



1991-Annual Report

Table of Contents

Chairman's Message	3
Board of Trustees	4
Financial Report.....	6
1991 Highlights	8
Century Dinner XV	8
Annual Meeting.....	12
Trustees Visit Minnesota	14
Tributes	15
Corporate Tributes	15
Living Tributes	16
Memorial Tributes	17
Contributor Recognition	19
Special Awards.....	20
Builders	21
Benefactors	22
Patrons	23
Founders	24
Protectors	25
Guardians	26
Vanguards	27
Sentinels	29
Sponsors.....	31
Givers	31
Contributors Through FTD	32
Endowment Club	34
Projects and Grants	35
1991 Research Projects	35
1991 Education Projects	39
Special Projects	40
Mosmiller Scholar Program	42
Total Grants 1961-1991	43

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

In mid-1992 my tenure as a Trustee will end. I take this opportunity to publicly express warmest thanks and appreciation to each and every Trustee, past and present, for the direction and dedication extended during my chairmanship. The sense of commitment and ready response to every request was gratifying.

I would also like to extend my personal thanks to the many individuals and organizations who contributed to the Endowment, particularly over the past year. The economic climate was poor, but pledges were kept in most instances. Looking through this report of the financial status and projects funded over the past year, I think we can be proud of what we have accomplished together.

With best wishes to all,

Robert C. Dewey

*Building the future through
Research and Education.*

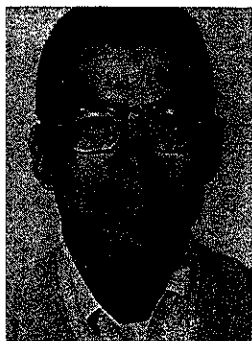


Robert C. Dewey
Chairman

Board of Trustees 1991-92



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 1991-92



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



Ex Officio
M. James Leider
Leider Horticultural
Companies
Buffalo Grove, Illinois

Trustees Emeriti

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



Executive Vice President
Betty Abrams
Edwardsville, Illinois

Financial Report 1990-91

Statement of Assets

	6/30/91	6/30/90
Cash and Short Term Investments	\$ 98,347.69	\$ 715,354.06
U.S. Government & Agency Bonds (Market)	1,907,038.20	1,540,727.50
Corporate Bonds (Market)	248,360.51	329,848.50
Common Stocks (Market)	2,995,459.38	1,836,425.00
Total Assets	<u>\$5,249,205.78</u>	<u>\$4,422,355.06</u>

Earnings & Disbursements

Balance	\$ 170,739.51	\$ 135,509.32
Income:		
Dividends	72,463.03	55,210.88
Interest	211,953.17	211,822.10
Designated Contributions	148,629.00	201,026.62
Allocation of Capital Gains	116,895.82	22,942.98
Total	<u>\$ 720,680.53</u>	<u>\$ 626,502.90</u>
Disbursements:		
Bank Management Fees	\$ 46,196.24	\$ 31,278.81
Grants	518,383.86	424,484.58
Balance	<u>\$ 156,100.43</u>	<u>\$ 170,739.51</u>

Treasurer's Comments

The Endowment has continued its growth both in terms of funds granted for research and education and in the total funds contributed and invested to generate such funds.

