



American
Floral
Endowment

1990-Annual Report

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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.



Robert C. Dewey
Chairman

*American Floral Endowment...
A wise investment.*

Board of Trustees 1990-91



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Pennock Company (Ret.)
Green Lane, Pennsylvania



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Sunnyside Nurseries, Inc.
Hayward, California



Vice Chairman/Fund Raising
Delmar E. Demaree, Jr.
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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.
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Cornell University
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Van's, Inc.
Alsip, Illinois



Donald E. Weder
Highland Supply
Corporation
Highland, Illinois



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J. Sten Crissey
Crissey, Inc.
Seattle, Washington

Trustees Emeriti

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



Executive Vice President
Betty Abrams
Edwardsville, Illinois

Financial Report 1989-90

Statement of Assets

	6/30/90	6/30/89
Cash and Short Term Investments	\$ 715,354.06	\$ 246,666.55
U.S. Government & Agency Bonds (Market)	1,540,727.50	1,944,302.75
Corporate Bonds (Market)	329,848.50	289,127.50
Common Stocks (Market)	1,836,425.00	1,692,737.50
Total Assets	<u>\$4,422,355.06</u>	<u>\$4,172,834.30</u>

Earnings & Disbursements

Balance	\$ 135,509.32	\$ 186,339.22
Income:		
Dividends	55,210.88	45,410.50
Interest	211,822.10	218,466.14
Designated Contributions	201,026.62	105,779.00
Allocation of Capital Gains	22,942.98	18,291.00
Total	<u>\$ 626,502.90</u>	<u>\$ 574,285.86</u>
Disbursements:		
Bank Management Fees	\$ 31,278.81	\$ 14,055.22
Grants	424,484.58	424,721.32
Balance	<u>\$ 170,739.51</u>	<u>\$ 135,509.32</u>

Treasurer's Comments

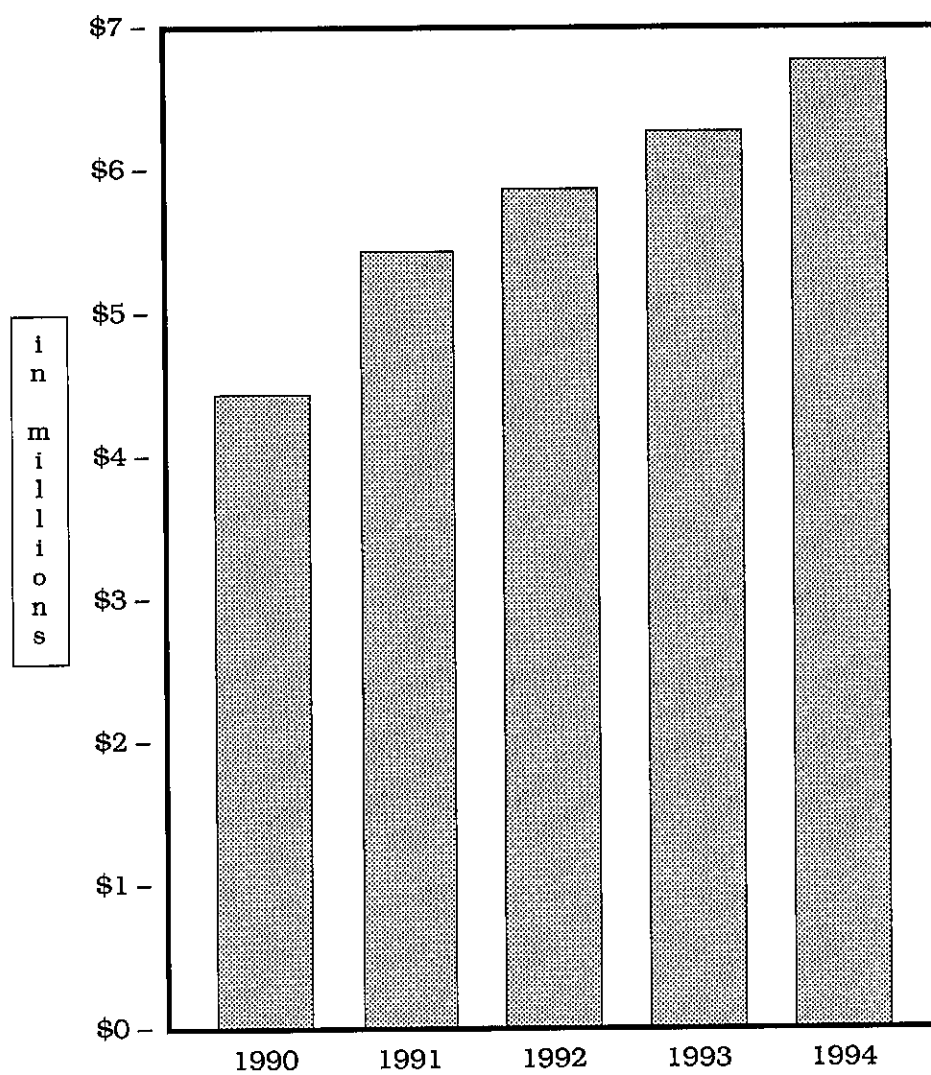
The Endowment took some important steps this year in regard to financial philosophy and management. A change was made in the investment advisor. Tom Johnson Investment Management, Inc., Oklahoma City, Oklahoma, was selected as a result of excellent performance over the last ten years.

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

American Floral Endowment



Corpus Projection

1990 Highlights

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.

