



American
Floral
Endowment

1988-Annual Report

Table of Contents

Introduction	3
Board of Trustees	4
Financial Report.....	6
1988 Highlights	8
Fourth Phone-a-thon	8
New Awards Established	11
Century Dinner XII.....	13
Annual Meeting	15
Tributes	16
Corporate Tributes	16
Living Tributes	17
Memorial Tributes	18
Projects and Grants	20
1988 Research Grants.....	20
1988 Education Grants	24
Special Projects	24
Total Grants 1961-1988	25
Mosmiller Scholar Program	26
Contributor Recognition	27
Builders	27
Benefactors	28
Patrons	28
Founders	29
Protectors	30
Guardians	31
Vanguards	32
Sentinels	33
Sponsors	35
Givers	36
Contributors Through FTD	37
Endowment Club	39

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

Introduction

"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.

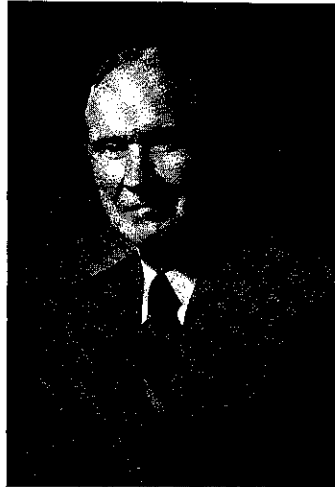
The original concept of developing an industry-wide research and education organization through a foundation of united giving continues as a basic philosophy in the Endowment's management. We hope that everyone who has made a contribution to the Endowment feels a sense of satisfaction and achievement 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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Executive Vice President
Betty Abrams
Edwardsville, Illinois

Financial Report 1987-88

Statement of Assets

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

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	<u>\$ 512,277.24</u>	<u>\$ 530,425.15</u>
Disbursements:		
Bank Management Fees	\$ 12,885.46	\$ 13,031.56
Grants	313,052.56	357,452.44
Balance	<u>\$ 186,339.22</u>	<u>\$ 159,941.15</u>

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.

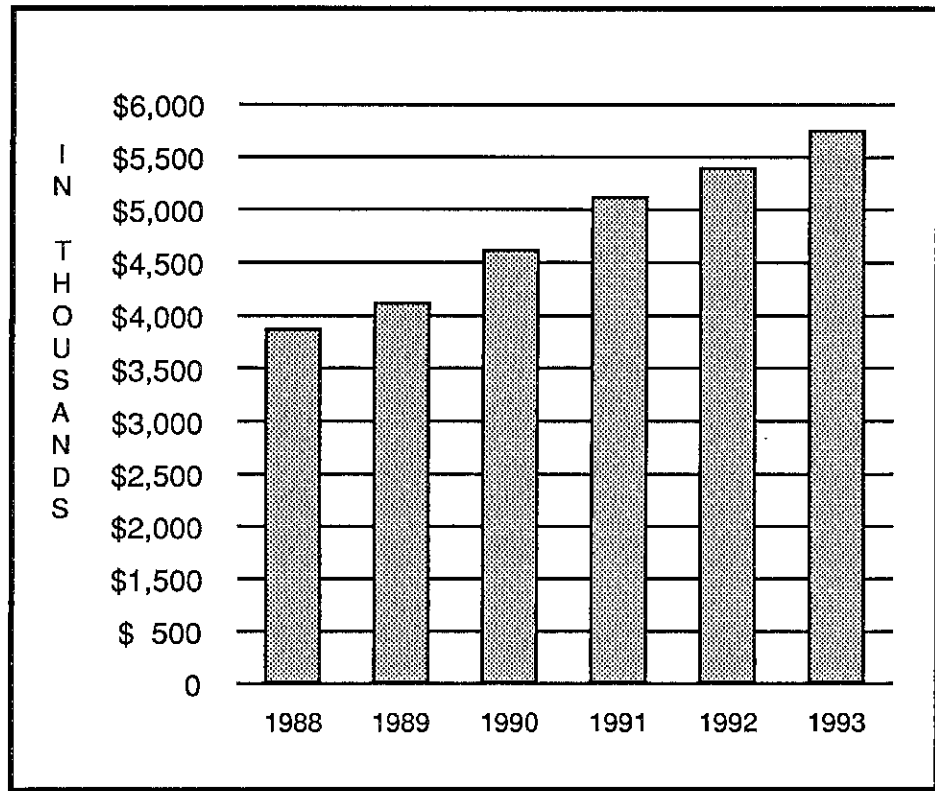
The Phone-a-thon held in the summer of 1988 generated substantial support. The Endowment is looking forward to growth in the principal account exceeding 5.8 million dollars by 1993.

