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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
FAX 618-692-4045
Chairman's Message

The public is becoming increasingly aware of and concerned about the environment and most every aspect of living in our world today. In this connection, sound research and education programs are essential to the quality and type of service the floral industry is expected to render to society.

Through the support of those listed in this publication we are making substantial programmatic progress. On behalf of the Board of Trustees it is with a deep sense of pride that I express thanks and appreciation to each and every one. At the same time, I wish to acknowledge the contributions of the Board of Trustees. Their generosity and dedication are unsurpassed in the floral industry.

American Floral Endowment...
A wise investment.

Robert C. Dewey
Chairman
Chairman
Robert C. Dewey
Pennock Company (Ret.)
Green Lane, Pennsylvania

Vice Chairman/Projects & Grants
Eiichi Yoshida
Sunnyside Nurseries, Inc.
Hayward, California

Vice Chairman/Fund Raising
Delmar E. Demaree, Jr.
Syndicate Sales, Inc.
Kokomo, Indiana

Treasurer
Kenneth R. Royer
Royer’s Flowers, Inc.
Lebanon, Pennsylvania

Secretary
Pete Garcia
Pete Garcia Company
Atlanta, Georgia

Chairman/Mosmiller Scholar Program
Don Flowers
Don Flowers Florist, Inc.
Randallstown, Maryland
Board of Trustees 1990-91

Todd L. Bachman
Bachman's, Inc.
Minneapolis, Minnesota

Dr. Carl F. Gortzig
Cornell University
Ithaca, New York

James T. Irwin
Irwin Greenhouses, Inc.
Canyon, Texas

Ole Nissen
Sunshine State
Carnations, Inc.
Hobe Sound, Florida

Jacob Van Namen
Van's, Inc.
Alsip, Illinois

Donald E. Weder
Highland Supply
Corporation
Highland, Illinois

Trusted Emeriti

Felix Ankele
John E. Dramm
John Henry Dudley
O. Ben Haley, Jr.
Mabel M. Simmons

Ex Officio
J. Sten Crissey
Crissey, Inc.
Seattle, Washington

Executive Vice President
Betty Abrams
Edwardsville, Illinois
Statement of Assets

<table>
<thead>
<tr>
<th></th>
<th>6/30/90</th>
<th>6/30/89</th>
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<tbody>
<tr>
<td>Cash and Short Term Investments</td>
<td>$715,354.06</td>
<td>$246,666.55</td>
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<td>U.S. Government &amp; Agency Bonds (Market)</td>
<td>1,540,727.50</td>
<td>1,944,302.75</td>
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<td>Corporate Bonds (Market)</td>
<td>329,848.50</td>
<td>289,127.50</td>
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<td>Common Stocks (Market)</td>
<td>1,836,425.00</td>
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<td><strong>Total Assets</strong></td>
<td>$4,422,355.06</td>
<td>$4,172,834.30</td>
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Earnings & Disbursements

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<th>6/30/90</th>
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<tbody>
<tr>
<td>Balance</td>
<td>$135,509.32</td>
<td>$186,339.22</td>
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<tr>
<td>Income:</td>
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<tr>
<td>Dividends</td>
<td>55,210.88</td>
<td>45,410.50</td>
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<td>Interest</td>
<td>211,822.10</td>
<td>218,466.14</td>
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<td>Designated Contributions</td>
<td>201,026.62</td>
<td>105,779.00</td>
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<td>Allocation of Capital Gains</td>
<td>22,942.98</td>
<td>18,291.00</td>
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<td><strong>Total</strong></td>
<td>$626,502.90</td>
<td>$574,285.86</td>
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Disbursements:

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<td>Bank Management Fees</td>
<td>$31,278.81</td>
<td>$14,055.22</td>
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<tr>
<td>Grants</td>
<td>424,484.58</td>
<td>424,721.32</td>
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<tr>
<td><strong>Balance</strong></td>
<td>$170,739.51</td>
<td>$135,509.32</td>
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</tbody>
</table>

Treasurer's Comments

The Endowment took some important steps this year in regard to financial philosophy and management. A change was made in the investment advisor. Tom Johnson Investment Management, Inc., Oklahoma City, Oklahoma, was selected as a result of excellent performance over the last ten years.

The Trustees are confident this new management will produce improved returns on the contributed funds that generate the income used for research. The Trustees have also adopted an altered policy that will make available an increased share of investment gains for funding of projects.

Shortly after the end of the fiscal year (June 1990), the Endowment received the largest single contribution in its history which lifted the total funds over the $5,000,000 mark. Andrew Darbee, who passed away during 1990, bequeathed $500,000 to the Endowment.

KENNETH R. ROYER
Treasurer
Two Major Bequests Received

The Endowment was the recipient of two sizeable bequests during 1990: $25,000 from Fred C. Gloeckner, and $500,000 from Andrew L. Darbee. It is with special thanks and appreciation that these generous gifts are acknowledged herein.

Andrew Darbee grew up in the floral industry. His mother, Annie Gooch Darbee, grew violets in San Leandro beginning in the late 1800's. Just before the turn of the century, she transferred the beds to the east bay area of San Francisco where she expanded her production to include lilies and other bulb crops. Her crops were sold locally as well as shipped across the U.S. and into Mexico and Canada.

Mrs. Darbee started Darbee’s Florist on Hyde Street in San Francisco in the early 1900’s. Her husband, Robert E. Darbee, owned an oyster bar and grill in the bay area. The 1906 earthquake destroyed the oyster beds and subsequently his business, and he began work with Darbee’s Florist.

Following his university training, Andrew Darbee entered the business with his mother and father. The business ultimately included considerable bulb production in the state of Oregon. Under new ownership production continues in Oregon, but Darbee’s Florist was closed in or around 1974.

Andrew Darbee is survived by his third wife, Mary Eleanor, who resides in Derby, England. He had no children.

Andrew Darbee’s will stated that the $500,000 bequest was left to the Endowment “to be used for its general purposes (research and education) in memory of his mother Annie H. Gooch and father Robert Eugene Darbee.” Tributes have been so established within the framework of the Endowment.
Andrew Darbee entering a trolley car decorated by Darbee’s Florists, 1949.

Andrew’s mother, Annie H. Darbee, standing in front with a cane. To her left is Andrew. Photo taken on Hyde Street in front of Darbee’s Florists, 1949.
Fred Gloeckner’s introduction to horticulture came from his father who worked in the greenhouse industry in Germany before immigrating to the U.S. in the early 1900’s to work for a large seed company. As a young teenager, Fred worked for the Conard-Pyle Company in West Grove, Pennsylvania, during the summer. When he was 16 he travelled to California to work for the Bodger Seed Company followed by some time with the Brown Bulb Farm Ranch. At 19, and at the height of the Depression, Fred returned to the East as a salesman for the American Bulb Company.

In 1934, Fred, his father and Leonard Seiger formed the Fred C. Gloeckner Co., Inc. of New York. A distributor of seeds, bulbs, rooted and unrooted cuttings and supplies, they not only have sales all across the U.S. but in Europe, Japan, India, New Zealand and Central and South America.

Fred always had a high regard for research and education. At about the same time the American Floral Endowment was being conceived by several active industrymen, Fred founded the Fred C. Gloeckner Foundation (1961) to fund research. While most of his resources went to his foundation, he was also generous with the Endowment. His $25,000 bequest is testimony to this support.

Much has been written about Fred, his professional as well as personal achievements. They have been extraordinary. He touched many lives along the way, and his presence will be remembered with love and admiration by many for a very long time.
At the Endowment's Annual Meeting held during the SAF convention in Washington, D.C., the international champion Alexandria Harmonizers performed. Their stature in the realm of barbershop chorus singing has evolved since 1948. In 1986 the group captured the most coveted of honors - the International Chorus Championship. Only able to compete every three years, they won again in 1989.
Elected in 1980, Don Hook served the Endowment in many capacities: Secretary, Vice Chairman of Fund Raising and Chairman. During his tenure, he also chaired the 1983 Phone-a-thon which was one of the most successful fund raisers ever held.

Jim Durio was elected in 1983. He chaired the Endowment Mosmiller Scholar Program Committee for several years. He was the first chairman of the National Agricultural Library project, and chaired a very successful Century Dinner in New Orleans.

Both Don and Jim served the Endowment and the floral industry with a dedicated sense of fairness, objectivity and professionalism. Their service will long be remembered and forever appreciated.

Dr. Carl Gortzig, Cornell University, and Jacob Van Namen, Van’s Inc., were elected to fill the vacancies created by Don and Jim’s retirement.
Century Dinner XIV A Hit

Held in the ballroom of the historic Willard Hotel, Washington, D.C., July 25, 1990, Century Dinner XIV was a major social and financial success. Nearly 250 people attended the dinner, held in conjunction with the SAF convention. Chaired by Charles F. Kremp 3rd, Willow Grove, Pennsylvania, more than $25,000 was raised to support the Endowment office.

CHARLES F. KREMP 3RD
CENTURY DINNER XIV CHAIRMAN

Underwriting much of the evening's events were the Hosts who contributed $2,000 and the Sponsors who contributed $1,000. As with most previous dinners, individual tickets were $100 each.

Particular thanks and appreciation are extended to the following:

Hosts
Florists' Transworld Delivery Association
Southfield, Michigan

Pete Garcia Company
Atlanta, Georgia

Manatee Fruit Company
Palmetto, Florida

Pennock Company
Philadelphia, Pennsylvania

Redbook Florist Services
Paragould, Arkansas

Van's, Inc.
Alsip, Illinois

Sponsors
American Floral Services, Inc.
Oklahoma City, Oklahoma

Colombia Flower Council
Miami, Florida

Crisa Corporation
Plano, Texas

Delaware Valley Wholesale Florist
Sewell, New Jersey

Paul Ecke Poinsettias
Encinitas, California

Florafax International, Inc.
Tulsa, Oklahoma

Floral & Nursery Times
Wilmette, Illinois

Floralife, Inc.
Burr Ridge, Illinois

Florists' Mutual Insurance Company
Edwardsville, Illinois

The John Henry Company
Lansing, Michigan

Highland Supply Corporation
Highland, Illinois

Southern Floral Company
Houston, Texas

Sunnyside Nurseries, Inc.
Hayward, California

Syndicate Sales, Inc.
Kokomo, Indiana

Teleflora, Inc.
Los Angeles, California

Product Contributors
Brand Flowers
Carpinteria, California

Euser Greenhouses
Wheat Ridge, Colorado

Glad-A-Way Gardens
Union City, California

The Hiawatha Corporation
Shelton, Washington

Highland Supply Corporation
Highland, Illinois

Henry Mazzoni Farms Ltd.
Vineland, New Jersey

Henry Meyer Cut Flowers
Santa Barbara, California

Pajaro Valley Flower Shippers
Watsonville, California

Pittsburgh Cut Flower Co.
Pittsburgh, Pennsylvania

Smithers Oasis
Kent, Ohio

WFR, Inc.
Zellwood, Florida

Washington Bulb Company
Mt. Vernon, Washington

Westland Floral
Carpinteria, California

Special thanks are also extended to the Pennock Company, Springfield, Virginia, for serving as a drop point to accommodate the products designated for the Dinner.
Some of the Dinner guests
(photos provided by Eric Benjamin, Flower News)

To prepare the decorations, Chairman Kremp brought two of his designers to Washington, D.C. for two days. They were assisted by Helen and Ira Bitner, Jim Carey and Hearn Callaway.