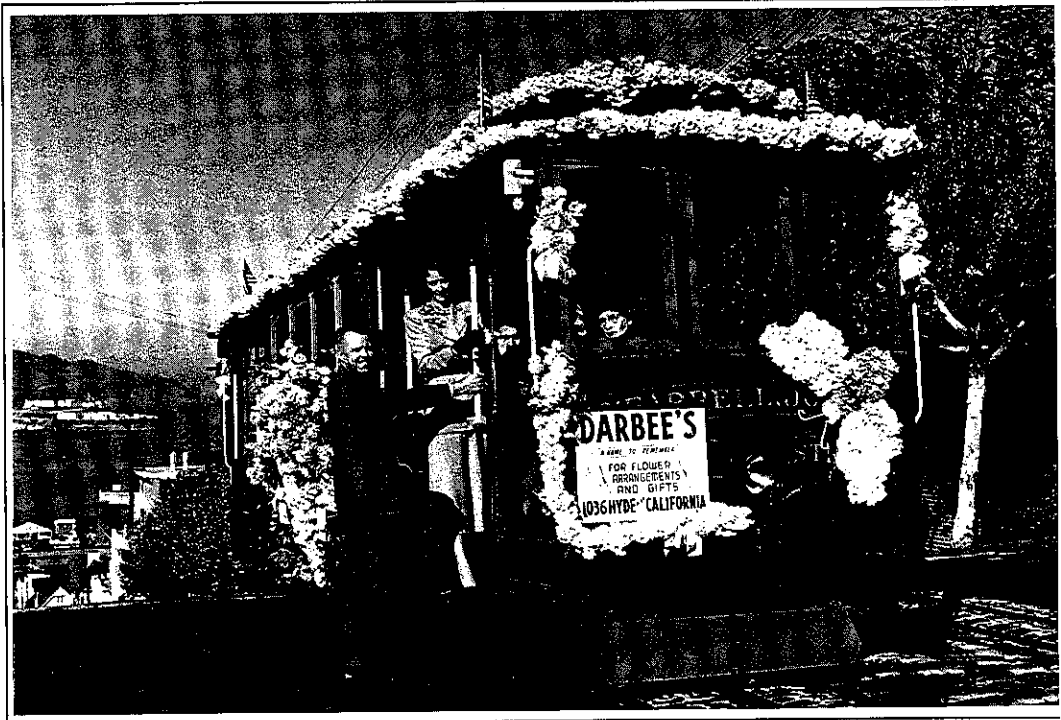
Following his university training, Andrew Darbee entered the business with his mother and father. The business ultimately included considerable bulb production in the state of Oregon. Under new ownership production continues in Oregon, but Darbee's Florist was closed in or around 1974.

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

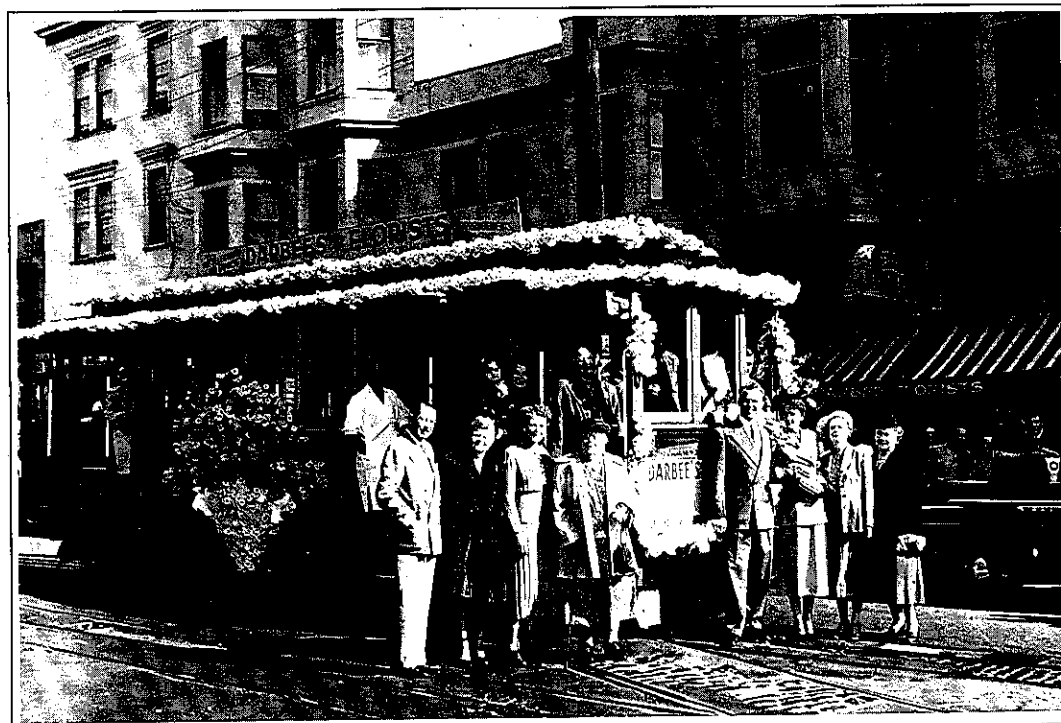
Andrew Darbee's will stated that the \$500,000 bequest was left to the Endowment "to be used for its general purposes (research and education) in memory of his mother Annie H. Gooch and father Robert Eugene Darbee." Tributes have been so established within the framework of the Endowment.