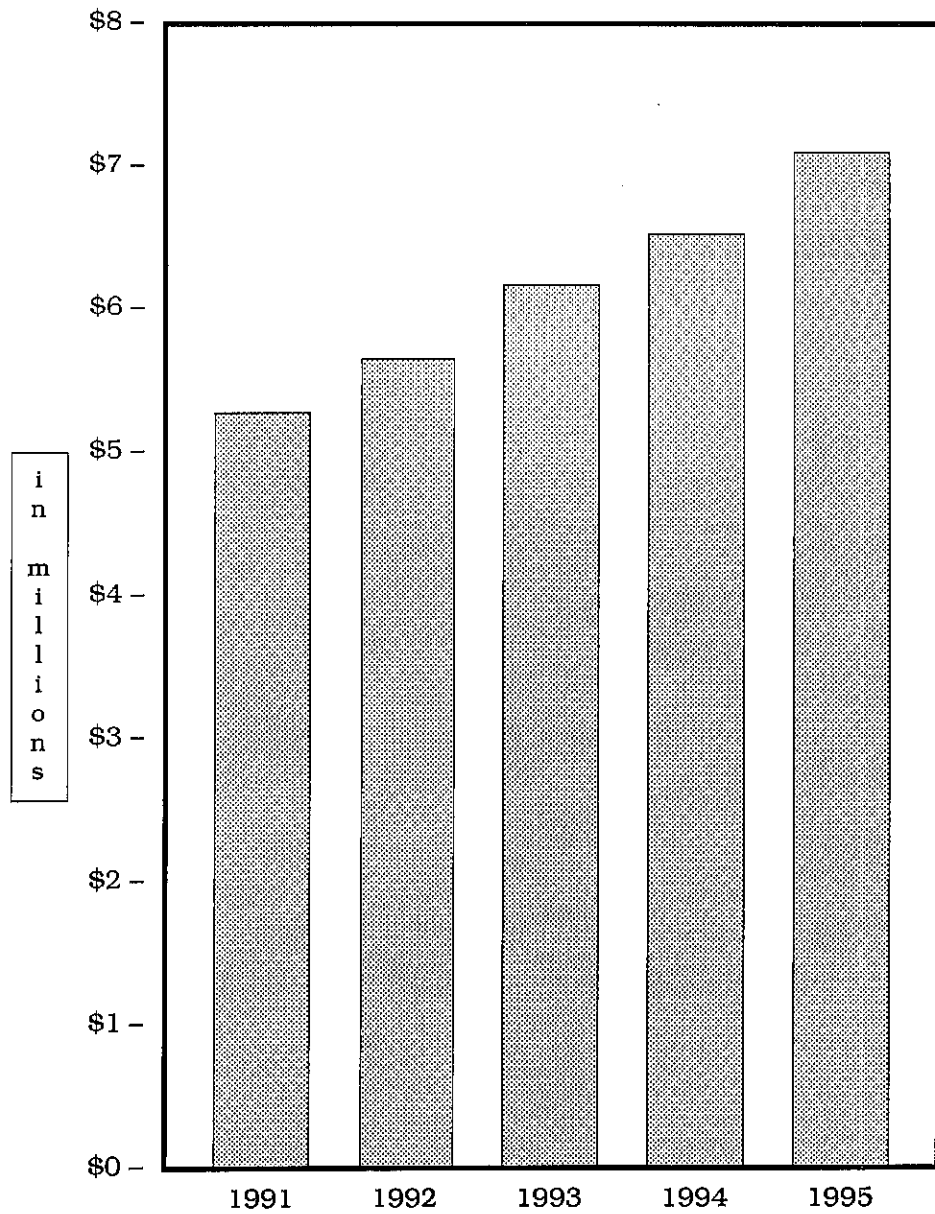
This was an outstanding year of growth for the corpus primarily due to a bequest in the will of Mr. Andrew Darbee for \$500,000. Mr. Darbee was a member of the industry who wanted to return to the industry he loved a portion of his worldly goods. It was a magnificent statement and one that will benefit the industry in perpetuity.

Mr. Darbee may also set an example for many who are now in the industry who share his feelings and may wish in the future to emulate his generous bequest.

As a result of the generosity of all past and present contributors to the Endowment, the invested funds (corpus) exceeded 5 million dollars in 1991 and for the first time grants for research and education exceeded 1/2 million dollars for one year.

KENNETH R. ROYER
Treasurer

American Floral Endowment



Corpus Projection

1991 Highlights

Century Dinner XV

Held in conjunction with the Wholesale Florists and Florist Suppliers of America (WF&FSA) mid-year trade fair staged in 1991, Century Dinner XV was another special night. The date was June 15; the hotel was The Peabody, Orlando, Florida.

Robert P. Billings, Vice President, Pennock Company, chaired the event. Nearly \$20,000 was raised to help support the Endowment office so that regular contributions may be used for education and research.

Grateful thanks and appreciation are extended to Mr. Billings for his excellent leadership, and to the following people who were very important to the evening's success: Bob Wells and Ramon Paradela, St. Cloud Florist, St. Cloud, Florida, for Co-chairing the Decorations Committee; Pat Doherty, Berwick Industries, Inc., Peramus, New Jersey, for providing a warm and touching invocation; Dr. Carl F. Gortzig, Cornell University, Ithaca, New York, for giving a brief overview of why industry funds are important to getting universities to *focus on floriculture*.

Underwriting much of the evening's events were the Hosts who contributed \$2,000 and the Sponsors who contributed \$1,000. Individual tickets were \$100.



ROBERT P. BILLINGS
CENTURY DINNER XV CHAIRMAN

Particular thanks and appreciation are extended to the following:

HOSTS

Oscar G. Carlstedt Company
Jacksonville, Florida
Pete Garcia Company
Atlanta, Georgia
Manatee Fruit Company
Palmetto, Florida

SPONSORS

American Floral Services, Inc.
Oklahoma City, Oklahoma
Brody Company
Cincinnati, Ohio
Colombia Flower Council
Miami, Florida
Florafax International, Inc.
Tulsa, Oklahoma
Floral & Nursery Times
Wilmette, Illinois
Florists' Mutual Insurance
Company
Edwardsville, Illinois
Florists' Transworld Delivery
Association
Southfield, Michigan
Highland Supply Corporation
Highland, Illinois
The John Henry Company
Lansing, Michigan
Knud Nielsen Company
Evergreen, Alabama
Magicsilk Inc.
Moonachie, New Jersey
Pennock Company
Philadelphia, Pennsylvania
Redbook Florist Services
Paragould, Arkansas
Smithers Oasis
Kent, Ohio
H.L. Stansell, Inc.
Pierson, Florida
Sunburst Farms, Inc.
Miami, Florida
Sunnyside Nurseries, Inc.
Hayward, California
Syndicate Sales, Inc.
Kokomo, Indiana

