiolus Growers, Inc.
Mr. & Mrs. Lloyd Bachman
Baldwin Wholesale Florist, Inc.
Barco Sons, Inc.
Charles Barr Co.
A.G. Beiser Wholesale Floral Co.
Robert J. Bennett Wholesale Florist, Inc.
Berthold-Grigsby, Inc.
Mr. & Mrs. Newt Beugen
Blagg's Evergreen Co.
Billings Floral
Blue Sky Flower Farms, Inc.
Boulevard Florist
Monica Bramlett
Bright's Florist Supply, Inc.
Brown Florist Supply Co., Inc.
Brown Floral Co.
G.R. Brown Co.
K.C. Browne, Inc.
H.M. Buckley & Sons, Inc.
Bunting The Florist
California First Bank
California Flower Farms, Inc.
California Flower Shippers, Inc.
California Pajaroana
Calvent Wholesale Florists, Inc.
Carlton Rose Nurseries
Henry M. Cathey
A. Cavallaro & Son, Inc.
Cedar Rapids Greenhouses
Chipola Nurseries, Inc.
Condor Farms
Corklyn's, Inc.
Continental Floral Greens
Coy Kendall Greenhouses
Cramer Florist, Inc.
Crestline Flower Shop
Crissey Flowers & Gifts
Crowley Brothers, Inc.
Daisy Hill Greenhouses, Inc.
Dakota Plastics
Davidson-Uphoff, Inc.
Dean's Designs, Inc.
Delhi Hills Flr. & Gdn. Ctr., Inc.
DeSantis Florist
Dover Nurseries, Inc.
Didier Greenhouses, Inc.
Dos Pueblos Orchid Company
Carl Draibach, Inc.
J.W. Dudley Sons Co.
Thomas Dean Dudley
Elisabeth Ecke
Edward's Florist Supply, Inc.
Elliott Rose Co. of Madbury, Inc.
Elliott & Williams Roses
Esprit-Miami
FTD District 1-G&H
FTD District 6-E
FTD District 6-F&G
FTD District 7-D
FTD District 8-F
FTD District 9-E
FTD District 14-B
Fenton Art Glass Co.
Ferris Brothers, Inc.
Flameau Products Corp.
Wade Fleming, Inc.
Floral Acres, Inc.
Florida State Florists' Assn.
Florida State Florists' Assn.
Flower Trading Corp.
Don Flowers Florist, Inc.
Flowers By Sandy, Inc.
Foliage Co. Of America
Frampton's Greenhouses
Franklin China Co., Inc.
Frank Fredenhagen
Garden City Floral
Geneva Flowers Farm
Georgia's Florist
Gibbard's Florists, Inc.
Gilliam's Company, Inc.
Gish Flowers
Louis B. Glick & Son, Inc.
Golden West Greenhouse
Gordon's Ohmshe., Inc. of Bear Valley
Gordon's
Joan S. Gordon
Robert L. Graham
Edward C. Grande, Inc.
Greenpoint Nurseries
Greenwood Greenhouses
Gregor's Flowers
Growers Wholesale Florist
Handy Floral Products
Hanford's, Inc. Wholesale Florist
Hartdin's Wholesale Florist
Hartman's Plants, Inc.
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Krupeney Nursery & Greenhouse, Inc.