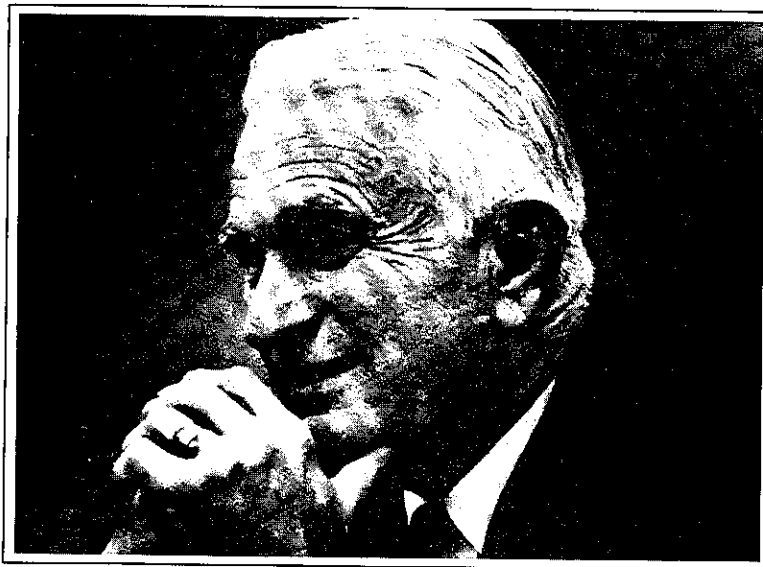
ANDREW L. DARBEE
1907-1990



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 C. GLOECKNER
1902-1990

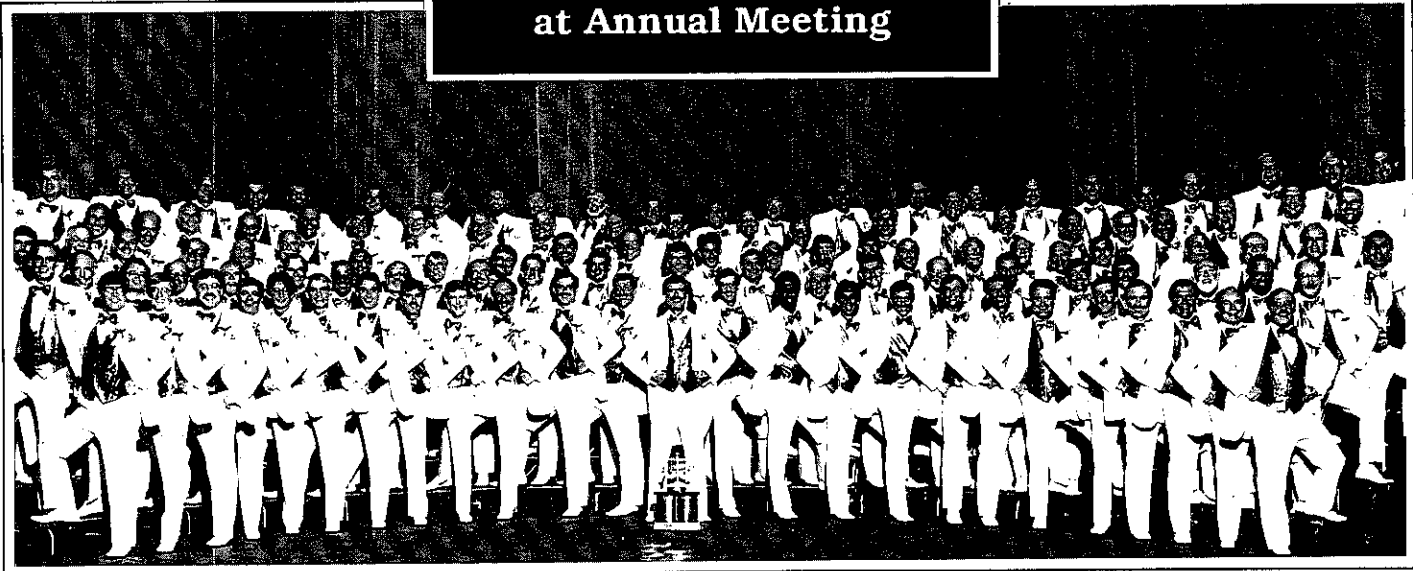
Fred Gloeckner's introduction to horticulture came from his father who worked in the greenhouse industry in Germany before immigrating to the U.S. in the early 1900's to work for a large seed company. As a young teenager, Fred worked for the Conard-Pyle Company in West Grove, Pennsylvania, during the 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 industry men, 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.

Alexandria Harmonizers at Annual Meeting



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.

Durio & Hook Retire



JAMES E. DURIO
JIM DURIO FLORIST, INC.
OPELOUSAS, LOUISIANA



DONALD E. HOOK
PITTSBURGH CUT FLOWER COMPANY
PITTSBURGH, PENNSYLVANIA

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

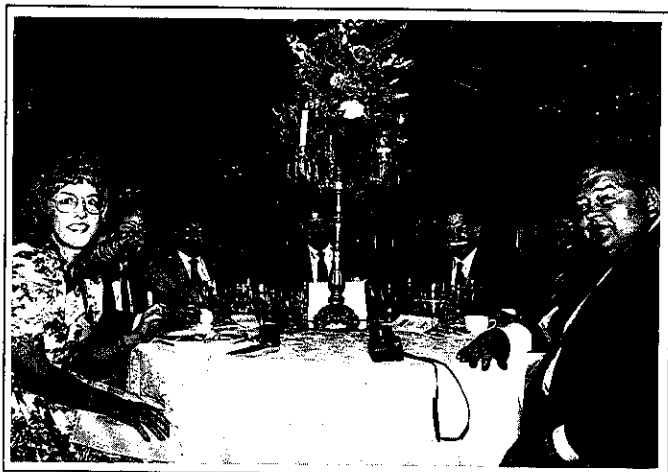
WFR, Inc.
Zellwood, Florida

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.