Without the products generously provided by industry firms, it would be difficult for the floral designers to develop the lovely displays and arrangements that are generally enjoyed at industry functions. The following are acknowledged with special thanks and appreciation:

PRODUCT CONTRIBUTORS

Fuqua Fernery
Altoona, Florida
Hartford Farms
Marianna, Florida
Lomey
Asheville, North Carolina
Pennock Company
Orlando, Florida
Smithers Oasis
Kent, Ohio
Sunburst Farms, Inc.
Miami, Florida
Sunshine State Carnations
Hobe Sound, Florida
WFR, Inc.
Zellwood, Florida



Tom Hession, Chuck Johnson



Del Demaree, Bob Dewey, Steve Otte



Dr. and Mrs. Carl Gortzig

Larry Shinall, Buddy Lear, "Sonny" Crapps III, Bob Juska

Some Century Dinner XV Guests

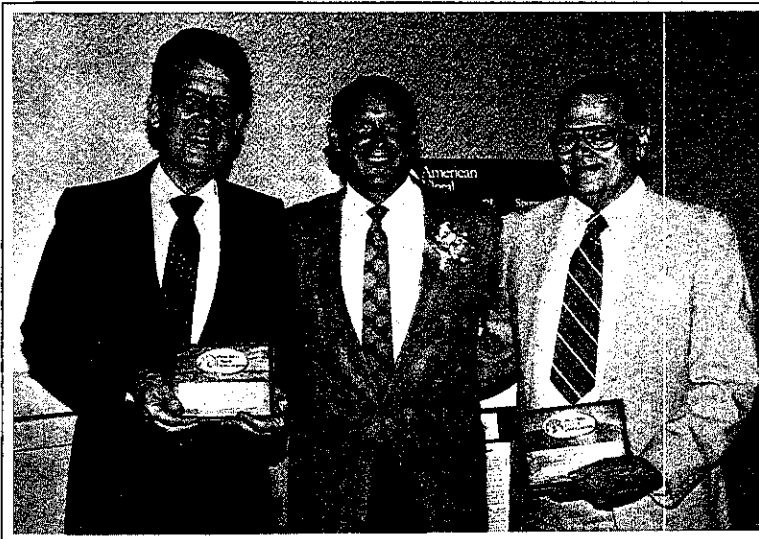


The Peabody Ducks and the Duckmaster performing to special music. Looking on (left) Bob Abrams, Dwight Larimer, Jean Gortzig and (right) Brenda Garcia.





Tom DiCarlo, Sally McDougale



Ramon Paradela, Bob Billings, Bob Wells



Don Flowers, Flavia and Walter Preston



Ken Royer, Ellsworth and Mabel Simmons



Sten Crissey, Herman Meinders



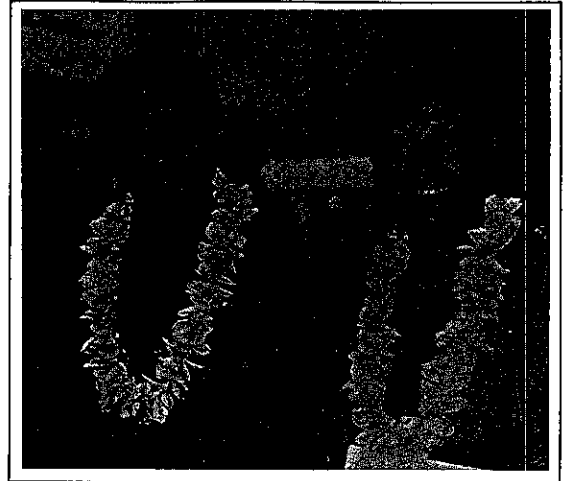
*Lisa Allensworth Benjamin, Jacob Van Namen,
Laura Demaree Wilson*

Annual Meeting

At the Endowment's Annual Meeting Breakfast held during the SAF Convention in Kauai, Hawaii, July 27, 1991, the "Sounds of Aloha" Barbershop Mini Chorus performed. Following are pictures of some of the meeting guests.