Former Endowment Chairman, Felix Ankele, provided the evening's invocation, and Dr. Terril Nell, University of Florida, presented an overview of "why the Endowment is important" to the floral industry. The Monumental Brass Quintet performed following dinner.
Simmons Honored

Former Endowment Chairman Mabel Simmons was presented the prestigious Leland T. Kintzele Award during the Wholesale Florists and Florist Suppliers of America annual meeting in March, 1990. The entire Endowment Board of Trustees was on hand to honor Mabel and share in this tribute.
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.

Corporate Tributes

Corporate Tributes are designed to provide a vehicle 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

• Frank Cieslak & Sons, Inc.
Evanston, IL

R.O. Cowley Wholesale Florist
Pittsburgh, TX

Burdette Coward & Co., Inc.
Punta Gorda, FL

Cremor Florist
Hanover, PA

Dillon Floral Corporation
Bloomsburg, PA

Hardin's Wholesale Florist
Supply
Liberty, NC

Hartzell Flowers, Inc.
Dayton, OH

John Klaus & Sons
Greenhouses
Greenwood, MO

Mazzanti Carnations
South San Francisco, CA

H. Nakano & Sons
Redwood City, CA

Park Floral Co.
Englewood, CO

Tietze Wholesale
Dallas, TX

Weber's Greenhouses
Milwaukee, OR

Wolfe the Florist
Waco, TX

• Established in 1990

Richard Cleson, President,
Frank Clesen & Sons, Inc.
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 1990, follow:

Carl Baldesara, 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 Knipe
† Leonard Koehler
† Prof. Alex Laurie
Elma Lundahl
Edward & Grace Lutey
Robert L. Orth
* Eulalah Overmeyer
† Samuel S. Pennock III
Gustav H. Poesch
Jack W. Redditt
Kenneth Royer
Mel Schwanke
R.H. "Hank" Sciaroni
† Kenneth F. Short
† E.G. Thornton
† Erwin H. Weder
Milton M. Weiss
Olin A. Wetzel
J.F. Wilcox Family
† Deceased
* Established in 1990

Eulalah Overmeyer
Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. As of December 1990, the following have been so honored:

• Mr. & Mrs. S.C. Abbott
• David Abrams
• Adano-Lowke
• Robert Allenius
• 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
• Richard L. Benton
• Harry Bernard
• J. Elmer Betty
• Henry J. Betz, Sr.
• Clarence J. Bikkes
• Daryl Bordin
• Frank Brautigam
• Tommy Bright
• Irma F. & W.E. Callaham
• Robert Callaham
• Oscar G. Carlstedt
• Denis R. Colleighin
• Roman J. & Florence A. Claproot
• Bertha Spencer Cook
• William Coy Kendall
• James Crissey
• W.L. Crissey
• Raymond B. Crowley
• Annie H. Gooch Darbee
• Robert Eugene Darbee
• Rodger Davidson
• William E. DeLoache
• Mrs. Fern Demaree
• Nicola & Pasquale DeSantis, Sr.
• Ira Doud
• Eugene R. Drumm
• Floyd B. Dreher
• Donald Dunbar
• Magdalena Ecke
• Austin S. Edgar
• Walter J. Engel, Sr.
• Clyde Epperson
• Albert Ferris
• Pete Franconi, Sr.
• John Furrrow, Sr.
• Irving B. Garber
• Joseph A. Garcia, Sr.
• Walter Gardner
• D.S. Gaddis, Sr.
• John W. & LaVerne Giles
• Walter Gillis
• John Patrick Glass, Jr.
• Louis B. Glick
• Romaine Glisson
• John G. Glodt
• Stanley A. Goldman
• Douglas R. Gordon
• H. "Granny" Granovitz
• Joe & Lily Green
• Joseph N. Gregoire, Sr.
• Cornelius J. Groen
• Lavena M. Groen
• Adolph E. Gude, Sr.
• Granville Gude
• William F. Gude
• Samuel & Huldah Hagen
• Mr. & Mrs. Alexander Henderson
• and Frederic Meicaff
• E.G. Hill & Earl Mann
• Joseph H. Hill
• Albert L. Hoekstra
• Simon Hoekstra
• Jay Hogrefe
• Herman Hollberg
• Leo Hollberg
• Herbert Holm
• D. E. Hopkins
• Otto G. & Anna M. Hupfal
• Walter M. Hupfal
• Arthur Hlo, Jr.
• Edward Jacobson
• Joseph Johnston, Jr.
• David L. Jones
• Pauline Modlin Jones
• Tom Joy
• Ralph H. Kapp
• Mary Jane Kennaught
• Jack Rhodes Kenton
• Leland T. Kinzie
• Louis Kintzele
• Kiyo Kitayama
• Kiyo Kitayama

Richard L. Benton
Annie H. Gooch Darbee
Robert Eugene Darbee
Electa Koehler
Jerome Krivit
Paul Krone
Yohe 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 G. Minshail
Jim Morrell
Leon Moskal
Barbara B. Mosmiller
Frank, W.E. & F.J.
Mosmiller
Col. Walter Mosmiller, Jr.
Rolfe Mueller
G. Edwin Murphy
Albert J. Neil
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
Harvey Rades
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 Savarase
Joseph Shaner
- Muriel Sharon
Joe Shinoda
Peter Shinoda
Yoshiko Shinoda
Robert Q. Shoch
Kenneth F. Short
J.S. Skinner
R. Earl Suye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimming
William Strickland
Albert Strumph
Neil Wade Stuart
Leo Stuhlbrecher
Daniel V. Sugree
Shizuo George Suyeyasu
Walter F. Swartz
Josephine & Anton
Sykora
Fred M. Tayama
Mitsuoka Tokunaga
Richard Tokunaga
Fred Tredup
Charles "Bob" Tryon
John Tuefel
Barbara Euser Van Namen
Tony Van Namen
Vincent Vanni
John H. Walker
Adolph "Ada" Weberg
Erwin Weder
Herbert R. Wader
Robert Weidner
Henry Weiland
Paul E. Weiss
James C. Welch
Fred Wesemeyer
June Wesemeyer
Joseph C. Wetzel
Judy Wetzel
George V. Wienhoover
& Rudolph Scheffler
Roy F. Wilcox
George Wilke
Hubert Wolfe
Thomas J. Wolfe &
George Wolfe, Sr.
Luther Wright
Harold F. Yoder
- Tributes established 1990
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 December 31, 1990.

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

Since this report was prepared as of December 31, some contributors recognized for a given level at the Annual Meeting in July have moved up a level. The current status is recorded herein.

Special Awards

In 1988 three new awards were established 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


**Platinum:**
Albert H. Burki Foundation
Asocolflores/Colombia Flower Council
Andrew L. Darbee Estate
Florists’ Transworld Delivery Association

Ricardo Valenzuela, President, Colombia Flower Council, receiving The Platinum.
**Diamond:**
American Floral Services, Inc.
Paul Ecke Poinsettias
Teleflora, Inc.
Yoder Brothers, Inc.

*Pictured left: Cynthia Cleveland, President, Teleflora, Inc., receiving The Diamond.*

*Pictured right: Paul Ecke, Jr., Paul Ecke Poinsettias, receiving The Diamond.*

*Pictured left: Bob Meinders, American Floral Services, Inc., receiving The Diamond.*

*Pictured right: Carl Scharfenberg, Yoder Brothers, Inc., receiving The Diamond.*

**Gold:**
Geo. J. Ball, Inc.
Pennock Company

*Pictured left: Jack Bauer, receiving The Gold for the Pennock Company.*

*Pictured right: Marvin Miller, receiving The Gold for Geo. J. Ball, Inc.*
On hand to receive Endowment recognition for the Builder level of giving during the annual meeting breakfast, July 28, 1990, Tom Henslon (r) for Smithers-Oasis. (Chairman Dewey presented all awards featured in this section.)
Benefactors

A&W Glads, Inc.
Paul F. & Alwina Ambing Estate
Century Florist Supply Co.
Delaware Valley Wholesale
Florist, Inc.
John Henry Dudley
Four Farmers, Inc.
Pete Garcia Company
Kennicott Brothers Co.
Mt. Eden Nursery
Claymore C. Sieck, Inc.
Wholesale Florists and Florist
Suppliers of America
Zelienople Greenhouses

Pictured above:
Lorenzo de la Torre (r)
receiving a Benefactor
plaque for Four Farmers, Inc.

Jim Edgar, President, (lr)
receiving a Benefactor
plaque for WP&FSA.