MABEL SIMMONS AND ENDOWMENT BOARD OF TRUSTEES - 1990

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 Clesen & Sons, Inc.
Evanston, IL
R.O. Cowley Wholesale Florist
Pittsburgh, TX
Burdette Coward & Co., Inc.
Punta Gorda, FL
Cremer 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
Milwaukie, OR
Wolfe the Florist
Waco, TX

• Established in 1990



*Richard Clesen, 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 Baldesare, Sr.	† Howard J. Hook	Gustav H. Poesch
Charles Barr	† Francis Hopper	Jack W. Redditt
I.W. Bianchi	† Joe Hopper	Kenneth Royer
† Z.D. Blackistone	Dan Irons	Mel Schwanke
Louis J. Brand	Martha J. Keller &	R.H. "Hank" Sciaroni
† Albert H. Burki	Herbert Rothwell	† Kenneth F. Short
Delmar E. Demaree, Jr.	† Harrison Kennicott, Jr.	† E.G. Thornton
Robert C. Dewey	L.R. "Bud" Kintzele	† Erwin H. Weder
John Henry Dudley	John Knipe	Milton M. Weiss
Paul Ecke, Sr.	† Leonard Koehler	Olin A. Wetzel
George Elliott	† Prof. Alex Laurie	J.F. Wilcox Family
John O. Finn	Elma Lundahl	
Frank Fredenhagen	Edward & Grace Lutey	
† John W. & LaVerne B. Giles	Robert L. Orth	† Deceased
Hazel Grill	• Eulalah Overmeyer	• Established in 1990
O. Ben Haley, Jr.	† Samuel S. Pennock III	



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
Adamo-Loweke
Robert Alenius
Irving S. Allen
Clarence M. Amling
Otto Amling
Henry C.A. Bachman, Jr.
Mr. & Mrs. Dewitt Barber
Clair Barrett
John Barter
Matthew Bartindale
Andrew Benson
• Richard L. Benton
Harry Bernard
J. Elmer Betty
Henry J. Betz, Sr.
Clarence J. Bickes
Daryl Bordine
Frank Brautigam
Tommy Bright
Irma F. & W.E. Callahan
Robert Callahan
Oscar G. Carlstedt
Denis R. Cellaughin
Roman J. & Florence A.
Clapood
Bertha Spence 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. Dramm
Floyd B. Dreher
Donald Dunbar
Magdalena Ecke
Austin S. Edgar
Walter J. Engel, Sr.
Clyde Epperson
Albert Ferris
Pete Franconi, Sr.
John Furrow, Sr.
Irving B. Garber
• Joseph A. Garcia, Sr.
Walter Gardner
D.S. Geddis, Sr.
John W. & LaVerne Giles
Walter Gills
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 Metcalf
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. Hupfel
Walter M. Hupfel
Arthur Ito, Jr.
Edward Jacobson
Joseph Johnston, Jr.
David L. Jones
Pauline Modlin Jones
Tom Joy
Ralph H. Kapp
Mary Jane Kennicott
Jack Rhodes Kervan
Leland T. Kintzele
Louis Kintzele
D.C. Kiplinger
Kiyo Kitayama
Masuko Kitayama



Richard L. Benton



Annie H. Gooch Darbee



Robert Eugene Darbee

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
 • Muriel Sharon
 Joe Shinoda
 Peter Shinoda
 Yoshiko Shinoda
 Robert Q. Shoch
 Kenneth F. Short
 J.S. Skinner
 R. Earl Slye
 Vernon L. Smithers
 Harold H. Sorensen
 William H. Stimming
 William Strickland
 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 1990



Mr. & Mrs. Joseph Garcia, Sr.



Muriel Sharon

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

Recipients through 1990 follow. Those pictured received their respective awards at the Endowment's Annual Meeting, July 28, 1990.

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.*



Builders

American Floral Services, Inc.
Asocoflores/Colombia Flower
Council
Bachman's, Inc.
Geo. J. Ball, Inc.
Arthur Blome Estate
Albert H. Burki Foundation
Oscar G. Carlstedt Co.
The Clapgood Companies
Andrew L. Darbee Estate
DWF Wholesale Florists
Paul Ecke Poinsettias
Paul Ecke, Sr.

Florists' Transworld Delivery
Assn.
Florafax International, Inc.
Florists' Mutual Insurance Co.
Fred C. Gloeckner Estate
Gude Brothers Company
Highland Supply Corporation
Manatee Fruit Co.
Mikkelsens Incorporated
Col. and Mrs. Walter
Mosmiller, Jr. Estate
Pennock Co.

Pittsburgh Cut Flower Co.
A.L. Randall Co.
Smithers-Oasis
Society Of American
Florists
Sunburst Farms, Inc.
Syndicate Sales, Inc.
Teleflora, Inc.
Van's, Inc.
WFR, Inc.
Wolfe The Florist, Inc.
Yoder Brothers, Inc.



On hand to receive Endowment recognition for the Builder level of giving during the annual meeting breakfast, July 28, 1990, Tom Henson (r) for Smithers-Oasis. (Chairman Dewey presented all awards featured in this section.)

Benefactors

A&W Glads, Inc.
 Paul F. & Alwina Amling 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
 Zellenople Greenhouses



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



*Jim Edgar, President, (r)
 receiving a Benefactor
 plaque for WF&FSA.*



*Don Hook (r) receiving a
 Benefactor plaque for
 Zellenople 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.



Etichi 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.
 Assn. 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.
 Boesen 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.
 Euser's Greenhouses, Inc.
 FTD District 2-A&B
 FTD District 6-A&B
 Fairytale Foils
 Fall River Florist Supply Co., Inc.
Floral & Nursery Times