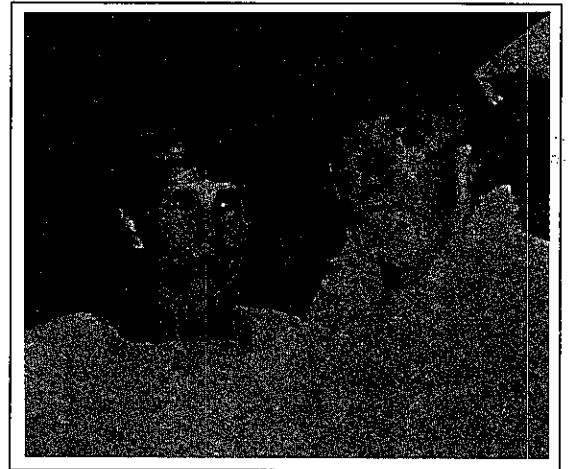
Elisabeth (Jinx) Ecker



Tom and Lila DiCanio



Gene and Evelyn Yoshihara, June and Ken Tagawa



Margie and Bob Meinders



*Virginia Estes,
Felix Ankele*



*Pepe de la Torre, Samantha and
Lorenzo de la Torre*



Paul Ecke 3, Julie Hampton



Don Rosacker and his friend Bonnie



Pauline and Arne Thirup



*Robert C. Dewey,
Endowment Chairman*



Marta and Tim Matsuno



John Wilkins, Ken and Pat Benjamin, Jack Bauer



*John Shelton, Kirsten Molbak-Paterson, unidentified,
Egon and Laina Molbak, Connie Shelton*

Trustees Visit University of Minnesota and Enjoy Evening Hosted by Local Industry Men and Women

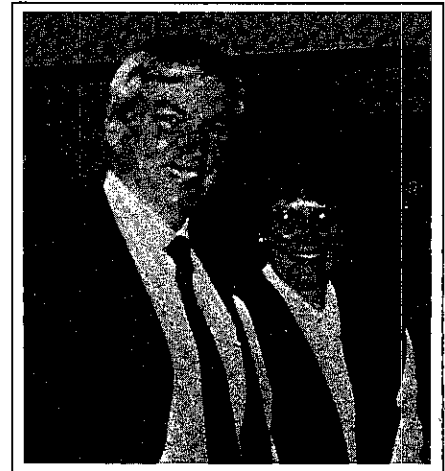
While in Minneapolis for the Fall Board Meeting in November, Trustees spent one morning at the University of Minnesota in St. Paul. Local industry men and women also hosted a reception one evening for Trustees and spouses.



Dr. Mark Strefeler, Etichi Yoshida



Don Rosacker



Rick and Bernie Johnson



Dr. John Erwin, Len and Marge Busch, Paul and Barbara Bachman



Peggy Leider, Barbara (Mrs. Todd) Bachman, Peggy Dramm, Rick Dramm, Todd Bachman

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
• Klepac Brothers, Inc.
Bianco, Texas
Mazzanti Carnations
South San Francisco, CA
H. Nakano & Sons
Redwood City, CA
Park Floral Co.
Englewood, CO
• Rough Brothers, Inc.
Cincinnati, Ohio
Tietze Wholesale
Dallas, TX
Weber's Greenhouses
Milwaukie, OR
Wolfe the Florist
Waco, TX

• Established in 1991



Al Reilly, Rough Brothers, Inc.

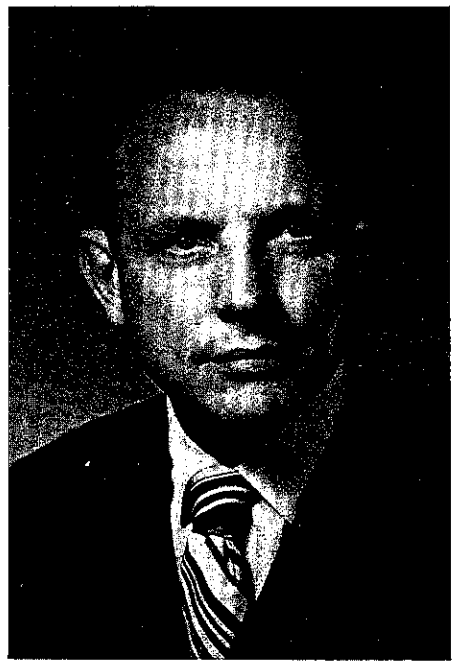


Jim and Bob Klepac, Klepac Brothers, Inc.

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 1991, follow:

- | | | |
|------------------------------|---------------------------|-------------------------|
| Carl Baldesare, Sr. | • Donald E. Hook | † Samuel S. Pennock III |
| Charles Barr | † Howard J. Hook | Gustav H. Poesch |
| I.W. Bianchi | † Francis Hopper | Jack W. Redditt |
| † Z.D. Blackistone | † Joe Hopper | Kenneth Royer |
| Louis J. Brand | Dan Irons | Mel Schwanke |
| † Albert H. Burki | Martha J. Keller & | R.H. "Hank" Sciaroni |
| Delmar E. Demaree, Jr. | Herbert Rothwell | † Kenneth F. Short |
| Robert C. Dewey | † Harrison Kennicott, Jr. | † E.G. Thornton |
| John Henry Dudley | L.R. "Bud" Kintzele | † Erwin H. Weder |
| † Paul Ecke, Sr. | John Knipe | Milton M. Weiss |
| † George Elliott | † Leonard Koehler | Olin A. Wetzel |
| John O. Finn | † Prof. Alex Laurie | J.F. Wilcox Family |
| Frank Fredenhagen | Elma Lundahl | |
| † John W. & LaVerne B. Giles | Edward & Grace Lutey | † Deceased |
| Hazel Grill | Robert L. Orth | • Established in 1991 |
| O. Ben Haley, Jr. | Eulalah Overmeyer | |