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

American Floral Endowment



Corpus Projection

1988 Highlights

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.

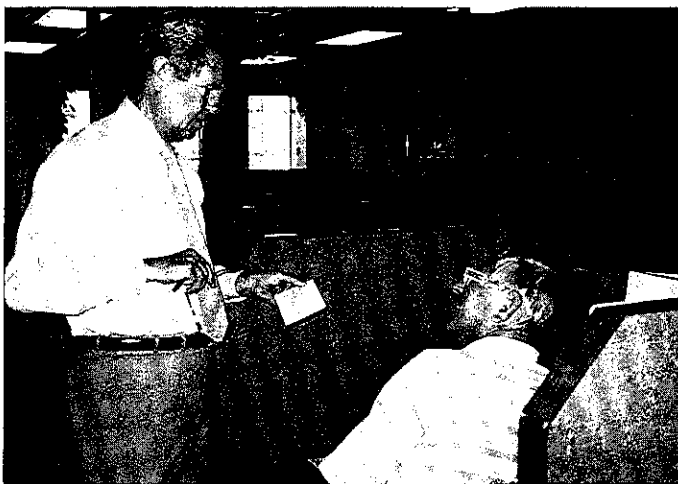
Participants follow:

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

Phone-a-thon Photos



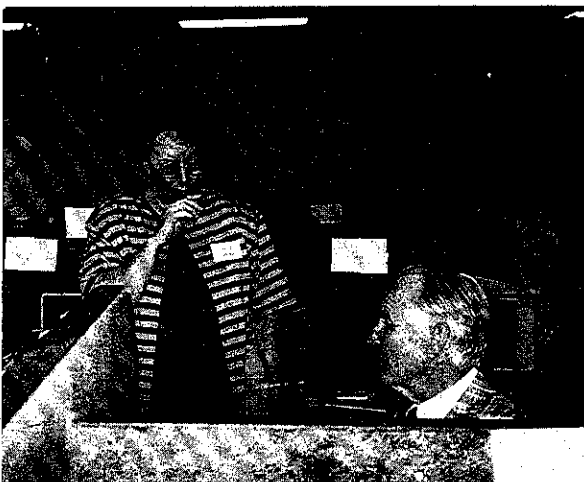
(l to r) Bob Carbone, Todd Bachman, Tim Matsuno



Knud Nielsen, Jr. (l) and John Tomasovic



Bob Weatherford (l) and Walter Rojahn



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 Asocolflores

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 Entertainment
Highland Supply Corporation

The Dinner Wine
Rainbow Flowers, Inc.

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.
Burdette 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 Sharff; 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. Brand, Mary and Joe Malloy



Sue Henry, Floyd Clapgood



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
Meinders*



Ann and Don Weder



*Margaret Lowry and
James Cannon*



*(l to r) Mel Brasco, Barbara Rudolph, Fred
Brasco, Bill Rudolph, Grace Reynosa, Neil
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