Florists' Mutual Ins. Co. Officers
Flower News
 Foco, Inc.
 J.P. Freund, Inc.
 Gallup & Stribling Orchids, Inc.
 Pete 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
 Klepac 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
 Oglesby 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.
 Stimming Flowers
 Sunshine State Carnations, Inc.
 Harry K. Tayama
 Twin City Florist Supply, Inc.
 United Wholesale Florists, Inc.
 Valent U.S.A. Corporation
 Vosters Nurseries, Inc.
 Mr. & Mrs. Otto P. Wentland
 Olin Wetzel
 Wilsey-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.
Aldik 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.
Callahan Wholesale Florists,
Inc.
Calvert Wholesale Florists, Inc.
Carson & Gebel Ribbon Co.
Burdette Coward & Co., Inc.
W.J. Cowee, Inc.
Crissey, Inc.
Dejong Greenhouse
Del Rey Plastics
Delhi Hills Flower & Garden
Center, Inc.
Deloache, Inc.
Design Master, Inc.
Bill Doran Company
Dramm & Echter
Jim Durio Florist, Inc.
Paul Ecke 3
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 Hagstrom & 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
Karthauser & Sons, Inc.
Jack B. Kaufman
Keeline-Wilcox Nurseries, Inc.
Keller Pottery Co.
Philip Lavalie
Lemac Nurseries
Norma A. Lineberger
Lion Ribbon Co.
Longview Fibre Co.
Lubbock Wholesale Florists
M.J. Malloy Co.
Neal Mast & Sons Green-
houses, Inc.
Jack Mayesh Wholesale Florist
Michigan Floral Assn.
Mischler's Florist

Missouri State Florists' Assn.
A.D. Mohr Greenhouses, Inc.
Grace L. Moore
NPI
Ninomiya Nursery Co.
Nordlie, Inc.
North Central Florists Assn.
Nyren 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.
Rhyne Floral Supply Mfg. Co.
Riverdale Farms, Inc.
Rojahn and Malaney Co.
S&S Wholesale Florist
Schaefer Greenhouses, Inc.
Scott's Gladiolas Farms, Inc.
Harry A. Sharp
Shoch's Wholesale Florist
Leona Short
Southeastern Florist Assn.
Southern Rainbow Corp.
H.L. Stansell Trucking Co.
Sunbay, Inc. Wholesale Florists
Tagawa Greenhouses, Inc.
Tennessee Florist Supply
Transamerica Floral Imports
Hero Tsukushi
Tulsa Grnhse Inc. & Four State
Whsle.
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 (Jinx) Ecke.

Vanguards

800-FLOWERS

Milton Adler Co.
 Agrexco (USA) Ltd.
 Ahern's, Inc.
 Allcities Allstates Flowers-By-Tele-
 Phone
 Ameri-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 Beall Company
 A.G. Beiser Wholesale Floral Co.
 Robert J. Bennett Wholesale
 Florist, Inc.
 Mr. & Mrs. Newt Beugen
 Biaggi's Evergreen Co.
 Billings Floral
 Blue Sky Flower Farms, Inc.
 Boulevard Florist
 Monica Bramblett
 Brautigam 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.
 Buning 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
 Chipola Nurseries, Inc.
 Condor Farms
 Conklyn'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 Madbury, 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.
 Ferris Brothers, Inc.
 Louis Figone Nursery
 Fiksdal's Flowers
 Fisher Florist
 Flambeau 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 Fredenhagen
 Friesell 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 Grnhse., Inc. of Bear
 Valley
 Joan S. Gordon
 Robert L. Graham
 Grande Greenhouse
 Greenwood Greenhouses
 Gregoire's Flowers
 Growing Systems, Inc.
 Handy Floral Products
 Hanford's, Inc. Wholesale
 Hardin's Wholesale Florist
 Hastings, 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
 Illinois Bronze Paint Co.
 INARCO
 International Floral Corp.
 Jacksonville Whlse. Floral Co.
 Jacobsens Flowers
 Jednak Floral Co.
 Jetram Sales, Inc.

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
 Klenke Floral
 Klupenger Nursery & Greenhouse,
 Inc.
 Mark Knox Flowers
 Charles F. Kremp 3rd Florist
 Frank Kuwahara
 Lakeland Florist Supply, Inc.
 Lakewood Greenhouse, Inc.
 Lamborn Floral Co.
 Laysen's Flowers, Inc.
 Lee Wholesale Floral, Inc.
 Ed Lenz Enterprises, Inc.
 Lindscoog 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 Messmer - Florist, Inc.
 Alice Metcalf
 Henry F. Michell Co.

Middle Atlantic Florists Assn.
 Harry Miller Flowers
 Miller's Wholesale Florists
 Minshall The Florist, Inc.
 Molbak's Greenhouse, Inc.
 Monterey Flowers, Inc.
 Mountaineer Greenhouses
 H.R. Mueller Florist
 Multiflora Import Co.
 H. Nakano & Sons
 Navlet's Florists
 Nettie's Flower Garden, Inc.
 Hannah Niday Florist, Inc.
 Nouvelle 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 Pinchbeck, Inc.
 Platz Flowers & Supply
 Mr. & Mrs. Gustav C. Poesch
 Poulsen Greenhouses, Inc.
 Premium Flowers Corp.
 Harvey O. Preuss 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
 Betty Sapp
 Satow Growers, Inc.
 Schaaf Floral And Gift
 Mr. & Mrs. Israel Schneider
 Mr. & Mrs. Robert O. Schurke
 Seagroatt Companies
 Select Ribbons, Inc.