Donald E. Hook

Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. As of December 1991, 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. Cellegghin
Roman J. & Florence A.
Clapgood
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
• Bette Deprez
Nicola & Pasquale
DeSantis, Sr.
Ira Doud
Eugene R. Damm
Floyd B. Dreher
Donald Dunbar
Magdalena Ecke
• Paul Ecke, Sr.
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



Bette Deprez



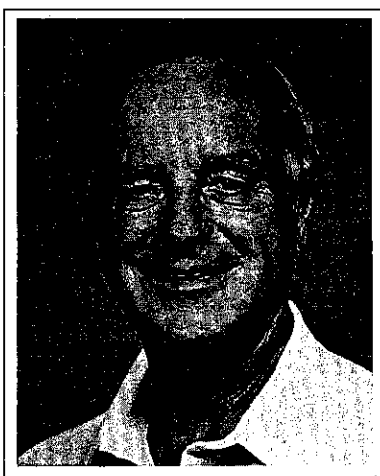
Paul Ecke, Sr.

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

Charles F. Pennock
 S.S. Pennock III
 S.S. Pennock, Jr.
 S.S. Pennock, Sr.
 Harry L. Peters
 Peter B. Pfahl
 Priscilla Fergusson
 Phelps
 Leno Piazza, Sr.
 Andrew A. Pierson
 Albert Pochelon
 Oswald Preuss
 Peter Pugliese
 Harvery Radus
 A.L. Randall
 James Rathmell
 Charles O. Reiff, Jr.
 Curtis W. Richardson, Jr.
 Rafael Rigual
 Jerry L. Robertson
 Arthur Robbins
 Fritz Roll, Jr.
 Hans Rosacker
 Harry W. Roth
 Robert O. Saunders
 Jack Savarese
 Joseph Shaner
 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
 • Francis X. Stuppy
 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 1991



Francis X. Stuppy

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, 1991.

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

At the Endowment annual meeting, July 27, 1991, American Floral Services was presented with The Platinum. Recipients through 1991 follow.

Platinum:

American Floral Services, Inc.

Asocolflores/Colombia Flower Council

Albert H. Burki Foundation

Andrew L. Darbee Estate

Florists' Transworld Delivery Association

Diamond:

Paul Ecke Poinsettias

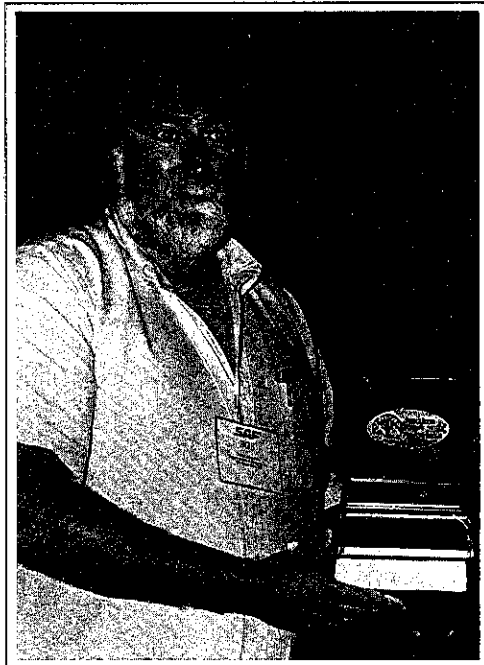
Teleflora, Inc.

Yoder Brothers, Inc.

Gold:

Geo. J. Ball, Inc.

Pennock Company



Bob Meinders, American Floral Services, Inc., receiving The Platinum.

Builders

American Floral Services,
Inc.
Asocoflores/Colombia
Flower Council
Association of Floral
Importers of Florida
Bachman's, Inc.
Geo. J. Ball, Inc.
Arthur Blome Estate
Albert H. Burki Foundation
Oscar G. Carlstedt Co.
Century Florist Supply Co.
The Clapgood Companies
Andrew L. Darbee Estate
DWF Wholesale Florists

Paul Ecke Poinsettias
Paul Ecke, Sr.
Florafax International, Inc.
Florists' Mutual Insurance Co.
Florists' Transworld Delivery
Assn.
Four Farmers, Inc.
Pete Garcia Company
Fred C. Gloeckner Estate
Gude Brothers Company
Highland Supply Corporation
Manatee Fruit Co.
Mikkelsen's Incorporated
Col. and Mrs. Walter
Mosmiller, Jr. Estate