Don Hook (r) receiving a
Benefactor plaque for
Zelienople Greenhouses.
Patrons

CFX, Inc.
Walter J. Engel, Inc.
Fred C. Flipse
Flower View Gardens
Bob Gilmore Company, Inc.
Greenleaf Wholesale Florists, Inc.
Robert R. Hall, Inc.
The John Henry Co.
E.G. Hill Co.
Irwin Greenhouses, Inc.
McGinley Mills, Inc.
Northwest Florists' Assn.
Rainbow Flowers, Inc.
Strange's Flst., Ghse. & Garden Center

James Cannon and Kenneth Lee (l-c) receiving Patron and Founder plaques for Rainbow Flowers. (Rainbow Flowers moved up two levels during 1990.)
Founders

Robert C. Abrams
American Oak Preserving Co.
Armellini Express Lines, Inc.
Bay City Flower Co.
Bay State Florist Supply
Gordon Boswell Flowers, Inc.
CCC Associates
R.J. Carbone Co.
Everett Lawson Conklin
Continental Farms
Creative Distributors, Inc.
Robert C. Dewey
The Exotic Gardens, Inc.
Floralife, Inc.
Frazee Flowers, Inc.
Gelco Internacional, SA
Hall Affiliates

The John Henry Co.
Salesmen
Hungnong Seed Co., Ltd.
Lehrer's Flowers
William A. Maas
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.
Stuppy Family Foundation
Sunnyside Nurseries, Inc.
Bill Suyeyasu Whlse.
Florist, Inc.
Larry Teitel
John L. Tomasovic, Sr.
Florist, Inc.
Twyford Plant Laboratories, Inc.
Jerome Wagner
Washington Bulb Co.
Weatherford Farms & Greenhouses
Milton M. Weiss
N. H. Wright, Inc.

James Carey (r) receiving a Founder plaque for Bay State Florist Supply.

Elitchi Yoshida (r) receiving a Founder plaque for Sunnyside Nurseries, Inc.
Protectors

M. Adler’s Son, Inc.
American Florist Exchange
Amlings of California, Inc.
Ashland-Addison Florist
Associated Cut Flower Co., Inc.
Asn. of Floral Importers of Florida
Badger Wholesale
Ball Pan AM Plant Co.
Larry Beck
Behnke Nurseries Co.
G.A. Berlin, Inc.
I.W. Bianchi, Inc.
Boezen The Florist
California Chrysanthemum Growers Assn.
Candle Artisans, Inc.
Chicago Florist Supply Company
Clackamas Greenhouse, Inc.
Cleveland Plant & Flower Co.
Conner Park Florist, Inc.
Conroy’s Inc.
Conroy Wholesale Florist
Dillon Floral Corporation
John E. Dramm
Elisabeth Ecke
Elmhurst Flower Growers, Inc.
Eusner’s Greenhouses, Inc.
FTD District 2-A&B
FTD District 6-A&B
Fairytaile Foils
Fall River Florist Supply Co., Inc.
Floral & Nursery Times

Florists’ Mutual Ins. Co. Officers
Flower News
Foco, Inc.
J.P. Freund, Inc.
Gallup & Stirling Orches, Inc.
Pate Garcia Co. Sales Staff
Glad-A-Way Gardens
Golden State Bulb Growers
Grace-Sierra Hort. Prods. Co.
Groen Rose Co.
O. Ben Haley, Jr.
David E. Hartley
Mr. & Mrs. Donald Hook
Roy Houff & Co. Inc.
Robert E. Johnson
Wm. F. Kasting Co.
G.R. Kirk Co.
Ray Kitayama
Kiepac Brothers Greenhouses, Inc.
Lansing Florists Exchange
Leider Horticultural Companies
Lincoln Wholesale Florists, Inc.
Lynchburg Wholesale Floral Corp.
McShan Florist, Inc.
Mainland Nursery, Inc.
Malmberg’s, Inc.
Matsui Nursery, Inc.
Mellano & Co.
Cloy M. Miller
Moore Paper Boxes, Inc.

Mount Clemens Rose Gardens
Mueller Brothers, Inc.
Mutual Cut Flower Co., Inc.
Nelson & Holmberg
Knud Nielsen Co., Inc.
Nor Cal Flower Growers
Norfolk Wholesale Floral Corp.
Nurserymen’s Exchange
Oglesby Plant Laboratories
Oglevee Associates
Oliver & Thompson, Inc.
Oregon Roses, Inc.
Pajaro Valley Greenhouses, Inc.
Plant Marvel Laboratories
Redbook Florist Services
Royer’s Flowers, Inc.
Sakata Seed America, Inc.
Robert Saunders & Co.
Shinoda Floral Co.
Southern Floral Co.
Stemming Flowers
Sunshine State Carnations, Inc.
Harry K. Tayaama
Twin City Florist Supply, Inc.
United Wholesale Florists, Inc.
Valent U.S.A. Corporation
Vosters Nurseries, Inc.
Mr. & Mrs. Otto P. Wentland
Olin Wetzel
Wisey-Bennett Co./Floral Trans. Div.
William Zappettini Co.

Kenneth Royer, Royer’s Flowers (r) receiving a Protector plaque.
Guardians

Jim Akin, Inc.
Aldershot of New Mexico, Inc.
Altdik Artificial Flower Co.
Allied Florists Assn. of Baltimore
Allied Florists Assn. of Illinois
Baisch & Skinner, Inc.
Bartz Viviano Florists
Berthold-Grigsby, Inc.
Berwick Industries, Inc.
John L. Bodette
Branch-Smith Publishing Co.
Brody Company
Buchbinder Bros.
California Florida Plant Co.
California Flower Market, Inc.
Callaham Wholesale Florists, Inc.
Calvert Wholesale Florists, Inc.
Carson & Gebel Ribbon Co.
Burkette Coward & Co., Inc.
W.J. Cowan, Inc.
Crissey, Inc.
Dejong Greenhouse
Del Rey Plastics
Delhi Hills Flower & Garden Center, Inc.
Delaoche, Inc.
Design Master, Inc.
Bill Doran Company
Dramm & Echter
Jim Duro Florist, Inc.
Paul Ecke Jr.
Austin S. Edgar, Inc.
Ellison's Greenhouses
Elmira Floral Products, Inc.
FTD District 3-A
FTD District 3-B
FTD District 3-G
FTD District 9-D
FTD District 10-A
Flint Florist Exchange
Floral Greens International
Floral Resources Hawaii, Inc.
Florists' Publishing Co.

John Furrow
Gardens America, Inc.
L. Ginsberg, Inc.
Glass Corner Greenhouse
Golden State Wholesale Florists
Green Leaf Enterprises, Inc.
The Green Thumb, Inc.
Greenpoint Nurseries
Growers Wholesale Florists
A. Gude Sons Company
The Haeger Foundation
Albin Haggstrom & Son, Inc.
Halifax Floral Co.
Mr. & Mrs. John Hanford
Hawaiian Heart, Inc.
Irene Hayes, Wadley & Smythe
Joseph H. Hill Co.
Huddart Floral
IF Supply Company, Inc.
Illinois State Florist Assn.
Edward Jacobson, Inc.
Johnston Investments
Ronald Jones Ferneries
Jones The Florist
David L. Jones Wholesale Ltd.
Burnaby, BC, Canada
Karthauscher & Sons, Inc.
Jack B. Kaufman
Keelson-Wilcox Nurseries, Inc.
Keller Pottery Co.
Philip LaVallie
Lenmac Nurseries
Norma A. Lineberger
Loni Ruffin Co.
Longview Fibre Co.
Lubbock Wholesale Florists
M.J. Malloy Co.
Neal Mast & Sons Greenhouses, Inc.
Jack Mayesh Wholesale Florist
Michigan Floral Assn.
Mischler's Florist

Missouri State Florists' Assn.
A.D. Mohr Greenhouses, Inc.
Grace L. Moore
NPI
Nishinoya Nursery Co.
Nordie, Inc.
North Central Florists Assn.
Nyron Brothers, Inc.
J.B. Parks Wholesale Florist, Inc.
Pennsylvania Florist Assn.
S. Arthur Peterson
Pikes Peak Greenhouses
Pikes Peak Texas
A.B. Price, Inc.
Profile Glass Co.
Reeves Floral Products
Regency International Bus. Corp.
Rhyme Floral Supply Mfg. Co.
Riverdale Farms, Inc.
Robiahn and Malaney Co.
S&S Wholesale Florist
Schafer Greenhouses, Inc.
Scott's Gladiolus Farms, Inc.
Harry A. Sharp
Shoich's Wholesale Florist
Leona Short
Southeastern Florist Assn.
Southern Rainbow Corp.
H.L. Stansell Trucking Co.
Sunnyay, Inc. Wholesale Florists
Tagawa Greenhouses, Inc.
Tennessee Florist Supply
Transamérica Floral Imports
Hero Tsukushi
Tulip Grown Inc. & Four State Wholesale
Uniflora Overseas Florida, Inc.
United Floral Exchange, Inc.
U.S. Floral Corp.
Veldkamp's Flowers
Alice Walker
Seidler Floral Co.
Florence H. Zuegel

Paul Ecke, Jr., (r) accepting a Guardian plaque on behalf of Elisabeth Urvic Ecke.
Vanguards

800-FLOWERS
Milton Adler Co.
Agreco (USA) Ltd.
Aherne’s, Inc.
All Cities Allstate Flowers-By-Telephone
Amore-Cal Floral
American Clay Works & Supply Co.
American Foliage Co.
Austin W. Amery
Amling Brothers
Amlings Flowerland
Anchor Hocking
Anchor Wholesale Flowers, Inc.
Apex-Neidinger, Inc.
Sam Applebaum
Aromas Nursery, Inc.
Assoc. Florida Gladiolus Growers, Inc.
Mr. & Mrs. Lloyd Bachman
Baldwin Wholesale Florist, Inc.
G. Victor Ball
Ballard Blossom Shop
Barco Sons, Inc.
Charles Barr Co.
The Beal Company
A.G. Beiser Wholesale Floral Co.
Robert J. Bennett Wholesale Florist, Inc.
Mr. & Mrs. Newt Beugen
Bisaggi’s Evergreen Co.
Billings Floral
Blue Sky Flower Farms, Inc.
Boulevard Florist
Monica Bramblett
Braultam Florist
Bright’s Florist Supply, Inc.
Bronx Florist Supply Co., Inc.
G.R. Brown Co.
Brown Floral Co.
K.C. Browne, Inc.
H.M. Buckley & Sons, Inc.
Bunig The Florist
California First Bank
California Flower Farms, Inc.
California Flower Shippers, Inc.
California Pajarosa
Carlton Rose Nurseries
Carolina Wholesale Florist
Henry M. Cathey
A. Cavallaro & Son, Inc.
Cedar Rapids Greenhouses
Chicago Flower Exchange
Chippola Nurseries, Inc.
Cordor Farms
Conklin’s, Inc.
Continental Floral Greens
Continental Flowers
Coy Kendall Greenhouses
Crestline Flower Shop
Crowley Brothers, Inc.
Daisy Hill Greenhouses, Inc.
Dakota Plastics
Davidson-Uphoff, Inc.
Dean’s Designs, Inc.
DeSantis Florist
Devor Nurseries, Inc.
Didier Greenhouses, Inc.
Dos Pueblos Orchid Company
Carl Dreisbach, Inc.
J.W. Dudley Sons Co.
Thomas Dean Dudley
Edward’s Florist Supply, Inc.
Elliott Rose Co. of Medbury, Inc.
Elliott & Williams Roses
Ellis Floral Co., Inc.
Equiflor Corporation
Erie Cut Flower & Supply Co., Inc.
Esprit-Miami
FTD District 1-G&H
FTD District 5-A&B
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.
Forbis Brothers, Inc.
Louis Figoni Nursery
Fiskdale’s Flowers
Fisher Florist
Flamebeau Products Corp.
Raymond A. Fleck, Inc.
Wade Fleming, Inc.
Floral Acres, Inc.
Floral Ave. Greenhouse Co.