Delois C. Shelton
 Shenandoah Floral Mfg. Co., Inc.
 Shreveport Flower Mart, Inc.
 Delbert Smith, Inc.
 So. Calif. Flower Growers Assn.
 Southern Steel & Wire, Inc.
 Speight Associates Ltd.
 Stimming Flowers of California
 Stringer Whlse. Florist, Inc.
 Susan's Florist
 Syracuse Pottery, Inc.
 Tayama Whlse. Florists
 Taylor's Flower Shop & Green-
 house
 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 & Fortiner
 Vogt's Flowers, Inc.
 Wadsworth Control Systems, Inc.
 Curtis Wagner Co., Inc.
 Wagner Greenhouses, Inc.
 Waterdale, Inc.
 Weidner's Begonia Gardens
 Welch Whlse. Florist, Inc.
 West Side Greenhouses
 Weston Trucking Co.
 Weyerhaeuser Tissue Culture
 Center
 Bruce Wheeler
 Virginia Wienhoeber
 J.F. Wilcox
 Windler Whlse. Floral Co.
 World Flowers, Inc.
 Everett Wright
 G. Ramsey Yoder
 Zieger & 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.
 Andre 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 Balistreri
 Banner Flower Shop
 Barter Brothers Florist
 John P. Bartlett
 Henry Bass Greenhouses
 Bel-Air Flower Growers & Shippers, Inc.
 Bell Greenhouses, Inc.
 Bens Transworld-Imp.
 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 Clesen & 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
 Cosmar 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.
 Dalton's Flowers
 Danielson Floral Co.
 Kay Danzer Co.
 Dautoff Flower Growers
 Delaware County Wholesale Florist
 Detroit Flower Growers, Inc.
 Dey Brothers Greenhouses
 Dietert Wholesale Florist
 Doherty Flowers
 Lynn 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
 Endres 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
 Floral Supply, Inc.
 Floralware by EPM
 Florimex Chicago, Inc.

Flot Aire, Inc.
 Flowers by Esther
 Flowers From Florida, Inc.
 Flowers Tommy Luke
 Flowers, Inc. Wholesale
 Forest Grove Ferneries
 Foxpoint Plant Growers
 Fraser's Flowers
 Fredlo Farms
 Freeman's Flowers
 Harry H. Fukutome Nursery, Inc.
 Galloway Florist, Inc.
 Gardenville Greenhouses
 Gardner's Westwood Flower Shop
 The Garland Company
 Garner Farms, Inc.
 Gassafy Wholesale Florist
 Jerry Geary Flowers
 Genna's Wholesale Flowers
 George M. Gerialis
 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.
 Grayce Floral Supplies, Inc.
 Greater St. Louis Flower Growers Assn.
 Green Circle Growers, Inc.
 Don Hahlbeck Greenhouse
 Hall's Flower Shop
 Halsema Greenhouses
 Harmar Products, Inc.
 Harrison Wholesale Floral
 Harrison Flowers
 Hartford Florist Supply
 Heap Greenhouses, Inc.
 Heeney Company, Inc.
 Henry's Plant Farm
 Hermes Floral Company
 Hertog Floral Co.
 Hiawatha, Inc.
 A.B. Hill
 Simon Hoekstra and Son
 Huhn's Greenhouse
 Illiana Unit of Teleflora
 International Flower Exchange
 Ivandale Floral Co.
 Ivy Acres, Inc.
 J & E Wholesale Floral Co.
 Earle A. Johnson Florist
 Johnson Floral Co.
 Johnson Greenhouses, Inc.
 Johnson's Roses, Inc.
 T. Larry Jones, Inc.

Robert Jones' Mt. Madonna
Orchids
Kannapolis Wholesale Florist
Kansas State Florists Assn.
Kariya Nursery
Kato Cut Flower
Kearney Floral Co.
Kel-Stan Products Co.
Kervan Co., Inc.
Norm Kesel Florist, Inc.
Mrs. Leland T. Kintzele
Koch Originals
Kodama Sunnydale Greenhouse
Koehler & Dramm, Inc.
Lafayette Florist & Greenhouses,
Inc.
Lake Washington Greenhouses
Lanman Flower Shop, Inc.
Lebens Flowers, Inc.
Herman Lederer Sons
Merlin Leger
Leo's Flowers
Lewis Brothers, Inc.
Lomey Manufacturing Corp.
Lynde Greenhouses, Inc.
W.W. McAllister Co.
J.M. McConkey & Co., Inc.
McLeod Florist
Maekawa Brothers Greenhouses,
Inc.
Magicsilk Div. of Selo, Inc.
Marche & Co.
Joseph Markow Florist
Mary Jane Florist/Gift Shop
Massoni Wholesale, Inc.
Mattern Floral, Inc.
Mattoon Flower Shop & Green-
houses
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.
Miyashita Nursery
Mobile Wholesale Floral Co.
Erwin Mojonner 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.
Neilson Orchids
Ness Flowers
Neubauers Flowers, Inc.
Newton Greenhouse
Niedens Hillside Floral, Inc.
Nishimoto Nursery
Novelties By Premier Ltd.
G. Nutile, Inc.
Oak Grove Fernery
Oakland Flower Shop, Inc.
The Oklahoma Flower Market
Orlander Florist, Inc.
Herman Orth Corp.
Stephen Otte
Paradise Candles, Inc.
Pennsylvania Cut Flower Co.
S. Arthur Peterson, Inc.
Phoebe Floral Shop
Phoenix Flower Shops
Pickrells Florist, Inc.
Pickrells Wholesale Flowers &
Supplies
Pietrafeso Greenhouses
Poets of WF&FSA
Pressells Flowers
S. Russell Prizer Florist
Quality Wholesale Florist
Quinlan Wholesale Florist, Inc.
George W. Radebaugh & Sons
Reeds Flowers
Henry T. Ritter
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 Gladiolus 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 Florals, Inc.
Swanson the Florist, Inc.
T and W Sales Co.
George Thomas, Inc.
Thornton Wholesale Florists
Tietze Wholesale Florist
Tipton & Hurst, Inc.
Tobler'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 Wamego Floral Co.
West Texas Floral Co., Inc.
Ray Western
White's Nursery & Greenhouses
Wilch, Smith & Brock
Wild Flowers Quality Wholesale
Florist, Inc.
Wilhide'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.
 Breiting'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. Daigler
 Robert H. Deibel Greenhouses
 Dickerson's Greenhouse
 Gene M. Dodson and Associates
 Eastern Wire Products Co.
 Elfrieda's Flowers, Inc.
 Entenmann's Florists
 Cindy Essers Floral Shop
 Everflora Chicago, Inc.
 Fahr Greenhouse
 Fairview Farm
 Fantom & Gahs Greenhouses, Inc.
 Clifford T. Farmer
 The Fetzter 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 Florist Supply
 Green Valley Floral
 Greiling 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
 Kervar, Inc.
 Kocher Plant & Soil Lab
 Kono & Sons, Inc.
 Lala Imports, Inc.
 Lovell Farms, Inc.
 Dave Lowenheim & Associates
 Robert E. Lyons
 D. McCahon Nursery
 McCallum Wholesale Floral Services, Inc.
 Mac Lennan's Flowers, Inc.
 Maday Wholesale Greenhouses, Inc.
 Richard Malvern Florist
 Henry Mast Greenhouses, Inc.
 Matzke Florists
 The C. Merkel And Sons Company
 Mid-American Growers
 Mid Island Floral Supply Ltd.
 Minneapolis Floral Co.
 Mountain View Florist, Inc.
 Multiflora, Inc.
 John Mundy Florist
 Nabeta Nursery, Inc.
 E.J. Nagengast Florist & Greenhouse