*George E. Wolfe, Jr.
Wolfe the Florist*



*Gordon Weber
Weber's Greenhouses*



*Burdette Coward
Burdette Coward & Co.,
Inc.*



*Frank Willhelm, Sr.
Cremer Florist*

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. | O. Ben Haley, Jr. | † Samuel S. Pennock III |
| * Charles Barr | Howard J. Hook | Gustav H. Poesch |
| * I.W. Bianchi | † Francis Hopper | Jack W. Redditt |
| † Z.D. Blackistone | † Joe Hopper | * Kenneth Royer |
| Louis J. Brand | * Dan Irons | Mel Schwanke |
| † Albert H. Burki | Martha J. Keller & | R.H. "Hank" Sciaroni |
| Delmar E. Demaree, Jr. | Herbert Rothwell | † Kenneth F. Short |
| Robert C. Dewey | † Harrison Kennicott, Jr. | † E.G. Thornton |
| John Henry Dudley | L.R. "Bud" Kintzele | † Erwin H. Weder |
| Paul Ecke, Sr. | John Knipe | Milton M. Weiss |
| * George Elliott | † Leonard Koehler | Olin A. Wetzel |
| * John O. Finn | † Prof. Alex Laurie | J.F. Wilcox Family |
| Frank Fredenhagen | Elma Lundahl | |
| † John W. & LaVerne B. Giles | Edward & Grace Lutey | * Established in 1988 |
| Hazel Grill | Robert L. Orth | † Deceased |



Kenneth R. Royer



Dan Irons



George Elliott



I.W. Bianchi



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



Frank Brautigam



Romaine Glisson



Arthur Ito, Jr.



Dr. Peter Pfahl



Fritz Roll, Jr.



Dr. Neil Stuart



John Tufel

* Masuko Kitayama
Electa Koehler
Jerome Krivit
Paul Krone
Yoke 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. Minshall
Jim Morrell
Leon Moskatel
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 Niday
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
Harvery 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. Shoch
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. Sugrue
Shizuo George Suyeyasu
Walter F. Swartz
Josephine & Anton
Sykora
Fred M. Tayama
Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles "Bob" Tryon
* John Tuefel
Barbara Euser Van Namen
* Tony Van Namen
Vincent Vanni
John H. Walker
Adolph "Ade" Weberg
* Erwin Weder
Herbert R. Weder
* Robert Weidner
Henry Weiland
Paul E. Weiss
James C. Welch
* Fred Wesemeyer
June Wesemeyer
Joseph C. Wetzel
Judy Wetzel
George V. Wienhoeber
& Rudolph Scheffler
Roy F. Wilcox
George Wilke
Hubert Wolfe
Thomas J. Wolfe &
George Wolfe, Sr.
Luther Wright
* Harold F. Yoder

* Tributes established 1988



Tony Van Namen



Erwin Weder



Robert E. Weidner



Fred Wesemeyer



Harold Yoder

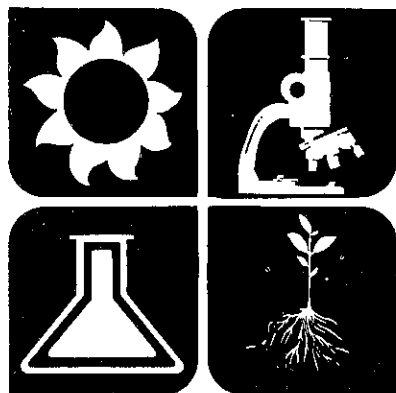


Laverne Giles



John W. Giles

Projects and Grants



1988 Research Grants

Breeding

1. Biotechnological Breeding of *Alstroemeria*.
University of Connecticut, Dr. Mark Bridgen
Cornell 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

Objectives: 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 gaertneri* (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 Weiler,
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.)

Pest Management

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.

8. Control Program for the Sweetpotato Whitefly on Commercial Flower Crops.

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; for likely 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.

9. Development of Integrated Pest Management Strategies in Floriculture.

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.

10. Fungicide Sensitivity of Botrytis Cinerea Infecting Greenhouse Crops.

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.

11. Improved Methods for Serological Detection and Differentiation of Tomato Spotted Wilt Virus Strains.

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.

12. Plant Resistance for Management of Greenhouse Whitefly on Poinsettia.

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 poinsettia resistance to GHWF; and compare the efficacy of insecticides against GHWF on 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.)

14. Development of Whitefly and Spider Mite Resistance through Somaclonal Variation. 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 (GHWF) and sweetpotato whitefly (SPWF) on selected hosts; to evaluate new and old insecticides against both species; and to assay for potential insecticide resistance in GHWF and SPWF.