Florida State Florists’ Assn.
Florimex, Inc. New York
Flower Trading Corp.
Don Flowers Florist, Inc.
Flowers By Dick & Son
Flowers By Sandy, Inc.
Foliage Co. Of America
Frampton’s Greenhouses
Franklin China Co., Inc.
Frank Frederichsen
Friesen Ranches
Garcia Group
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 Greenhse., Inc. of Bear Valley
Joan S. Gordon
Robert L. Graham
Grande Greenhouse
Greenwood Greenhouses
Gregorio’s Flowers
Growing Systems, Inc.
Handy Floral Products
Handford’s, Inc. Wholesale
Hardin’s Wholesale Florist
Hastings, Inc.
Hauge’s Flower Stores, Inc.
Haussermann Orhide
Hawkins Greenhouses
Hayman & Lindenberg, Inc.
Herman J. Heyl Florists, Inc.
Heyl Roses, Inc.
Hillcrest Garden
Hirt’s Wholesale Co.
Hub Floral Corp.
IBG International
Illinois Bronze Paint Co.
INARCO
International Floral Corp.
Jacksonville Whlse. Floral Co.
Jacobsens Flowers
Jednak Floral Co.
Jetram Sales, Inc.

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Jiffy Foam, Inc.
Eric Johnson, Inc.
J.R. Johnson Supply, Inc.
Johnston & McCallum, Inc.
David L. Jones Whlse. Florist/Spokane, WA
Henry J. Kaufman & Assoc., Inc.
Kessler & Assoc.
Keystone Ribbon & Floral Supply Co.
King Wholesale
Kitayama Brothers Greenhouse, Union City, CA
Kitayama Brothers Greenhouse, Watsonville, CA
Kitayama Brothers Greenhouse, Brighton, CO
Kienke Floral
Krupenar Nursery & Greenhouse, Inc.
Mark Knox Flowers
Charles F. Kremp 3rd Florist
Frank Kuwahara
Lakeland Florist Supply, Inc.
Lakewood Greenhouse, Inc.
Lamborn Floral Co.
Layser’s Flowers, Inc.
Lee Wholesale Floral, Inc.
Ed Lenz Enterprises, Inc.
Lindskoog Latham Flowers
Lloyd’s Wholesale Florist
Ludy Greenhouse Mfg. Corp.
M & M Wholesale Florist, Inc.
W.W. McAllister Co.
H. Hunter McIntire
Rod McLellan Co.
McNamara – Broadripple Florist
Robert Mann Packaging Co.
Marshall St. Greenhouses
Alex R. Masson, Inc.
Andy Mast Greenhouses
Mazzoni Farms, Inc.
Bob Mears Wholesale Florist
Meldrum Mfg. & Engineering
Meskers’
Ruth Moessner - Florist, Inc.
Alice Metcalf
Henry F. Michell Co.
Middle Atlantic Florists Assn.
Harry Miller Flowers
Miller’s Wholesale Florists
Minshall The Florist
Moltaks Greenhouse, Inc.
Monterey Flowers, Inc.
Mountaineer Greenhouses
H.R. Mueller Florist
Multiflora Import Co.
H. Nakano & Sons
Nativet’s Florists
Nottie’s Flower Garden, Inc.
Hannah Niday Florist, Inc.
Nouvette Trading, Ltd.
Novacek Greenhouses
Oelschig’s Wholesale Nursery
Oklahoma State Florists Assn.
Olsons Greenhouses
Robert L. Orth, Inc.
Pacific Coast Evergreens
Parmenter Florist, Inc.
Michael Parrella
Penn Hill Farm
Phillip’s Flowers & Gifts
William Pinchock, Inc.
Platz Flowers & Supply
Mr. & Mrs. Gustav C. Poesch
Poulsen Greenhouses, Inc.
Premium Flowers Corp.
Harvey O. Preuse Florists
Quality Gladiolus Gardens, Inc.
Regional Farms, Inc.
Reliable Glassware & Pottery Co., Inc.
Curtis W. Richardson, Inc.
Steve Summers
Hans Rosacker Co.
Ross Marketing
Royal Gorge Flower Farms, Inc.
Sabana Farms
San Lorenzo of Texas
Barty Sapp
Satow Growers, Inc.
Schaaf Floral And Gift
Mr. & Mrs. Israel Schneider
Mr. & Mrs. Robert O. Schurke
Seagroat Companies
Select Ribbons, Inc.
Deboe C. Shelton
Shenandoah Floral Mfg. Co., Inc.
Shreveport Flower Mart, Inc.
Delbert Smith, Inc.
Southern Steel & Wire, Inc.
Spelght Associates Ltd.
Stimling Flowers of California
Stringer Whole, Florist, Inc.
Susan’s Florist
Syracuse Pottery, Inc.
Tayama Whlse. Florists
Taylor’s Flower Shop & Greenhouse
The Taylors of Penny Hill
Tennessee Florist Supply, Inc.
Tennessee Wholesale Florists, Inc.
Texas State Florists’ Assn.
J.H. Thompson, Inc.
Thompson Rose Sales, Inc.
Ulery Greenhouse Co.
United Floral Supply, Inc.
United Whlse. Florists of California
U.S. Flowers
Vanni Nursery, Inc.
Joseph W. Vestal & Son Co., Inc.
Victor The Florist
Vinson & Fortier
Vogt’s Flowers, Inc.
Wadsworth Control Systems, Inc.
Curtis Wagner Co., Inc.
Wagner Greenhouses, Inc.
Weterdale, Inc.
Weldner’s Begonia Gardens
Welch Whlse. Florist, Inc.
West Side Greenhouses
Weston Trucking Co.
Weyerhaeuser Tissue Culture Center
Bruce Wheeler
Virginia Wrenchbeber
J.F. Wilcox
Windler Whole. Floral Co.
World Flowers, Inc.
Everett Wright
G. Ramsey Yoder
Ziegler & Sons, Inc.
Zipperer Farms
Sentinels