Nickeson Greenhouses
 Edward F. Norberg, Inc.
 Oishi Nursery
 Orchid Isle Nursery
 Ozark Wholesale Florist, Inc.
 Pacifica Flowers In Encinitas
 Pletschers Greenhouses, Inc.
 Princess Ribbon Corp.
 Priola Greenhouses, Inc.
 RJS Greenhouses
 Relles Florist
 A. Repetto Nursery
 Riverside Wholesale Florist
 Robert D. Rumfield
 James Saunoris & 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 Crockery Co.
 Val-Al Greenhouses, Inc.
 Valley Wholesale Floral of Lincoln
 Jack A. VanNamen
 Jacob VanNamen
 Van Wingerden International, Inc.
 Vissers Florist & Greenhouse
 Watsonville Nurseries
 Weinstocks Flowers
 Willow Specialties
 I.V. Wilson Florist

Givers

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 Mark P. Bridgen
 Brouwer Nursery
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 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

Contributors Through FTD Clearing House

- | | | |
|---------------------------------------|--------------------------------|---------------------------------|
| A Little Something | Clark Street Florists, Inc. | Flowerland |
| A Sweet Touch Florist | Clark's Flowers | Flowerland Florist |
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| Accent Florist | Claudia's Flowers | Flowers and Gifts by Barbara |
| Adam's Florists, Inc. | Clayton's Floral & Garden | Flowers by Colette |
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| Aiea Florist | Coalinga Floral | Flowers by Goz, Inc. |
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| Aldrich Floral Studio | Colonial Florist, NY | Flowers by Jean Ann |
| Aloha Florist | Colonial Flower Shop | Flowers by Voyer, Inc. |
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| Altus Floral Co. | Colonial House of Flowers, NJ | Foster's Flowers |
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| Blossom Shop Florist, TX | Dodge the Florist, Inc. | Glen Terrace Flower Shop |
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| Bos Floral, Inc. | Edmonds Flower Shop | Gordon's Flowers |
| Boulevard Florist & Greenhouse | Elaine's Flowers | Grassi's Flowers & Gifts |
| Bouquet Boutique Flowers | Elizabeth's Flowers | Gray's Floral Gallery, Ltd. |
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| Burns Floral Co. & Greenhouse | Ferrari Florist Gifts | Hart Floral |
| Busse & Rieck Sunnyside
Greenhouse | Festus Flower Shoppe | Hemmerly's Flowers & Gifts |
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| Clair's Flower Shop, Inc. | Flower Palace of Winter Haven | Inglis University Florist |
| | Flower Parlour | Issaquah Floral & Gift Shop |
| | Flowerette | Jan's Flower Affair |

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 Jenks Flower & Gifts
 Jim's Flowers
 Johnnie's Floral Shoppe
 Johnson's Flower Center
 Judd's Flowers & Plants
 Jultak's Flowers
 Karen's Flower Kottage
 Kay's Floral Shoppe, Inc.
 Kean Flowers
 Keefe's Flowers, Inc.
 Keil Brothers Greenhouses
 Keller Florist
 Ken's Flowers & Gifts
 Ken-Mar Flowers
 Clark Kennedy Florist
 Norm Kesel Florist, Inc.
 Kingston Floral
 Kitty's Flowers
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 Lee's Flower & Gift Shop
 Robert A. Lehde Florist
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 Leshner's Flowers, Inc.
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 Mary Bell's Flowers
 Mary Jane Flowers & Gifts
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 Matles Florist
 McKinney's Flowers, Inc.
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 Memorial City Florist
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 Nature Nook Florist
 Neponset Florist, Inc.
 Newtown Square Flower Shop
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 Queen Anne Flowers & Gifts
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 George W. Radebaugh & Sons
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 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
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 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.
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 M.J. Steiner Flower Shop
 Stember Fashions in Flowers
 Sunnywoods Flower Shop
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 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.
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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 December 1990, 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/Colombia Flower Council
 Associated Cut Flower Co., Inc.
 Bachman's, Inc.
 Geo. J. Ball 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 Claprod 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 Henry Dudley
 DWF Wholesale Florists
 Elisabeth Ecker
 Paul Ecker Poinsettias
 Paul Ecker, 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.