16. Evaluate the Problem of Monomorium Pharaonis 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.)

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.

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.



21. Leaf and Flower Abscission during Shipment of Miniature Roses.

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.

22. Photosynthesis, Carbohydrate Availability, and Floret Longevity in Regal Pelargonium.

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.

Production Technology

24. Optimization of the Greenhouse Environment for Rosa hybrida L. Production Using Computer Growth Modeling.

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.

25. Horticultural Evaluation of Fluctuating Night Temperatures.

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



Dr. Marlin Rogers

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.

Total Grants 1961-1988

Research Grants 1961-1988

University of Arizona	\$7,200
University of California, Davis	97,500
University of California, Riverside	261,680
Clemson University	9,250
Colorado State University	76,800
University of Connecticut	83,414
Cornell University	117,700
University of Florida	141,400
The Florida Agricultural Research and Education Center	65,500
University of Illinois	36,500
Kansas State University	26,000
University of Massachusetts	10,200
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	163,800
University of Minnesota	58,600
North Carolina State University	9,000
The Ohio State University	110,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	102,042
Purdue University	16,500
Rutgers	9,000
Society of American Florists	66,500
Texas A&M University	9,250
United States Department of Agriculture	339,500
•Florists & Nursery Crops Laboratory (289,500)	
•National Agricultural Library (50,000)	
Virginia Polytechnic Institute & State University	37,500
Washington State University	5,000
University of Wisconsin	22,700
University of Wisconsin Medical College	15,000
WF&FSA	2,500

Total Research Grants: \$1,971,036

Education Grants 1961-1988

Academic Advisors for SAF Research Committee and the Endowment	\$39,000
American Horticultural Therapy Association	3,000
ASHS Symposium	500
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	9,700
FFA Floriculture Scholarship	2,000
FFA Floriculture Proficiency Award	9,000
Intercollegiate Flower Judging Contest	25,700
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploratoion Trip to Holland	1,000
Mosmiller Scholar Program	94,000
National 4-H Council	10,000
National Junior Horticulture Association	3,500
Profile objectives/guidelines for modeling	5,000
Publication ISHS Floricultural Workshop Paper	850
Sabbatical Leave Grants (8)	46,250
Smithsonian Institution	25,000
Society of American Florists	58,749
Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium	10,000

Total Education Grants: \$378,749

Total Research and Education Grants \$2,349,785

Mosmiller Scholar Program



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



Bernadine Danczak



Heidi Doering

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



Pamela Eberhardt



Ingram Fine

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

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



Josephine Hamilton



Angela Holverson

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



Melanie Jeffers



Constance Jones

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 Clapgood Companies
DWF Wholesale Florists
Paul Ecke Poinsettias

Florafax International, Inc.
Florists' Transworld Delivery Assn.
Highland Supply Corporation
Manatee Fruit Co.
Mikkelsens 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.; Whitting 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.
Kennicott 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



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



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.

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
Gelco Internacional, SA
Glad-A-Way Gardens
Fred C. Gloeckner & Co.
W.R. Grace & Co.
Groen 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 Kitayama
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.
Mellano & Co.
Cloy 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. Sieck
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
Boesen 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.
Carson & Gebel Ribbon Co.
Colorado Dye & Chemical, Inc.
Conner Park Florist, Inc.
Conroy's, Inc.
Burdette Coward & Co., Inc.
W.J. Cowee, Inc.
Dejong Greenhouse
Del Rey Plastics
Deloache, Inc.
Bill Doran Company
Dramm & Echter
Jim Durio 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 & Stribling 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
Albin 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
Karthauser & 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.
Nordlie, Inc.
North Central Florists Assn.
NPI
Nurserymen's Exchange
Nyren Brothers, 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
Rhyne Floral Supply Mfg. Co.
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 Grnhse Inc. & Four State Whsle.
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 DiCanio, for Floral & Nursery Times; Dan Shypula, for U.S. Floral Corporation; and Jack Van Namen, for Glass Corner Greenhouse.