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Keller Florist
<table>
<thead>
<tr>
<th>Florist Name</th>
<th>Location Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken's Flowers &amp; Gifts</td>
<td>Owens Flower Shop, Inc.</td>
</tr>
<tr>
<td>Ken-Mar Flowers</td>
<td>Parmenter's 9th St. Floral</td>
</tr>
<tr>
<td>Olark Kennedy Florist</td>
<td>Paul's Flower and Plant Shop</td>
</tr>
<tr>
<td>Norm Kossel Florist, Inc.</td>
<td>Paul's Flowers</td>
</tr>
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<td>Penfield Flower Shop, Inc.</td>
</tr>
<tr>
<td>Kitty's Flowers</td>
<td>Penny &amp; Irene's Flowers</td>
</tr>
<tr>
<td>Laffers Flower &amp; Gift Shop</td>
<td>Perez &amp; Co. Florist</td>
</tr>
<tr>
<td>Lee's Flower &amp; Gift Shop</td>
<td>Petal Florist</td>
</tr>
<tr>
<td>Robert A. Lohde Florist</td>
<td>Petal Patch</td>
</tr>
<tr>
<td>Leneo's Florist</td>
<td>Petal Pusher Florist</td>
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<tr>
<td>Lesher's Flowers, Inc.</td>
<td>Peter's Flowers</td>
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<tr>
<td>Lige Green Flowers &amp; Gifts</td>
<td>Placeville Flower Shop</td>
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<tr>
<td>Lilly's Flowers</td>
<td>Plaza Flowers, AZ</td>
</tr>
<tr>
<td>Little Mountain Flowers</td>
<td>Plaza Flowers, IL</td>
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<tr>
<td>Log Cabin Florist</td>
<td>Lee Polites - Florist</td>
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<tr>
<td>Lombard Floral Co.</td>
<td>Pompion Lakes Florist</td>
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<td>Longmont Florist, Inc.</td>
<td>Posno Flowers</td>
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<td>Lorbeer's Flower Shoppe</td>
<td>Prescott Flower Shop</td>
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<td>Lord's Flowers</td>
<td>Alan Preuss Florists, Inc.</td>
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<td>Los Alamitos Florist</td>
<td>Pugh's Floral Shop</td>
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<td>Lumberton Floral Co., Inc.</td>
<td>Queen Anne Flowers &amp; Gifts</td>
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<td>M'Cady's Flowers</td>
<td>Harry Quint Greenhouse</td>
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<tr>
<td>Mableton Flower Shop</td>
<td>George W. Radebaugh &amp; Sons</td>
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<tr>
<td>Main Street Florist, Inc.</td>
<td>Raffensberger's Flower &amp; Gift</td>
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<td>Marble Falls Flower &amp; Gift</td>
<td>Reed-Hills Florist</td>
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<tr>
<td>Marie's Village Flowers</td>
<td>Richards-Rodgers Florists</td>
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<td>Markers University Florist</td>
<td>Riedel's Flowers, Inc.</td>
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<td>Marlowe's Flowers &amp; Gifts</td>
<td>Riverside Florist &amp; Gifts</td>
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<tr>
<td>Mary Beth's Flowers</td>
<td>Riverside Greenhouses, Inc.</td>
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<tr>
<td>Mary Jane Flowers &amp; Gifts</td>
<td>Riverview Florist</td>
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<td>Mary Jane's Floral Basket</td>
<td>Robbins Flowers</td>
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<td>Maties Florist</td>
<td>Rockcastle Florist</td>
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<td>McKinney's Flowers, Inc.</td>
<td>Rockville Florist</td>
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<tr>
<td>McLean Flower Affair</td>
<td>Rocky Ford Florist</td>
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<td>McLeod's Flowers</td>
<td>E.L. Roquin Florist &amp; Gmhs.</td>
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<tr>
<td>Memorial City Florist</td>
<td>Robert Rogers Florist</td>
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<tr>
<td>Miami Floral</td>
<td>Rosa brothers Floral</td>
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<tr>
<td>Michler Florist, Inc.</td>
<td>Rose Glen Florist, Inc.</td>
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<tr>
<td>Midway Florist</td>
<td>Rosie's Florist, Inc.</td>
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<td>Midwest City Flowers Shop</td>
<td>Rosie's Florist &amp; Gift Shop</td>
</tr>
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<td>Millard Greenhouses</td>
<td>Rothermel Flowers &amp; Gifts</td>
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<td>Miller's Florist</td>
<td>Harold A. Ryan, Inc.</td>
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<tr>
<td>Minton's Flowers</td>
<td>Sam's Flower and Gift Shop</td>
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<tr>
<td>H. Mommie &amp; Sons</td>
<td>San Rafael Floral Company</td>
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<tr>
<td>Mueller's Flower Shop</td>
<td>Santa Rosa Flower Shop</td>
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<tr>
<td>Murphy Florist &amp; Gifts</td>
<td>Schmidt's Flowers</td>
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<td>Nature Nook Florist</td>
<td>Scott Florist</td>