Frazer 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.
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 Half Affiliates
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 The John Henry Company
 The John Henry Co. Salesmen
 Highland Supply Corp.
 E.G. Hill Company
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 Roy Houff & Co., Inc.
 Hungnong Seed Co. Ltd.
 Irwin Greenhouses, Inc.
 Jacobsens Flowers
 Wm. F. Kasting Co.
 Kennicott Brothers Co.
 Lansing Florists Exchange
 Lehrer's Flowers
 Leider Horticultural Companies
 Lincoln Wholesale Florists, Inc.
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 Malmberg's, Inc.
 Manatee Fruit Company
 Matsui Nursery, Inc.
 McGinley Mills, Inc.
 McShan Florist, Inc.
 Mellano & Company
 Mikkelsen's, 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.
 Ribbon Narrow Fabric Co.
 San Diego County Flower Assn.
 Betty Sapp
 Shinoda Floral Co.
 Claymore C. Sieck, Inc.
 Sluder Floral Co.
 Smithers-Oasis
 Society of American Florists
 So. California Floral Assn.
 Southern Floral Co.
 Speight Associates, Ltd.
 Strange's Florist, Greenhouses and Garden Center
 Stuppy Family Foundation
 Sunburst Farms, Inc.
 Sunnyside Nurseries, Inc.
 Bill Suyeyasu Whlse. Florist, Inc.
 Syndicate Sales, Inc.
 Harry Tayama
 Larry Teitel
 Teleflora, Inc.
 John L. Tomasovic Sr. Florist, Inc.
 Twin City Florist Supply, Inc.
 Twyford Plant Laboratories, Inc.
 United Wholesale Florists, Inc.
 Van'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
 Wilsey-Bennett Co./Floral Trans. Div.
 Wolfe the Florist, Inc.
 N.H. Wright, Inc.
 Yoder Brothers, Inc.
 Zellenople Greenhouses

Projects and Grants

1990 Research Projects

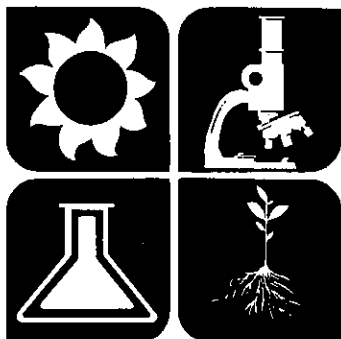
Semi-annual progress reports are required on all Endowment sponsored research projects, with final reports to be submitted upon completion of the work. The purpose of the progress reports is to enable the Trustees and the public to stay abreast of the status of projects, and to assure that objectives 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 *Metrocideros* and *Hamelia*. 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 Stimart, 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 GA₃ 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-I 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 biorational 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 DeHertogh, 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 Biernbaum 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 Relf, 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



The winning team of the 1990 Intercollegiate Judging Contest (l to r): Cheri Subler, Andy Moreno, Martin Cysewski, Coach Virginia Walter, Heidi Yoder, Assistant Coach Michael Faigle.



Representing three of the four sponsors of the FFA National Floriculture Proficiency Award, including the Endowment, John L. Tomasovic, Sr., John L. Tomasovic, 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.

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 data base 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 data base 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.

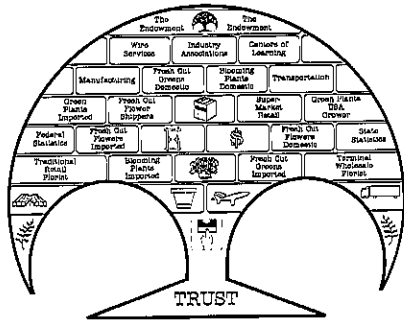
Initially the program involved a monthly study of wire service activity – orders placed and deliveries made. Subsequently, a composite report was prepared for 1988 and 1989 including the number of orders delivered and the average value of each, and reported by the nine basic U.S. census regions.

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

Mosmiller Scholar Program

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



Michael Crotser



Sean Moody

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

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



Jeffery Raymond



Jeffrey Spanbauer

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*.

Total Grants 1961-1990

Research		Education	
University of Alaska	\$4,000	Academic Advisors for SAF	
University of Arizona	7,200	Research Committee	
University of California, Davis	203,365	and Endowment	\$45,000
University of California, Riverside	261,680	American Horticultural Therapy Assn.	4,000
Clemson University	9,250	ASHS Symposium	500
Colorado State University	76,800	ASHS Floricultural Education Group Workshop	1,136
University of Connecticut	109,841	DuPage Horticultural School	
Cornell University	184,410	Loan Fund	20,000
Flora-Stats	164,600	FFA Convention Booth	13,700
University of Florida	183,100	FFA Floriculture Scholarship	4,000
The Florida Agricultural Research and Education Center	65,500	FFA Floriculture Proficiency Award	17,700
University of Georgia	11,000	Intercollegiate Flower Judging Contest	34,300
University of Hawaii	10,500	International Energy Conference - Ohio	4,000
University of Illinois	36,500	Kiplinger Chair Publications	11,500
Kansas State University	26,000	Mechanization Exploration Trip to Holland	1,000
University of Massachusetts	14,200	Mosmiller Scholar Program	112,800
Meyer Manhattan Psychiatric Hospital	1,500	National 4-H Council	10,000
Michigan State University	243,300	National Junior Horticulture Assn.	4,500
University of Minnesota	63,600	Profile objectives/guidelines for modeling	5,000
North Carolina State University	53,500	Publication ISHS Floricultural Workshop Paper	850
The Ohio State University	110,000	Sabbatical Leave Grants (9)	53,750
The Ohio Agricultural Research and Development Center	69,500	Smithsonian Institution	25,000
The Pennsylvania State University	118,792	Society of American Florists	58,749
Purdue University	16,500	Symposium on Role of Horticulture in Human Well-being/Social Development	4,000
Rutgers	9,000	Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2)	12,000
Society of American Florists	66,500		
Texas A&M University	9,250		
United States Department of Agriculture	347,500		
•Florists & Nursery Crops Lab (297,500)			
•National Agricultural Library (50,000)			
Virginia Polytechnic Institute & State University	57,500	Total	\$443,485
Washington State University	17,700		
University of Wisconsin	26,700		
University of Wisconsin Medical College	15,000		
WF&FSA	2,500		
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.