Agriflora Corporation
Ah Sam Floral Co.
Air Conditioned Roses
Allied Florists of Delaware Valley
Allied Flst. Assn. of Virginia
Allied Flsts. Assn. of Greater Wash.
Allied Flsts. Assn. of Worcester County
American Floral Art School
Amling Co.
Clarence Amling Roses, Inc.
André Greenhouses, Inc.
Augusta Wholesale Florist
B & K Tool Die Stamping Co., Inc.
Harold L. Bachman
Stanley Bachman
C.J. Baker Wholesale Florists
Maud Baker Flower Shop
Mr. & Mrs. John Balisteri
Bannier Flower Shop
Barter Brothers Florist
John P. Bartlett
Henry Bass Greenhouses
Bel-Air Flower Growers & Shippers, Inc.
Bell Greenhouses, Inc.
Bens Transworld-Impr.
H.G. Berning
Hubert J. Beudert
Blackwell Nurseries, Inc.
Blue Pacific Flowers
Boone Greenhouses, Inc.
Bordine's Better Blooms
Mr. & Mrs. Ray Bozeman
Louis J. Brand
Frederick Brasco Florist
Brookview Floral, Inc.
Buckingham Florist, Inc.
Busch Greenhouses, Inc.
Mr. & Mrs. Len Busch
Callaway Florists & Greenhouses
Callison's, Inc.
Canton Wholesale Floral, Inc.
Carey's Flowers, Inc.
Carpenter's Flower Shop
T.S. Chan Nursery, Inc.
Charlotte Florist Supply Co.
Chase Gardens
G.C. Chastain Co., Inc.
Frank Cleen & Sons, Inc.
Colman Florist, Inc.
Colonialware Wholesale, Inc.
Colorado Floral Products
Colorado Gold Wholesale Florist
Colorado Springs Wholesale Florist, Inc.
Columbia Florist Club
Connell's Bexley Greenhouse
P.S. Cook
Cosmer Air Freight Service
Costa Nursery Farms
Costin's Flowers & Gifts
John W. Cox Wholesale Florist
Creative Marketing Concepts, Inc.
Cronin Florist Shop
Crown Import Corp.
Crown Floral
Cut Flower Exchange Of Pennsylvania
D & C Wholesale Florist, Inc.
Dabton's Flowers
Dallmeyer Floral Co.
Kay Danzer Co.
Dautoff Flower Growers
Delaware County Wholesale Florist
Detroit Flower Growers, Inc.
Day Brothers Greenhouses
Diettrt Wholesale Florist
Doherty Flowers
Denny Doyle Flowers
Durban Greenhouses, Inc.
Ralph Durst Rose Gardens
Dusty's Flowers & Gifts
Dutch Brothers
DWF of Dallas
DWF of Norfolk
DWF of St. Louis
DWF of Salt Lake City
DWF of Tacoma
East Coast Bulb Farm
Echter's Greenhouses, Inc.
Edward's Florist
Elliott Greenhouses
Endress Floral Co.
Ensign Wholesale Florist, Inc.
Everflora, Inc.
Express Seed Co.
FTD District 3-H
FTD District 6-C&D
FTD District 8-A
FTD District 9-B
FTD District 11-E
FTD District 13-B
FTD District 13-C
FTD District 13-D
FTD District 13-G
Fayette Wholesale Flst, Inc.
Felly's Flowers
Robert Fine Associates
Henry W. Fischer & Son
Fischer's Flowers
Fiori Supply, Inc.
Fioriware by EPM
Florimex Chicago, Inc.
Floir Aire, Inc.
Flowers by Esther
Flowers From Florida, Inc.
Flowers Tommy Luke
Flowers, Inc. Wholesale
Forest Grove Ferneries
Foxpoint Plant Growers
Frasier's Flowers
Fredo Farms
Freeman's Flowers
Harry H. Fukumoto Nursery, Inc.
Galloway Florist, Inc.
Gardena Greenhouses
Gardner's Westwood Flower Shop
The Garland Company
Garner Farms, Inc.
Gassany Wholesale Florist
Jerry Geary Flowers
Genna's Wholesale Flowers
George M. Geralis
Gerhart Greenhouses
Germantown Greenhouses, Inc.
Glenn's Wholesale Florist, Inc.
The Rose Club
Golden Gate Flower Growers
Gongaware Parry Florist
Carl F. & Jean Gortzig
Graham Wholesale Floral, Inc.
Grayscale Floral Supplies, Inc.
Greater St. Louis Flower Growers Assn.
Green Circle Growers, Inc.
Don Haltbeck Greenhouse
Hall's Flower Shop
Hal'smala Greenhouses
Harmar Products, Inc.
Harrison Wholesale Floral
Harmony Flowers
Hartford Florist Supply
Havemeyer, Inc.
Helen Company, Inc.
Henry's Plant Farm
Hermae Floral Company
Hertog Floral Co.
Hiawatha, Inc.
A.B. Hill
Simon Hoggart, Ltd.
Huhn's Greenhouse
Illiana Unit of Teleflora
International Flower Exchange
Ivandale Floral Co.
Ivy Acres, Inc.
J & E Wholesale Floral Co.
Earl A. Johnson Florist
Johnson Floral Co.
Johnson Greenhouses, Inc.
Johnson's Rosea, Inc.
T. Larry Jones, Inc.
Robert Jones’ Mt. Madonna Orchids  
Kanapolis Wholesale Florist  
Kansas State Florists Assn.  
Kariya Nursery  
Kato Cut Flower  
Keerney Floral Co.  
Kel-Stan Products Co.  
Kervan Co., Inc.  
Norm Kesel Florist, Inc.  
Mrs. Leland T. Kintzie  
Koch Originals  
Kodama Sunnydale Greenhouse  
Koehler & Dramm, Inc.  
Lafayette Florist & Greenhouses, Inc.  
Lake Washington Greenhouses  
Lamm’s Flower Shop, Inc.  
Lebens Flowers, Inc.  
Herman Lederer Sons  
Merlin Leger  
Leo’s Flowers  
Lewis Brothers, Inc.  
Loney Manufacturing Corp.  
Lynde Greenhouses, Inc.  
W.W. McAllister Co.  
J.M. McConkey & Co., Inc.  
McLeod Florist  
Maakawa Brothers Greenhouses, Inc.  
Magicsilk Div. of Selo, Inc.  
Marche & Co.  
Joseph Markow Florist  
Mary Jane Florists/Gift Shop  
Massoni Wholesale, Inc.  
Matter Floral, Inc.  
Matton Floral Shop & Greenhouses  
Meadows Brothers Nursery Equipment  
Herman Meinders  
Joseph S. Merritt, Jr.  
Donald Metzger  
Edwin Michel, Inc.  
Kei Mikuriya  
Miller Floral Co.  
Don Miller Greenhouse Co.  
Paul Minor, Inc.  
Miyauchi Nursery  
Mobile Wholesale Floral Co.  
Erwin Mjonniar Enterprises  
Montana State Florist Assn.  
Moore’s Wholesale Florists  
John R. Moore Greens Co., Inc.  
Mosmiller Florist  
Mountain View Wholesale Florist, Inc.  
Muennich Sales, Inc.  
A. Nagamine Nursery, Inc.  
K. Nakashima Nursery Co.  
Nanz & Kraft Florist  
National Greenhouse Co.  
Nelson Orchids  
Ness Flowers  
Neubauer’s Flowers, Inc.  
Newton Greenhouse  
Nieders Hillside Floral, Inc.  
Nichimoto Nursery  
Novelties By Premier Ltd.  
G. Nutfle, Inc.  
Oak Grove Fernery  
Oakland Flower Shop, Inc.  
The Oklahoma Flower Market  
Orlander Florist, Inc.  
Herman Orth Corp.  
Stephen Ote  
Paradise Candles, Inc.  
Pennsylvania Cut Flower Co.  
S. Arthur Peterson, Inc.  
Phoebe Floral Shop  
Phoenix Flower Shops  
Pickrell’s Florist, Inc.  
Pickrells Wholesale Flowers & Supplies  
Pietrafesa Greenhouses  
Poets of WF&FSA  
Presell’s Flowers  
S. Russell Prizer Florist  
Quality Wholesale Florist  
Quinlan Wholesale Florist, Inc.  
George W. Radebaugh & Sons  
Reeds Flowers  
Henry T. Ritzer  
Clarence Roberts  
Rockville Florist  
Rockwell Farms, Inc.  
Rocky Mountain Wholesale Florists, Inc.  
Dick Rosacker  
Rosedale Greenhouses, Inc.  
Rosemont Gardens  
Rough Brothers, Inc.  
Rubens Originals  
St. Louis Wholesale Plant Co.  
Schlag’s Giardiotus Farms  
Sedan Floral, Inc.  
Selecta Farms, Inc.  
John D. Shanklin  
Willis Shaw  
Sheppard Enterprises, Inc.  
Sierra, Inc.  
Earl J. Small Growers, Inc.  
Ray Smith Cut Flowers  
Smith’s Flower Shop  
Society of Iowa Florists  
South Louisiana Co-op, Inc.  
Specialty Wood Products  
Spokane Flower Growers, Inc.  
Springfield Florists Supply  
Spurlock’s Flowers  
Stonehurst Wholesale Florists  
Stonequarry Greenhouses, Inc.  
Mr. & Mrs. Leo Stuhldreher  
Suburban Wholesale Florist  
Daniel Sugrue and Sons  
Sun Valley Bulb Farms, Inc.  
Superior Florists, Inc.  
Swanson the Florist, Inc.  
T and W Sales Co.  
George Thomas, Inc.  
Thornton Wholesale Florists  
Tietze Wholesale Florist  
Tipton & Hurst, Inc.  
Tober’s Flowers, Inc.  
Todd’s Flowers  
Tommy’s Wholesale Florist, Inc.  
Topstar Floral, Inc.  
Tri City Florist Supply  
Tropic Greenhouses  
Tropical Foliage Plants, Inc.  
Tulsa Flower Exchange, Inc.  
Two-E Carnations, Inc.  
Union County Florist Supply, Inc.  
Uto’s Greenhouse, Inc.  
Vacuum Orna-Metal, Inc.  
Van Dyk Brothers  
Van Zanten’s, Inc.  
Vestal Wholesale Florist, Inc.  
Viva’s Flowers  
Wald Imports Ltd.  
Clinton A. Wallace  
Virginia R. Walter  
The Wamago Floral Co.  
West Texas Floral Co., Inc.  
Ray Western  
White’s Nursery & Greenhouses  
Witch, Smith & Brock  
Wild Flowers Quality Wholesale Florist, Inc.  
Wihide’s Flowers  
Harold Wilkins  
Wilmington Florists Exchange, Inc.  
Winandy Greenhouse Construction Co.  
Norman H. Winter, Inc.  
Witmer’s Greenhouses, Inc.  
W.M. Woodruff’s Son, Inc.  
XYZ Imports, Inc.  
York Florist  
Yoshida Farms, Inc.  
Youngstown Plant & Flower  
Zimlich The Florist, Inc.
Sponsors

A & B Florist Supply Co.
Allen Associates, Inc.
A-Roo Company
H.J. Benken, Florist, Inc.
Breitinger's Flowers, Inc.
Blue Ribbon Carnations, Inc.
Briarwood Florist
Jack Buckley & Associates
Buffalo Import Co.
Burleson Wholesale Florist
Candle-lite
Cedar Bridge Nurseries
Central Iowa Wholesale Floral, Inc.
Norm Cha Lor Flowers, Inc.
Coast Floral Supply, Inc.
D.S. Cole Growers
Colonial House of Flowers
Colorado Greenhouse Growers
Assn.
Craftex Wholesale Distributors
Cuthbert Green Houses
D&W Greenhouses
Stephen J. Daigle
Robert H. Deibel Greenhouses
Dickerson's Greenhouse
Gene M. Dodson & Associates
Eastern Wire Products Co.
Elfrieda's Flowers, Inc.
Entenmann's Florists
Cindy Essars Floral Shop
Everflora Chicago, Inc.
Fahr Greenhouse
Fairview Farm
Fantom & Gahs Greenhouses, Inc.
Clifford T. Farner
The Fetzzer Greenhouses
Fleur De Lis Wholesale Florist
Supply
Floral Plant Growers, Inc.
Flowers & Gifts, Inc.
Flowers By Ford
French's Cut Flowers
Gainan's Flowers
Givnish Floral Imports
Doug & Shirley Green
Green Circle Growers, Inc.
Green Mountain Floral Supply
Green Valley Floral
Grelling Farms, Inc.
Gro-Joy Plants, Inc.
Hartford Farms
Hibco Plastics, Inc.
Hoo's Florist & Plant Shop
Hopkins Enterprises, Inc.
Hopper's Wholesale Florist
Horizon Farms, Inc.
Hungerford Farms, Inc.
Johnston The Florist
KPT Wholesale Florist
Kerv, Inc.
Kocher Plant & Soil Lab
Kono & Sons, Inc.
Lala Imports, Inc.
Lovell Farms, Inc.
Dave Lowenheim & Associates
Robert R. Lyons
D. McCauley Nursery
McCallum Wholesale Floral
Services, Inc.
Mac Lennan's Flowers, Inc.
Maday Wholesale Greenhouses, Inc.
Mr. & Mrs. John Menches
Mr. & Mrs. Frank A. Michaels
Marvin N. Miller
Mt. Vernon Florist, Inc.
Nuckton Co.
Paul's Unique Creations
H. Brent Pemberton
James F. Price
Rheba's House Of Flowers
Nickerson Greenhouses
Edward F. Norberg, Inc.
Oishi Nursery
Orchid Isle Nursery
Ozark Wholesale Florist, Inc.
Pacific Flowers In Encinitas
Pletschers Greenhouses, Inc.
Princess Ribbon Corp.
Prula Greenhouses, Inc.
RJS Greenhouses
Relies Florist
A. Repetto Nursery
Riverside Wholesale Florist
Robert D. Runfield
James Saunors & Sons, Inc.
Savon Wholesale Florist Supply
Carl Scharfenberg
Mike Shinoda
Shady Hill Gardens
John Shelton
Shinoda Design Center, Inc.
Doug Simmons
The Gordon L. Smith Co.
Smith Gardens, Inc.
South-Western Floral, Inc.
Southern Cut Wholesale Flowers
Stadium Flowers
Stafford Conservatories, Inc.
Sun Pacific Flower Shippers
Sunwest Wholesale Floral
George Teufel Holly Farm, Inc.
Trenton Crookery Co.
Val-Al Greenhouses, Inc.
Valley Wholesale Floral of Lincoln
Jack A. VanNamen
Jacob VanNamen
Van Wingard International, Inc.
Vissers Florist & Greenhouse
Watsonville Nurseries
Weinsteck Flowers
Willow Specialties
I.V. Wilson Florist