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<tr>
<td>Neponsat Florist, Inc.</td>
<td>Sea Tad Flowers</td>
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<tr>
<td>Newtown Square Flower Shop</td>
<td>A.W. Seeley &amp; Son</td>
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<tr>
<td>North Liberty Flower Shop</td>
<td>Shady Lawn Florist &amp; Greenhouse</td>
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<tr>
<td>Northside Floral</td>
<td>Silks Flower Shop</td>
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<tr>
<td>Norwalk Florist</td>
<td>Simi Valley Florist</td>
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<td>Novak Flowers, Inc.</td>
<td>Smith Floral Co.</td>
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<tr>
<td>Bill O'Shea's Florist</td>
<td>Marion Smith Florist</td>
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<td>Olde Village Flower Shop</td>
<td>Smith's Greenhouses, Inc.</td>
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<td>Bob Olm's Flowers</td>
<td>Speedway Flower Shop</td>
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<tr>
<td>Olympia Florist, Inc.</td>
<td>Spencer Florist &amp; Garden Center</td>
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<td>Original Anna Catanese</td>
<td>St. Cloud Floral, Inc.</td>
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<td>Osborne's Florist</td>
<td>Yellowstone Flower Shop</td>
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<td>Oscoda Floral</td>
<td>Stienes Florist</td>
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<td>Our Creations Florist</td>
<td>Stines Florist</td>
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<td>Stanley's Flower Shop, Inc.</td>
<td>Stanleys FL Fr Baskets</td>
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<td>State College Floral Shop</td>
<td>Steffy's Flowers</td>
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<td>M.J. Stainer Flower Shop</td>
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<td>Stembers Fashions in Flowers</td>
<td>Sunnywoods Flower Shop</td>
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<td>Swanson The Florist, Inc.</td>
<td>Swartney's Florist</td>
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<td>Taylor Floral Co., Inc.</td>
<td>Techachapi Flower Shop</td>
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<td>Thatchers Florist &amp; Gifts</td>
<td>The Blossom Shop</td>
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<td>The Bouquet Shop</td>
<td>The Denville Plant Peddler</td>
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<td>The Flower Box</td>
<td>The Flower Cart, Inc.</td>
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<td>The Flower Mill</td>
<td>The Green Scene</td>
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<td>The Little Greenhouse</td>
<td>The Loraine Gardens</td>
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<td>The Mariemont Florist</td>
<td>The Norwich Flower Shop</td>
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<td>The Petal Pusher Florist</td>
<td>The Posey Patch Florist</td>
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<td>Joseph Thomas Flower Shop</td>
<td>Tommy Tucker Flower Shop</td>
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<td>University Flower Shop, Inc.</td>
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<td>Valley Garden Center</td>
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<td>Tom Ward Florist</td>
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<td>Wayside Gardens, Inc.</td>
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<td>Henry Welland Company</td>
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<td>Weinstock's Florists, Inc.</td>
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<td>Wheddon Florist, Inc.</td>
<td>Wickers House of Roses</td>
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<td>William-Edward Florists</td>
<td>West End Greenhouses</td>
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<td>Winfield Flower Shoppe</td>
<td>Westloop Floral</td>
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<td>Winter House of Flowers</td>
<td>Wharton House of Flowers</td>
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<td>Woodbridge Shoppe</td>
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<td>Williams Flower Shop</td>
<td>Woodhull Florist</td>
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<td>Winfield Flower Shoppe</td>
<td>World of Flowers</td>
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<td>Wyzel's Colonial Flowers</td>
<td>York Florist</td>
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<tr>
<td>Yzuus Gardens Company</td>
<td>Zimmer Floral, Inc.</td>
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</tbody>
</table>

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The Endowment Club was established to recognize contributors of $10,000 or more, those who pledge to complete this amount within ten years through cash donations, provide a bequest in their will, or take out a $30,000 whole life insurance policy. Endowment Club members as of November 1988, follow:

A & W Glads, Inc.
Bob and Betty Abrams
American Floral Services, Inc.
American Florist Exchange
American Oak Preserving Co.
Armellini Express Lines, Inc.