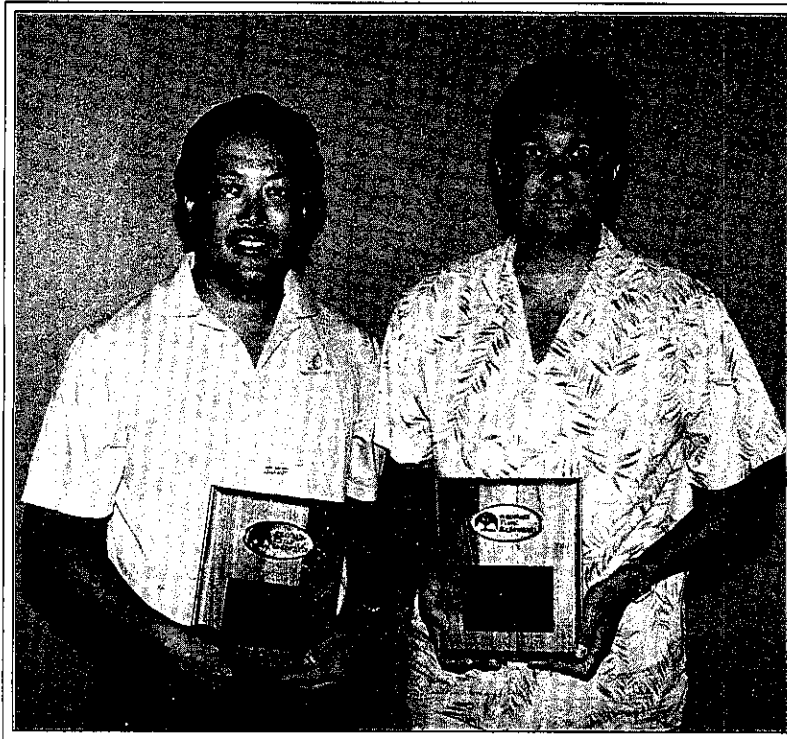
Pennock Company
Pittsburgh Cut Flower Co.
A.L. Randall Co.
Smithers-Oasis
Society Of American
Florists
Sunburst Farms, Inc.
Syndicate Sales, Inc.
Teleflora, Inc.
Van's, Inc.
WFR, Inc.
Wholesale Florists and
Florist Suppliers of
America
Wolfe The Florist, Inc.
Yoder Brothers, Inc.



On hand to receive Builder plaques during the Endowment annual meeting breakfast were (l-r): Tim Matsuno, accepting for Wholesale Florists & Florist Suppliers of America; Lorenzo de la Torre, Four Farmers, Inc.; Ramon Garcia, accepting for Pete Garcia Company; Jim Teper, for the Association of Floral Importers of Florida.

Benefactors

A&W Glads, Inc.
Paul F. & Alwina Amling Estate
Delaware Valley Wholesale
Florist, Inc.
John Henry Dudley
Walter J. Engel, Inc.
Kennicott Brothers Co.
Mt. Eden Nursery
Claymore C. Sieck, Inc.
Zelienople Greenhouses



On hand to receive Benefactor plaques during the Endowment annual meeting breakfast were (l-r): Eric Shibata, accepting for Mt. Eden Nursery, Inc.; and John Wilkins, Delaware Valley Wholesale Florists, Inc.

Patrons

Armellini Express Lines, Inc.
 Bay City Flower Co.
 CFX, Inc.
 Robert C. and Libby Dewey
 Fred C. Flipse
 Flower View Gardens
 Gelco Internacional, SA
 Bob Gilmore Company, Inc.
 Greenleaf Wholesale Florists, Inc.
 Hall Affiliates
 Robert R. Hall, Inc.

The John Henry Co.
 E.G. Hill Co.
 Irwin Greenhouses, Inc.
 McGinley Mills, Inc.
 Northwest Florists' Assn.
 Rainbow Flowers, Inc.
 Ribbon Narrow Fabric Co., Inc.
 Strange's Flst., Ghse. & Garden Center
 Stuppy Family Foundation
 John L. Tomasovic, Sr. Florist, Inc.



On hand to receive Patron plaques during the Endowment annual meeting breakfast were (l-r): John L. Tomasovic, John L. Tomasovic, Sr., Florist, Inc.; Ward Greenwall, for Greenleaf Wholesale Florists, Inc.; Sarah Armellini, Armellini Express Lines, Inc.; and Jim Hill, CFX, Inc.

Founders

Robert C. and Betty Abrams
American Oak Preserving Co.
Associated Cut Flower Co., Inc.
Bay State Florist Supply
Gordon Boswell Flowers, Inc.
CCC Associates
R.J. Carbone Co.
Cleveland Plant & Flower Co.
Everett Lawson Conklin
Continental Farms
Creative Distributors, Inc.
The Exotic Gardens, Inc.
Fairytale Foils
Floralife, Inc.
Frazee Flowers, Inc.
Dr. David E. Hartley

The John Henry Co.
Hungnong Seed Co., Ltd.
Lehrer's Flowers
McShan Florist, Inc.
William A. Maas
Mellano & Co.
Oliver & Thompson, Inc.
Park Floral Co.
Paul's Wholesale Florist
L. Piazza Wholesale Florists
A.N. Pierson, Inc.
A.L. Randall Co. Salesmen
Jack W. Redditt
San Diego County Flower
Assn.
Sluder Floral Co.