Givers

Brand Flowers, Inc.
Mark P. Bridgen
Brouwer Nursery
Central Michigan Wholesale
Kenneth L. Goldsberry
Ivex Floral & Nursery Products
Jeffrey B. Jones
Dorothy H. Kehl
John W. Kelly
David Koranski
Mr. & Mrs. John Menches
Mr. & Mrs. Frank A. Michaels
Marvin N. Miller
Mt. Vernon Florist, Inc.
Nuckton Co.
Paul's Unique Creations
H. Brent Pemberton
James F. Price
Rheba's House Of Flowers
Richard & Janet Rohrich
Rosenfeld Ribbon, Inc.
St. Edmond's Academy
Kenneth C. Sanderson
Charles S. Stovall
Tinga Farm
Peter Tryforos Associates
Eleanore Young
Leslie M. Ziringer
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Emily Jaynes Flowers, Inc.
Jean’s Flower & Gift Shop
Janka Flowers & Gifts
Jim's Flowers
Johnnie’s Floral Shoppe
Johnson's Flower Center
Judd's Flowers & Plants
Julie's Flowers
Karen's Flower Kottage
Kay's Floral Shoppe, Inc.
Kean Flowers
Keefe's Flowers, Inc.
Kell Brothers Greenhouses
Keller Florist
Ken’s Flowers & Gifts
Ken-Mar Flowers
Clark Kennedy Florist
Norm Kesel Florist, Inc.
Kingston Floral
Kitty’s Flowers
Lafevers Flower & Gift Shop
Lee’s Flower & Gift Shop
Robert A. Lehde Florist
Lenpras Florist
Lesher's, Inc.
Lige Green Flowers & Gifts
Lilly’s Flowers
Little Mountain Flowers
Log Cabin Florist
Lombard Floral Co.
Longmont Florist, Inc.
Lorbeirn's Flower Shoppe
Lord's Flowers
Los Alamitos Florist
Lumberton Floral Co., Inc.
McLady's Flowers
Mableton Flower Shop
Main Street Florist, Inc.
Marble Falls Flower & Gift
Marie's Village Flowers
Markers University Florist
Marlowe’s Flowers & Gifts
Mary Bell's Flowers
Mary Jane Flowers & Gifts
Mary Jane’s Floral Basket
Maties Florist
McKinney's Flowers, Inc.
McLean Flower Affair
McLeod's Flowers
Memorial City Florist
Miami Floral
Michler Florist, Inc.
Midway Florist
Midwest City Flowers Shop
Miller Greenhouses
Miller's Florist
Minton's Flowers
H. Mornille & Sons
MueLLer's Flower Shop
Murphy Florist & Gifts
Nature Nook Florist
Noonanet Florist, Inc.
Newtown Square Flower Shop
H.J. Nielsen Florist
North Liberty Flower Shop
Northside Floral
Norwalk Florist
Novak Flowers, Inc.
Bill O’Shea’s Florist
Old Village Flower Shop
Olen Olin’s Flowers
Olympia Florist, Inc.
Original Ann's Catulnese
Osburn's Florist
Oscola Floral
Our Creations Florist
Owens Flower Shop, Inc.
Parmenter’s 9th St. Floral
Paul's Flower & Plant Shop
Paul's Flowers
Penfield Flower Shop, Inc.
Penny & Irene’s Flowers
Perez & Co. Florist
Petal Florist
Petal Patch
Petal Pusher Florist
Peter’s Flowers
Pleasantville Flower Shop
Plaza Flowers, AZ
Plaza Flowers, IL
L. Polites - Florist
Pompton Lakes Florist
Posno Flowers
Prescott Flower Shop
Alan Preuss Florists, Inc.
Pugh’s Floral Shop
Queen Anne Flowers & Gifts
Harry Quint Greenhouse
George W. Radebaugh & Sons
Raffensberger’s Flower & Gift
Reed-Hills Florist
Richards-Rodgers Florists
Riedor's Flowers, Inc.
Riverside Florist & Gifts
Riverside Greenhouses, Inc.
Riverview Florist
Robbins Flowers
Rockcastle Florist
Rockville Florist
Rocky Ford Floral
E.L. Rocquin Florist & Gmha.
Robert Rogers Florist
Rosalia 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.
Stanley’s #157 Baskets
State College Floral Shop
Steif’s Flowers
M.J. Steiner Flower Shop
Steinber Fashions In Flowers
Sunnywoods Flower Shop
Swanson The Florist, Inc.
Swartley's Florist
Taylor Floral Co., Inc.
Teahashap Flower Shop
Thatcher’s Florist & Gifts
The Blossom Shop
The Bouquet Shop
The Danville Plant Peddler
The Flower Box
The Flower Cart, Inc.
The Flower Mill
The Green Scene
The Little Greenhouse
The Uluaine 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
Wendy Welland Company
Weinstock’s Florists, Inc.
Welke’s House of Roses
West End Greenhouses
Westcopol Florist
Wharton House of Flowers
Whidler Florist, Inc.
William-Edward Florists
Williams Flower Shop
Winfield Flower Shoppe
Winter Floral Co.
Wirth Florist
Woodbridge Shoppe
Woodwind Florist
World of Flowers
Yazel’s Colonial Flowers
York Florist
Ysues Gardens Company
Zimmer Floral, Inc.
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 December 1990, follow:

A & W Glads, Inc.
Bob and Betty Abrams
American Floral Services, Inc.
American Florist Exchange
American Oak Preserving Co.
Amellini Express Lines, Inc.
Ascoralfores/Colombia Flower Council
Associated Cut Flower Co., Inc.
Bachman’s, Inc.
Geo J. Bell Co., Inc.
Bay City Flower Co.
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 Claproot Companies
Cleveland Plant & Flower Co.
Conner Park Florist, Inc.
Conroy’s, Inc.
Continental Farms
Creative Distributors, Inc.
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Robert C. Dewey
Dillon Floral Corp.
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.
The Fall River Florists Supply Co.
Fred C. Flipse
Floratex International, Inc.
Florelife, Inc.
Florists’ Mutual Ins. Co.
Florists’ Transworld Delivery Association
Flower News
Flower View Gardens
Four Farmers, Inc.
Frazee Flowers, Inc.
J. P. Freund, Inc.
Gallup & Stribling Orchids, Inc.
Pete Garcia Company
Pete Garcia Co. Sales Staff
Gelco Internacional, SA
Bob Gilmore Company, Inc.
Grace-Sierra Hort. Products Co.
The Green Thumb, Inc.
Greenleaf Wholesale Florists, Inc.
Gude Brothers Co.
O. Ben Haley, Jr.
Hall Associates
Robert R. Hall, Inc.
David E. Hartley
The John Henry Co.
The John Henry Co. Salesmen
Highland Supply Corp.
E.G. Hill Company
Don and Kay Hook
Roy Houff & Co., Inc.
Hungnong Seed Co. Ltd.
Irwin Greenhouses, Inc.
Jacobsen’s Flowers
Wm. F. Kasting Co.
Kennon Brothers Co.
Lansing Florists Exchange
Lehner’s Flowers
Leider Horticultural Companies
Lincoln Wholesale Florists, Inc.
William A. Maas
Mainland Nursery, Inc.
Malmberg’s, Inc.
Manatee Fruit Company
Matsui Nursery, Inc.
Mccarthy Mills, Inc.
McShan Florist, Inc.
Mellano & Company
Mikelsens, 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
Pennock Company
L. Piazza Wholesale Florists
A.N. Pierson, Inc.
Pittsburgh Cut Flower Co.
Plant Marvel Laboratories
Rainbow Flowers, Inc.
A.L. Randall Company
A.L. Randall Co. Salesmen
Jack W. Redditt
Reeves Floral Products, Inc.
Ribon Narrow Fabric Co.
San Diego County Flower Assn.
Betty Sapp
Shinoda Floral Co.
Claymore C. Stock, Inc.
Sluder Floral Co.
Smithers-Oasis
Society of American Florists
So. California Floral Assn.
Southern Floral Co.
Spelhof Associates, Ltd.
Strange’s Florist, Greenhouses and Garden Center
Stubby Family Foundation
Sunburst Farms, Inc.
Sunnyside Nurseries, Inc.
Bill Suyeyasu Whlse, Florist, Inc.
Syndicate Sales, Inc.
Harry Tashima
Larry Taylor
Teleflora, Inc.
John L. Tomaszewicz Sr. Florist, Inc.
Twin City Florist Supply, Inc.
Twyford Plant Laboratories, Inc.
United Wholesale Florists, Inc.
Vant’s, Inc.
Jerome Wagner
Washington Bulb Co.
Weatherford Farms and Greenhouses
Milton Weiss
Olin Wetzel
WFR, Inc.
Wholesale Florists and Florist Suppliers of America
Harold S Wilkins
Withey-Bennett Co./Floral Trans.
Div.
Wolfe the Florist, Inc.
N.H. Wright, Inc.
Yoder Brothers, Inc.
Zeleno Greenhouses
1990 Research Projects

Semi-annual progress reports are required on all Endowment sponsored research projects, with final reports to be submitted upon completion of the work. The purpose of the progress reports is to enable the Trustees and the public to stay abreast of the status of projects, and to assure that objectives remain constant.