Asocolflores
Associated Cut Flower Co., Inc.
Bachman's, Inc.
George J. Ball Co., Inc.
Bay State Florist Supply
Larry Beck
Behnke Nurseries Co.
Gordon Boswell Flowers, Inc.
Albert H. Burki Foundation
CCC Associates
CFX, Inc.
R.J. Carbone Company
Oscar G. Carlstedt Co.
Century Florist Supply Co.
Chicago Florist Supply Co.
The Claproom Companies
Cleveland Plant & Flower Co.
Conner Park Florist, Inc.
Conroy's, Inc.
Continental Farms
Creative Distributors, Inc.
Delaware Valley Wholesale Florist, Inc.
Robert C. Dewey
Dillon Floral Corp.
John E. Dremm
John Henry Dudley
DWF Wholesale Florists
Elisabeth Ecke
Paul Ecke Poinsettias
Paul Ecke, Sr.
Walter J. Engel, Inc.
Euser's Greenhouses, Inc.
The Exotic Gardens, Inc.
Fall River Florists Supply Co.
Fred C. Filpse
Florafax International, Inc.
Floralife, Inc.
Florists' Mutual Inc. Co.
Florists' Transworld Delivery Association
Flower News

Flower View Gardens
Four Farmers, Inc.
Frazee Flowers, Inc.
J.P. Freund, Inc.
Pete Garcia Company
Pete Garcia Co. Sales Staff
Gelco Internacional, SA
Bob Gilmore Company, Inc.
W.R. Grace & Co.
The Green Thumb, Inc.
Greenleaf Wholesale Florists, Inc.
Gude Brothers Co.
O. Ben Halsey, Jr.
Hall Affiliates
Robert R. Hall, Inc.
David E. Hartley
The John Henry Company
The John Henry Co. Salesmen
Highland Supply Corp.
E.G. Hill Company
Don and Kay Hook
Roy Houff & Co., Inc.
Irwin Greenhouses, Inc.
Wm. F. Kasting Co.
Kennicot Brothers Co.
Lansing Florists Exchange
Lehner's Flowers
The Leider Companies
Lincoln Wholesale Florists, Inc.
William A. Maas
Mainland Nursery, Inc.
Malmberg, Inc.
Manatee Fruit Company
Matsui Nursery, Inc.
McGinley Mills, Inc.
McShan Florist, Inc.
Mellano & Company
Mikkelsen, Incorporated
Mt. Eden Nursery Company
Mueller Brothers, Inc.
Nelson and Hoiberg
Northwest Florists' Assn.
Nurserymen's Exchange
Oliver & Thompson, Inc.
Pajaro Valley Greenhouses, Inc.
Park Floral Co.

Paul's Wholesale Florists
The Perneck Co.
L. Piazza Wholesale Florists
A.N. Pieions, Inc.
Pittsburgh Cut Flower Co.
Plant Marvel Laboratories
A.L. Randall Company
A.L. Randall Co. Salesmen
Jack W. Redditt
Reeves Greenhouse, Inc.
Ribbons Narrow Fabric Co.
San Diego County Flower Assn.
Betty Sapp
Shinoda Floral Co.
Claymore C. Stock
Studek Floral Co.
Smithers-Oasis
Society of American Florists
So. California Floral Assn.
Spiegle Associates, Ltd.
Strange's Florist, Greenhouses and Garden Center
Stuppy Family Foundation
Sunburst Farms, Inc.
Sunnyside Nurseries, Inc.
Syndicate Sales, Inc.
Henry Taysons
Larry Teitel
Telesfora, Inc.
John L. Tomasevic Sr. Florist, Inc.
Twin City Florist Supply, Inc.
United Wholesale Florists, Inc.
Vans, Inc.
Jerome Wagner
Weatherford Farms and Greenhouses
Milton Weiss
Clim Wetzel
WFR, Inc.
Wholesale Florists and Florist Suppliers of America
Wilsey-Bennett Co./Floral Trans. Div.
Wolfe the Florist, Inc.
N.H. Wright, Inc.
Yoder Brothers, Inc.
Zelleneople Greenhouses
Our industry is precious to us. Together we can protect it and make it grow.