Vanguards

Agrexco (USA) Ltd.
 Ahern's, Inc.
 Aldershot of New Mexico, Inc.
 Allcities Allstates Flowers-By-Tele-
 Phone
 Ameri-Cal Floral
 American Florist Exchange
 American Foliage Co.
 Austin W. Amery
 Amling Brothers
 Amlings Flowerland
 Anchor Hocking
 Anchor Wholesale Flowers, Inc.
 Apex-Neidinger, Inc.
 Sam Applebaum
 Aromas Nursery, Inc.
 Assn. 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
 Biaggi's Evergreen Co.
 Billings Floral
 Blue Sky Flower Farms, Inc.
 Boulevard Florist
 Monica Bramblett
 Bright's Florist Supply, Inc.
 Bronx Florist Supply Co., Inc.
 Brown Floral Co.
 G.R. Brown Co.
 K.C. Browne, Inc.
 H.M. Buckley & Sons, Inc.
 Buning The Florist
 California First Bank
 California Flower Farms, Inc.
 California Flower Shippers, Inc.
 California Pajarosa
 Calvert Wholesale Florists, Inc.
 Carlton Rose Nurseries
 Henry M. Cathey
 A. Cavallaro & Son, Inc.
 Cedar Rapids Greenhouses
 Chipola Nurseries, Inc.
 Condor Farms
 Conklyn's, Inc.
 Continental Floral Greens
 Coy Kendall Greenhouses
 Cremer 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
 Devor Nurseries, Inc.
 Didier Greenhouses, Inc.
 Dos Pueblos Orchid Company
 Carl Dreisbach, 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.
 Flambeau Products Corp.
 Wade Fleming, Inc.
 Floral Acres, Inc.
 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 Flower Farm
 George's Florist
 Ghilarducci's Florists, Inc.
 Giftwares Company, Inc.
 Gish Flowers
 Louis B. Glick & Son, Inc.
 Golden West Greenhouse
 Gordon's Grnhse., Inc. of Bear
 Valley
 Joan S. Gordon
 Robert L. Graham
 Edward C. Grande, Inc.
 Greenpoint Nurseries
 Greenwood Greenhouses
 Gregoire's Flowers
 Growers Wholesale Florist
 Handy Floral Products
 Hanford's, Inc. Wholesale
 Hardin's Wholesale Florist
 Hartman's Plants, Inc.
 Hauge's Flower Store, Inc.
 Hausermann Orchids
 Hawkins Greenhouses
 Hayman & Lindenberg, Inc.
 Herman J. Heyl Florists, Inc.
 Heyl Roses, Inc.
 Hillcrest Garden
 Hirt's Wholesale Co.
 Hub Floral Corp.
 IBG International
 IF Supply Company, Inc.
 INARCO
 Jacksonville Whlse. Floral Co.
 Edward Jacobson, Inc.
 Jednak Floral Co.
 Jiffy Foam, Inc.
 J.R. Johnson Supply, Inc.
 Eric Johnson, Inc.
 Johnston & McCallum, Inc.
 David L. Jones Whlse. Florist/
 Burnaby, BC, Canada
 David L. Jones Whlse. Florist/
 Spokane
 Ronald Jones Ferneries
 Henry J. Kaufman & Assoc., Inc.