While the Endowment Board of Trustees makes final decisions, to assist in this effort the SAF Research Committee has reviewed proposals and made recommendations to the Board for funding since 1978. The Endowment extends grateful thanks and appreciation to SAF for this important support.

In December, 1989, the Endowment began publishing indepth reports on various research areas and, in some instances, specific research projects. They are included with the quarterly newsletter, UPDATE, and sent to all Endowment contributors. The focus is "News You Can Use."

Following is a review of 1990 projects with objectives and some anticipated benefits identified. A total of $263,550.00 was funded, excluding the programs approved for designated funding (FLORA-STATS, New Crops, NAL Project).

Full reports on any Endowment sponsored project may be received by calling the Endowment office or contacting the research project leader directly.

Total 1990 Grants $263,550
Breeding

1. Breeding of New Hippeastrum Cultivars Using Diploid Species. Dr. Alan W. Meerow, University of Florida. $10,000

   This amaryllis breeding program can benefit the industry by 1) the introduction of novel strains of a proven crop, including cultivars with multi-use (pot plant, cut flower, landscape) potential and 2) expansion of domestic amaryllis production in the U.S.

Economics

2. FLORA-STATS. $12,000

   This industry-wide Statistical information and data base was initiated by the Endowment following the National Research Priorities Summit held in 1987, in which this was identified as the number one need. Overall objectives include 1) development of current information, 2) determination of additional needs, 3) designing methods and format for gathering new information, 4) collection and compilation of data needed for all industry levels, and 5) determining rapid and efficient methods of disseminating information.

Horticultural Therapy

3. The Role of Flowers and Plants in the Bereavement Process. Drs. Diane Relf and Candice Shoemaker, Virginia Polytechnic Institute and State University. $20,000

   Funded jointly with the Florist Information Committee of the Society of American Florists, the goal of this research was to determine who sends flowers, when they are sent, and why. Why flowers are sent, including the perceived value of sending and receiving, was the critical objective.

   Completed within the year, the study confirmed what had been assumed: that flowers are sent as an expression of sympathy. Results indicate that flowers continue to be an important part of the funeral ritual and 80% of the grief therapists think receiving flowers aids in the grieving process.

   The information gained from this research can be used to develop education programs for the public, florists, funeral directors, grief therapists and others who work in the area of deathcare.

New Crops

4. Propagation, Cultural, and Genetic Studies of Tuberous Rooted Pelargoniums. Drs. Thomas Weller and Ernie Demaree, Cornell University. $5,000 - 3rd year

   This project's objectives were to develop procedures to rapidly propagate tuberous rooted Pelargoniums and to study new crop opportunities of interspecific hybrids.

   Means of propagating a wide range of Pelargoniums were documented. Broader hybridizing opportunities for "zonal" and "regal" geraniums will be feasible because of embryo rescue procedures developed. Some hybrids developed are potential new crops, and these are available to interested industry members.

5. New Potted Crops for Commercial Production. Dr. Allan Armitage, University of Georgia. $5,000

   Efforts in this research focused on providing production and shelf life information covering some potential species for use as pot plants specifically Mecyceros and Hamella. Work continues, including market studies, and new pot plants may emerge as a benefit.

6. The Control of Flowering and Postharvest Physiology of Easter Cactus. (Partially funded in 1988) Dr. Thomas Boyle, University of Massachusetts, Dr. Dennis Stirmart, University of Wisconsin, Drs. Terril Nell and James Barrett, University of Florida. $10,000

   Objectives of this work are to 1) determine the effect of photoperiod and temperature on flowering of several Easter cactus cultivars, 2) investigate the role of fertilizer on phylloclade maturation and flowering, 3) study the postproduction physiology and longevity of flowering Easter cactus, and 4) develop schedules for year-round flowering of Easter cactus. Information produced could extend the range of pot plants available to the American consumer.
7. Forcing Astilbes as Pot Plants. Dr. David Beattie, Pennsylvania State University, Drs. Terril Nell and James Barrett, University of Florida. $5,750

Objective one of this work was to 1) compare forcing times and flowering qualities of recently introduced astilbe with standard cultivars and 2) determine how many crown eyes must be propagated to provide a sufficiently large floral display in 4" and 6" pot sizes. Objective two was to 1) determine optimum chilling times for late flowering low growing simplicifolia hybrids, and 2) determine if GAs soil drenches can effectively substitute for chilling time, and at what concentration. Results thus far suggest that all simplicifolia hybrids would make excellent pot plants.

Pest Management

8. Plant Resistance for Management of Whiteflies on Ornamentals. Dr. John Sanderson, Cornell University. $17,000 - 3rd year

The goal of this research is to aid in the control of whiteflies with less insecticides, and possibly generate useful information in breeding for resistance. The project leader is in frequent communication with Dr. Parrella at UC Davis (project leader for the IPM program, #11 below) to assure complimentary efforts and minimize overlap.

9. Controlling Pythium with Beneficial Soil Bacteria. Dr. Virginia Lohr, Washington State University. $6,500 - 3rd year

The objective of this work is to study the effectiveness of a bacterium (V14) that reduces Pythium damping-off in several varieties and species of Dianthus and in Marigold. Anticipated benefits include the use of beneficial bacteria to reduce recontamination of treated media, prevent colonization of plant roots by Pythium, decrease phytotoxic effects from fungicides, and reduce the need for fungicides for Pythium control. These beneficial bacteria could be used commercially to help produce rapidly-growing, healthy, and attractive plants if the conditions that promote the beneficial responses can be identified.

10. Control of Tomato Spotted Wilt Virus in Floral Crops. Dr. James Moyer, North Carolina State University. $25,000 - 2nd year

Initial work identified a previously unrecognized strain of TSWV and made antisera available to the industry. Current work is leading to the development of resistant cultivars. (Loss of crops due to this virus is well-documented worldwide. NC State currently has the only lab in the U.S. with a major research effort directed at the control of TSWV-t type.)

11. The Development of Integrated Pest Management Strategies in Floriculture. Dr. Michael Parrella, University of California, Davis. $40,000 - 3rd year

This major project covers a broad range of insect and mite pests attacking major floriculture crops in the U.S. An objective is to bring biological control down from its "pie-in-the-sky" reputation into something practical for producers. At the same time, specific studies are underway for biological control of aphids, whiteflies, (sweetpotato and greenhouse) and western flower thrips.

12. An Analysis of Spray Application Methodology for the Greenhouse: Air-Carrier, Electrostatic Sprayers. Dr. Ken Giles, University of California, Davis. $7,500

The researcher is investigating the feasibility of using electrostatic applications of biological materials (oils, soaps, botanical insecticides, etc.) to control insects and mites.

Post Production Studies

13. Physiological and Hormonal Factors Related to Longevity of Flowering Pot Plants. Drs. Terril Nell and James Barrett, University of Florida. $8,000 - 3rd year

This project is focusing on 1) relating physiological parameters (photosynthesis, dark respiration, carbohydrate levels) to increase longevity of flowering pot plants, and 2) evaluation of the effects of exogenous growth substances on extending the longevity of flowering pot plants.
14. Post Greenhouse Evaluations of Forced Bulbous Plants. Dr. Terril Nell, University of Florida, and Dr. August DeHortoghe, North Carolina State University. $5,000 - 2nd year

A joint project between two universities, the basic objective is to establish a comprehensive data base to determine the effective home-life of selected forced bulbous and tuberous flowering pot plants. Success will provide the industry with proper data for marketing and utilization of these plants, resulting in increased consumer satisfaction and expanded sales.

Production Technology

15. Accelerating Growth of Plug Annuals Through Carbon Dioxide Fertilization. Dr. Allan Armitage, University of Georgia. $6,000

The objective of this work was to determine if CO₂ is effective in accelerating growth of plug seedlings and, if so, for how long and at what concentration CO₂ should be applied. Benefits include enhanced growth if CO₂ is shown to be effective in greenhouses.

16. Photoperiodic Control of Vegetative and Reproductive Growth in “NonStop” Cultivar Series of Begonia x Tuberhybrida. Dr. Meriam Karlsson, University of Alaska. $4,000

A one-year project, objectives were to 1) determine the required duration of short day conditions to induce plant dormancy and tuber formation in seed propagated cultivars of Begonia x tuberhybrida, and 2) determine the most sensitive plant stage for induction of plant dormancy by short day conditions in seed propagated B. x tuberhybrida. (Many recommendations for production of these popular seed propagated cultivars are based on experiences with tuber propagated cultivars.)

Publication of results from this research is expected early in 1991.

17. Innovative Techniques Using Temperature and Light Quality to Control Plant Heights in Floriculture Crops. Dr. John Erwin, University of Minnesota. $5,000

Another one-year project, objectives were to 1) understand how red, far red, and blue light affect stem elongation and development rate of floriculture crops, 2) to determine how low and high temperature pulses during the day affect stem elongation and development rate, and 3) to determine the interaction between timing light exposures during the night and temperature pulses during the day on stem elongation and flowering of crops.

Publication of results from this research is expected early in 1991.

18. Floriculture Environmental and Modeling Research. Drs. John Bierbaum and Royal Heins, Michigan State University. $35,000 - 2nd year

This program deals with two areas: 1) to define changes in irrigation and fertilization practices with a view toward improved water quality; and 2) continued investigations into understanding how temperature and light can be used to regulate plant growth. In its second year of Endowment sponsorship, it is anticipated that results in each area of the project will have both immediate and long term benefits for the entire floral industry.

19. Production of Virus-free Alstroemeria. Dr. Mark Bridgen, University of Connecticut, Drs. Robert Langhans and Kenneth Horst, Cornell University. $5,000

Objectives of this project were 1) to identify the virus or viruses present in Alstroemeria “Endowment Series”, 2) to determine how they are transmitted, 3) to eliminate the viruses, 4) to assay Alstroemeria produced from the “Endowment Series” to guarantee they are virus-free, and 5) to produce pathogen-free stock plants in vitro and in vivo and grow in a manner to prevent reinfection. (Work funded between 1985-88 produced some new Alstroemeria cultivars, and one was selected and named the “Endowment Series” in honor of the Endowment. Just prior to introduction of the series, virus-like symptoms were found and this work deals with the problem.)
1990 Education Projects

Through the Mosmiller Scholar Program, sponsorship of the FFA scholarship and floriculture proficiency award, support for the Intercollegiate Flower Judging and Floral Design Contest, the NJHA and AHTA the Endowment continues to bring a focus on the floral industry and encourage youth to consider it as a career. Educational projects funded in 1990 follow.