Southern California Floral
Assn.
Southern Floral Co.
Sunnyside Nurseries, Inc.
Bill Suyeyasu Whlse.
Florist, Inc.
Larry Teitel
Twyford Plant
Laboratories, Inc.
Jerome Wagner
Washington Bulb Co.
Weatherford Farms &
Greenhouses
MW, Inc.
N. H. Wright, Inc.



On hand to receive Founder plaques during the Endowment annual meeting breakfast were (l-r): Lyle Akey, accepting for Bill Suyeyasu Wholesale Florist, Inc.; Paul Ecke, Jr., for Mellano & Company; Jim Teper, Continental Farms; and Harvey Barber, accepting for Cleveland Plant & Flower Co.

Protectors

M. Adler's Son, Inc.
 American Carnation Society
 American Florist Exchange
 Amlings of California, Inc.
 Ashland-Addison Florist
 Badger Wholesale Florist, Inc.
 Ball Pan AM Plant Co.
 Larry Beck
 Behnke Nurseries Co.
 G.A. Berlin, Inc.
 I.W. Bianchi, Inc.
 Boesen The Florist
 Brody Company
 California Chrysanthemum
 Growers Assn.
 Candle Artisans, Inc.
 Chicago Florist Supply Company
 Clackamas Greenhouse, Inc.
 Conner Park Florist, Inc.
 Conroy's Inc.
 Conroy Wholesale Florist
 W.J. Cowee, Inc.
 Del Rey Plastics
 Dillon Floral Corporation
 John E. Dramm
 Dramm & Echter
 Elisabeth Ecke
 Elmhurst Flower Growers, Inc.
 Elmira Floral Products, Inc.
 Euser's Greenhouses, Inc.
 FTD District 2-A&B
 FTD District 6-A&B
 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
 Garcia Group
 Glad-A-Way Gardens
 Golden State Bulb Growers
 Grace-Sierra Hort. Prods. Co.
 Groen Rose Co.
 O. Ben Haley, Jr.
 Mr. & Mrs. Donald Hook
 Claude Hope
 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
 Victor Levy
 Lincoln Wholesale Florists, Inc.
 Lynchburg Wholesale Floral
 Corp.
 Mainland Nursery, Inc.
 Malmberg's, Inc.
 Matsui Nursery, Inc.
 Cloy M. Miller
 Moore Paper Boxes, Inc.
 Mount Clemens Rose Gardens
 Mueller Brothers, Inc.

Mutual Cut Flower Co., Inc.
 Albert J. Neill
 Nelson & Holmberg
 Knud Nielsen Co., Inc.
 Nor Cal Flower Growers
 Norfolk Wholesale Floral Corp.
 Nurserymen's Exchange
 Nyren Brothers, Inc.
 Oglesby Plant Laboratories
 Oglevee Ltd.
 Oregon Roses, Inc.
 Pajaro Valley Greenhouses, Inc.
 Plant Marvel Laboratories
 Redbook Florist Services
 Regency International Bus. Corp.
 Royer's Flowers, Inc.
 Sakata Seed America, Inc.
 Robert Saunders & Co.
 Shinoda Floral Co.
 Stimming Flowers
 Sunshine State Carnations, Inc.
 Tagawa Greenhouses, Inc.
 Dr. 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.
 Renato J. Zappettini
 William Zappettini Co.



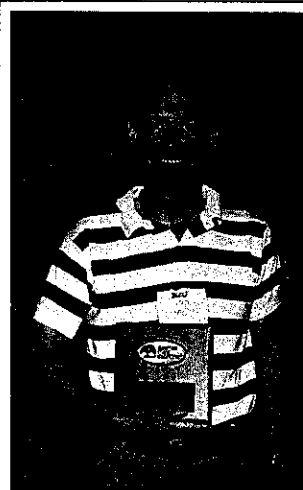
On hand to receive Protector plaques during the Endowment annual meeting breakfast were (l-r): Mack Harbour, Redbook Florist Services; Ramon Garcia, for the Garcia Group; Tom DiCanio, Floral & Nursery Times; Elisabeth (Jinx) Ecke, for Jinx Ecke; Brenda "B" Garcia, accepting for Candle Artisans, Inc., and W.J. Cowee, Inc.; Paul Ecke, Jr., American Florist Exchange; and Kenneth Benjamin, accepting for Elmhurst Flower Growers, Inc.