Kessler & Assoc.
 King Wholesale
 Klenke Floral
 Klupenger Nursery & Greenhouse,
 Inc.
 Frank Kuwahara
 Lakeland Florist Supply, Inc.
 Lakewood Greenhouse, Inc.
 Lamborn Floral Co.
 Laysen's Flowers, Inc.
 Lee Wholesale Floral, Inc.
 Lloyd's Wholesale Florist
 Ludy Greenhouse Mfg. Corp.
 M & M Wholesale Florist, Inc.
 W.W. McAllister Co.
 H. Hunter McIntire
 Rod McLellan Co.
 Mainland Nursery, Inc.
 Robert Mann Packaging Co.
 Alex R. Masson, Inc.
 Andy Mast Greenhouses
 Neal Mast & Sons Greenhouses,
 Inc.
 Jack Mayesh Wholesale Florist
 Mazzoni Farms, Inc.
 Meldrum Mfg. & Engineering
 Meskers'
 Ruth Messmer - Florist, Inc.
 Alice Metcalf
 Middle Atlantic Florists Assn.
 Harry Miller Flowers
 Miller's Wholesale Florists
 Molbak's Greenhouse, Inc.
 Monterey Flowers, Inc.
 Mountaineer Greenhouses
 H.R. Mueller Florist
 Multiflora Import Co.
 H. Nakano & Sons
 Navlet's Florists
 Hannah Niday Florist, Inc.
 Ninomiya Nursery Co.
 Novette Trading, Ltd.
 Novacek Greenhouses
 Oklahoma State Florists Assn.
 Olsons Greenhouses
 Robert L. Orth, Inc.
 Parmenter Florist, Inc.
 Penn Hill Farm
 Phillip's Flowers & Gifts
 William Pinchbeck, Inc.
 Gustav C. Poesch
 Poulsen Greenhouses
 Harvey O. Preuss Florists
 Reeves Greenhouse, Inc.
 Regency International Bus. Corp.
 Regional Farms, Inc.
 Reliable Glassware & Pottery Co.,
 Inc.
 Curtis W. Richardson, Inc.
 Riverdale Farms, Inc.
 Rojahn and Malaney Co.
 Hans Rosacker Co.
 Ross Marketing
 Royal Gorge Flower Farms, Inc.
 S & S Wholesale Florist
 San Lorenzo of Texas
 Satow Growers, Inc.
 Schaefer Greenhouses, Inc.
 Mr. & Mrs. Israel Schneider
 Mr. & Mrs. Robert O. Schurke

Scott's Gladiolas Farms, Inc.
Seagroatt Companies
Select Ribbons, Inc.
Delois C. Shelton
Shenandoah Floral Mfg. Co.,
Inc.
Delbert Smith, Inc.
So. Calif. Flower Growers Assn.
Southern Steel & Wire, Inc.
Speight Associates Ltd.
Stimming Flowers of California
Stringer Whse. Florist, Inc.
Sunbay, Inc. Whse. Florists
Susan's Florist
Syracuse Pottery, Inc.
Tayama Whse. Florists

Taylor's Flower Shop & Green-
house
The Taylors of Penny Hill
Tennessee Florist Supply, Inc.
Texas State Florists' Assn.
Thompson Rose Sales, Inc.
Transamerica Floral Imports
Ulery Greenhouse Co.
United Whlse. Florists of
California
Vanni Nursery, Inc.
Joseph W. Vestal & Son Co.,
Inc.
Victor The Florist
Vinson & Fortiner
Vogt's Flowers, Inc.

Wadsworth Control Systems, Inc.
Curtis Wagner Co., Inc.
Wagner Greenhouses, Inc.
P.A. Washburn
Weidner's Begonia Gardens
Welch Whlse. Florist, Inc.
West Side Greenhouses
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 Richards-Rodgers Florists
 Riedel's Flowers, Inc.
 Riverside Florist & Gifts
 Riverside Greenhouses, Inc.
 Riverview Florist
 Robbins Flowers
 Rockcastle Florist
 Rockville Florist
 Rocky Ford Floral
 E.L. Rocquin Florist & Grnhs.
 Robert Rogers Florist
 Rosaia Brothers Floral
 Rose Glen Florist, Inc.
 Rose's Florist, Inc.
 Rosie's Florist & Gift Shop
 Rothermel Flowers & Gifts
 Harold A. Ryan, Inc.
 Sam's Flower and Gift Shop
 San Rafael Floral Company
 Santa Rosa Flower Shop
 Schmidt's Flowers
 Scott Florist
 Sea Tac Flowers
 A.W. Seeley & Son
 Seifert's Floral Co.
 Shady Lawn Florist & Greenhouse
 Silk's Flower Shop
 Simi Valley Florist
 Smith Floral Co.
 Marion Smith Florist
 Smith's Greenhouses, Inc.
 Speedway Flower Shop
 Spencer Florist & Garden Center
 St. Cloud Floral, Inc.