1. First National Symposium on the Role of Horticulture in Human Well-being and Social Development, Dr. Diane Reif, Virginia Polytechnic Institute and State University. $4,000
2. Sabbatical: Dr. James Barrett, University of Florida. $7,500
3. Mosmiller Scholar Program (allowed for 10 students, but only 4 participated during 1990). $4,800
4. Intercollegiate Flower Judging and Floral Design Contest. $4,300
5. National Junior Horticultural Association Support. $500
6. American Horticultural Therapy Association Support. $500
7. SAF Floricultural Booth at the National FFA Convention. $2,000
8. One Scholarship for Floriculture Study through the National FFA. $1,000
9. One quarter support for the FFA National Floriculture Proficiency Award. $4,200
10. Research Advisor to the SAF Research Committee and the Endowment. $3,000

Representing three of the four sponsors of the FFA National Floriculture Proficiency Award, including the Endowment, John L. Tomasevic, Sr., John L. Tomasevic, Sr. Florist, St. Louis, Missouri, congratulates the 1990 winner, Dan Pearson, Olympia, Washington.

Jennifer Bergmann, winner of the $1,000 FFA Scholarship for 1990, sponsored by the Endowment. Jennifer is from Clayton, Wisconsin, and began her first year of college at the University of Wisconsin, River Falls, in the Fall of 1990, after receiving the scholarship.

The winning team of the 1990 Intercollegiate Judging Contest (l to r): Cheri Subler, Andy Moreno, Martin Czewsik, Coach Virginia Walter, Heidi Yoder, Assistant Coach Michael Fuige.
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** at the Florist and Nursery Crops Laboratory and **A Centralized Research Information Data Base** at the National Agricultural Library.

Responding to the expressed desires of industry as determined at the National Research Priorities Summit held in 1987, the Endowment undertook the first step in development of an industry-wide data and information base in the latter half of 1989. Recognizing the need to have the cooperation and financial support of many industry companies and organizations, the effort was dubbed "Together to Gather," and this continues as the underlying theme today. The name selected and registered with the U.S. Patent and Trademark Office for the database is **Flora-Stats.**

**New Crops**

Sponsored jointly by the Society of American Florists (SAF), USDA and the Endowment, this program concluded its fifth year in mid-1989. A new 5-year contract was signed for 1989-1994, and calls for $30,000 per year from industry to be matched by USDA. Many firms and organizations have provided the necessary industry support for this program. SAF serves as industry liaison.

**NAL Data Base**

Dubbed the **Floriculture Information Connection**, work continues on developing this centralized research and education information database at the Library. Current activity involves updating the annotated bibliography on marketing of floricultural products and documenting Endowment-sponsored research and education grants awarded each year. Initial funding for the program was provided by 5 industry firms and organizations. The Endowment serves as industry liaison.

**Flora-Stats**

The first step in developing Flora-Stats was identification of a firm to handle the data that would be gathered. Ernst & Young was selected. The wire service segment of the industry appeared to be the logical place to begin. All industry wire services were invited to participate and four agreed, providing not only data but monetary support as well: American Floral Services, Inc.; Florafax International; Florists’ Transworld Delivery Association; and Teleflora, Inc.

Initially the program involved a monthly study of wire service activity – orders placed and deliveries made. Subsequently, a composite report was prepared for 1988 and 1989 including the number of orders delivered and the average value of each, and reported by the nine basic U.S. census regions.

The second step in the program targets fresh flowers and cut greens movement through floral industry wholesalers. The initial survey of all known wholesalers requested data on gross sales dollars, percent of sales by type of retail outlet, and employment levels for 1988 and 1989. The Wholesale Florists and Florist Suppliers of America endorsed this program fully, including providing monetary support for data collection.

A third step involves a study through the Association of Floral Importers of Florida. Information is being collected on the units and dollar amounts of imported flower shipments through Association members. As with the participating wire services, the AFIF is providing monetary support to the program.

This major undertaking is only in its beginning stages; however, the American Floral Endowment is committed to a continuing and expanded program of statistical gathering for the floral industry.

**FLORA-STATS**

Floral Industry Statistics

1990
This 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 training. In addition, the program's objectives include giving firms within the industry an opportunity to observe and work with above-average students under actual employment conditions.

Nearly 180 students have become Mosmiller Scholars through this combination internship-scholarship program. The following four became Mosmiller Scholars during 1990:

**1990 Mosmiller Scholars**

Michael Crotser  
University of Illinois  
Trained: Nurseryman's Exchange  
Half Moon Bay, California

Sean Moody  
Colorado State University  
Trained: Molbak's Greenhouses  
Woodinville, Washington

Jeffery Raymond  
University of Nebraska  
Trained: White's Nursery & Greenhouses  
Chesapeake, Virginia

Jeffrey Spanbauer  
North Carolina State University  
Trained: Dillon Floral Corp.  
Bloomsburg, Pennsylvania

The American Floral Endowment initiated the Mosmiller Scholar program in 1975 as part of its educational funding program for the floriculture/environmental horticulture industry. Earnings derived from monies bequeathed to the Endowment by the late Colonel and Mrs. Walter E. Mosmiller, Jr. provide the main source of financial support for the program.

Col. Mosmiller, a past chairman of the Endowment and a former retail florist in Richmond, Virginia, had always demonstrated a great interest in professional training and encouraged young people to pursue careers in the floral industry.

The Trustees of the Endowment established the program to honor Col. and Mrs. Mosmiller in a meaningful extension of their dedication to the industry. Students who complete the program will be known as Mosmiller Scholars.
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<tr>
<th>Research</th>
<th>Education</th>
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<tr>
<td>University of Alaska</td>
<td>Academic Advisors for SAF</td>
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<tr>
<td>University of Arizona</td>
<td>Research Committee and Endowment $45,000</td>
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<td>University of California, Davis</td>
<td>American Horticultural Therapy Assn. 4,000</td>
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<tr>
<td>University of California, Riverside</td>
<td>ASHS Symposium 500</td>
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<td>Clemson University</td>
<td>ASHS Floricultural Education Group Workshop 1,136</td>
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<td>Colorado State University</td>
<td>DuPage Horticultural School Loan Fund 20,000</td>
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<td>University of Connecticut</td>
<td>FFA Convention Booth 13,700</td>
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<td>Cornell University</td>
<td>FFA Floriculture Scholarship 4,000</td>
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<td>Flora-Stats</td>
<td>FFA Floriculture Proficiency Award 17,700</td>
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<td>University of Florida</td>
<td>Intercollegiate Flower Judging Contest 34,300</td>
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<td>The Florida Agricultural Research and Education Center</td>
<td>International Energy Conference - Ohio 4,000</td>
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<td>Meyer Manhattan Psychiatric Hospital</td>
<td>Kiplinger Chair Publications 11,500</td>
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<td>Michigan State University</td>
<td>Mechanization Exploration Trip to Holland 1,000</td>
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<td>University of Minnesota</td>
<td>Mosmiller Scholar Program 112,800</td>
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<td>North Carolina State University</td>
<td>National 4-H Council 10,000</td>
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<td>The Ohio State University</td>
<td>National Junior Horticulture Assn. 4,500</td>
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<td>The Ohio Agricultural Research and Development Center</td>
<td>Profile objectives/guidelines for modeling 5,000</td>
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<td>The Pennsylvania State University</td>
<td>Publication ISHS Floricultural Workshop Paper 85</td>
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<tr>
<td>Purdue University</td>
<td>Sabbatical Leave Grants (9) 53,750</td>
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<td>Rutgers</td>
<td>Smithsonian Institution 25,000</td>
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<td>Society of American Florists</td>
<td>Society of American Florists Symposium on Role of Horticulture in Human Well-being/Social Development 4,000</td>
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<td>Texas A&amp;M University</td>
<td>Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2) 12,000</td>
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<td>United States Department of Agriculture</td>
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<td>• Florists &amp; Nursery Crops Lab (297,500)</td>
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<td>• National Agricultural Library (50,000)</td>
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<td>Virginia Polytechnic Institute &amp; State University</td>
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Total $2,596,288

Total Research & Education Grants 1961-1990 - $3,039,773.00
AMERICAN FLORAL ENDOWMENT

A Wise Investment

A review of the work being funded by the Endowment is clear testimony to the value of the dollars contributed in the past. Contributions make things happen.

There are many ways to support the Endowment, whatever an individual or firm's budget or circumstances may be. Since every member of the floral industry has a vested interest in its future, support for the Endowment, however small or large, by whatever means, makes it possible to take another positive step forward.

CASH CONTRIBUTIONS are welcome any time and in any amount. Pledges over a period of years may easily be arranged with reminder statements issued as desired.

STOCKS, BONDS & REAL ESTATE may be designated as gifts to the Endowment and provide excellent ways to brighten your tax picture as well. They are freed from the liability of increased value which would be incurred if these holdings were sold, while a deduction on the tax return can be made at the market value of the properties as recorded by the Endowment.

LIFE INSURANCE provides another meaningful way to make a contribution. You may be able to make a very substantial long term gift in this way, and still build your level of giving from year to year.

A BEQUEST IN YOUR WILL makes it possible to have a portion of your estate contributed. This can be handled with a codicil specifying your wishes. The following clause is a typical bequest paragraph:

"I give, devise, and bequeath the sum of $_____ dollars ($_______), to the American Floral Endowment, an organization incorporated under the laws of the District of Columbia, and designated a 501(c) (3) organization by the Internal Revenue Service.

DEFERRED GIVING programs take many forms, and can be creatively tailored to the individual. Among the more popular programs are Charitable Remainder Trusts and Gift Annuities. Each can provide income for life, immediate tax savings and ultimately a major gift to the Endowment.

MATERIAL CONTRIBUTIONS may also be made in the form of marketable heirlooms, jewelry, objects d'art or other valuables.

All Contributions Are Tax Deductible

The Endowment is a tax exempt organization, and both personal and business contributions are tax deductible.

Please feel free to contact the Endowment office for additional information or discuss the different ways to lend support.