Stanley's Flower Shop, Inc.
 Stanleys Fl&Fr Baskets
 State College Floral Shop
 Steffy's Flowers
 M.J. Steiner Flower Shop
 Stember Fashions in Flowers
 Sunnywoods Flower Shop
 Swanson The Florist, Inc.
 Swartley's Florist
 Taylor Floral Co., Inc.
 Tehachapi Flower Shop
 Thatchers Florist & Gifts
 The Blossom Shop
 The Bouquet Shop
 The Denville Plant Peddler
 The Flower Box
 The Flower Cart, Inc.
 The Flower Mill
 The Green Scene
 The Little Greenhouse
 The Loraine Gardens
 The Mariemont Florist
 The Norwich Flower Shop
 The Petal Pusher Florist
 The Posey Patch Florist
 Joseph Thomas Flower Shop
 Tommy Tucker Flower Shop
 Tucker Flower Shop, Inc.
 Tulip Tree Floral
 University Flower Shop, Inc.
 Valley Flowers
 Valley Garden Center
 Vidor Florist Shop
 Village Florist
 Village Flower & Gifts
 Village Green
 Vincent's Greenhouse
 Virginia's Flowers
 Walker's Florist
 Tom Ward Florist
 Wayside Gardens, Inc.
 Wayside Nurseries
 Henry Weiland Company
 Weinstock's Florists, Inc.
 Welke's House of Roses
 West End Greenhouses
 Westloop Floral
 Wharton House of Flowers
 Whidden Florist, Inc.
 William-Edward Florists
 Williams Flower Shop
 Winfield Flower Shoppe
 Winter Floral Co.
 Wirth Florist
 Woodbridge Shoppe
 Woodinville Florist
 World of Flowers
 Yazel's Colonial Flowers
 York Florist
 Yuess Gardens Company
 Zimmer Floral, Inc.

Endowment Club

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 Clapgood 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. Dramm
 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. Flipse
 Florafax International, Inc.
 Floralife, Inc.
 Florists' Mutual Ins. 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 Haley, 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.
 Kennicott Brothers Co.
 Lansing Florists Exchange
 Lehrer's Flowers
 The Leider Companies
 Lincoln Wholesale Florists, Inc.
 William A. Maas
 Mainland Nursery, Inc.
 Malmberg's, Inc.
 Manatee Fruit Company
 Matsui Nursery, Inc.
 McGinley Mills, Inc.
 McShan Florist, Inc.
 Mellano & Company
 Mikkelsens, Incorporated
 Mt. Eden Nursery Company
 Mueller Brothers, Inc.
 Nelson and Holmberg
 Northwest Florists' Assn.
 Nurserymen's Exchange
 Oliver & Thompson, Inc.
 Pajaro Valley Greenhouses,
 Inc.
 Park Floral Co.

Paul's Wholesale Florists
 The Pennock Co.
 L. Piazza Wholesale Florists
 A.N. Pierson, Inc.
 Pittsburgh Cut Flower Co.
 Plant Marvel Laboratories
 A.L. Randall Company
 A.L. Randall Co. Salesmen
 Jack W. Redditt
 Reeves Greenhouse, Inc.
 Ribbon Narrow Fabric Co.
 San Diego County Flower Assn.
 Betty Sapp
 Shinoda Floral Co.
 Claymore C. Sieck
 Sluder Floral Co.
 Smithers-Oasis
 Society of American Florists
 So. California Floral Assn.
 Speight Associates, Ltd.
 Strange's Florist, Greenhouses
 and Garden Center
 Stuppy Family Foundation
 Sunburst Farms, Inc.
 Sunnyside Nurseries, Inc.
 Syndicate Sales, Inc.
 Harry Tayama
 Larry Teitel
 Teleflora, Inc.
 John L. Tomasovic Sr. Florist,
 Inc.
 Twin City Florist Supply, Inc.
 United Wholesale Florists, Inc.
 Van's, Inc.
 Jerome Wagner
 Weatherford Farms and Green-
 houses
 Milton Weiss
 Olin 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.
 Zelenople Greenhouses



*Our industry is precious to us.
Together we can protect it
and make it grow.*