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.
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.
Crissey, Inc.
Dejong Greenhouse
Delhi Hills Flower & Garden
Center, Inc.
Deloache, Inc.
Design Master, Inc.
Bill Doran Company
Jim Durio Florist, Inc.
Paul Ecke 3
Austin S. Edgar, Inc.
Elliott & Williams Roses
Ellison's Greenhouses
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.
Flower Trading Corp.
Furrow & Company, Inc.
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
Karthaus & Sons, Inc.
Jack B. Kaufman
Keeline-Wilcox Nurseries, Inc.
Keller Pottery Co.
Philip Lavalle
Lemac Nurseries
Norma A. Lineberger
Lion Ribbon Co.
Longview Fibre Co.
Lubbock Wholesale Florists
M.J. Malloy Co.
Alex R. Masson, Inc.
Neal Mast & Sons Greenhouses,
Inc.
Jack Mayesh Wholesale Florist
Michigan Floral Assn.
Betty Sapp Miles
Mischler's Florist
Missouri State Florists' Assn.
A.D. Mohr Greenhouses, Inc.

Molbak's Greenhouse, Inc.
Grace L. Moore
NPI
Ninomiya Nursery Co.
Nordlie, Inc.
North Central Florists Assn.
J.B. Parks Wholesale Florist, Inc.
Pennsylvania Florist Assn.
S. Arthur Peterson
Pikes Peak Greenhouses
Pikes Peak Texas
A.B. Price, Inc.
Reeves Floral Products
Rhyne Floral Supply Mfg. Co.
Riverdale Farms, Inc.
Rojahn and Malaney Co.
Hans Rosacker 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.
So. Calif. Flower Growers Assn.
Southern Rainbow Corp.
Southern Steel & Wire, Inc.
Speight Associates Ltd.
H.L. Stansell Trucking Co.
Sunbay, Inc. Wholesale Florists
Tennessee Florist Supply
Transamerica Floral Imports
Hero Tsukushi
Tulsa Grnhse Inc. & Four State
Whsle.
Uni flora Overseas Florida, Inc.
United Floral Exchange, Inc.
U.S. Floral Corp.
Veldkamp's Flowers
Alice Walker
Weidner's Gardens, Inc.
Zeidler Floral Co.
Florence H. Zuegel



On hand to receive Guardian plaques during the Endowment annual meeting breakfast were (l-r): J. Sten Crissey, Crissey, Inc.; Betty Sapp Miles, for Betty Miles; Eitchi Yoshida, accepting for Ninomiya Nursery Co.; Julie Hampton, for Paul Ecke 3; and Eric Shibata, accepting for Greenpoint Nurseries.

Vanguards

800-FLOWERS

Milton Adler Co.
 Agrexco (USA) Ltd.
 Agriflora Corporation
 Ahern's, Inc.
 Allcities Allstates Flowers-By-Telephone
 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.
 Bel-Air Flower Growers & Shippers, Inc.
 Robert J. Bennett Wholesale Florist, Inc.
 Mr. & Mrs. Newt Beugen
 Biaggi's Evergreen Co.
 Billings Floral
 Blackwell Nurseries, Inc.
 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
 Union Bank
 California Flower Farms, Inc.
 California Flower Shippers, Inc.
 California Pajarosa
 Canton Wholesale Floral, Inc.

Carlton Rose Nurseries
 Carolina Wholesale Florist
 Dr. Henry M. Cathey
 A. Cavallaro & Son, Inc.
 Cedar Rapids Greenhouses
 Charlotte Florist Supply Co.
 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.
 Cut Flower Exchange of Pennsylvania
 Daisy Hill Greenhouses, Inc.
 Dakota Plastics
 Davidson-Uphoff, Inc.
 Dean's Designs, Inc.
 Bradley Deprez
 Diane Deprez-Harmon
 Robert Deprez
 DeSantis Florist
 Devor Nurseries, Inc.
 Dey Brothers Greenhouses
 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.
 Ellis Floral Co., Inc.
 Ensign Wholesale Florist, 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
 Don Flowers Florist, Inc.
 Flowers By Sandy, Inc.
 Foliage Co. Of America
 Frampton's Greenhouses
 Franklin China Co., Inc.
 Frank Fredenhagen
 Friesell Ranches
 Harry H. Fukutome Nursery, Inc.
 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.
 Don Hahlbeck Greenhouse
 Handy Floral Products
 Hanford's, Inc. Wholesale
 Hardin's Wholesale Florist
 Harrison Wholesale Floral
 Hastings, Inc.
 Hauge's Flower Store, Inc.
 Hausermann Orchids
 Hawkins Greenhouses
 Hayman & Lindenberg, Inc.
 Heap Greenhouses, Inc.
 Heeney Company, Inc.
 Henry's Plant Farm
 Herman J. Heyl Florists, Inc.
 Heyl Roses, Inc.
 Hillcrest Garden
 Hirt's Wholesale Co.
 Hub Floral Corp.
 IBC, Inc.
 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.
 Johnson's Roses, 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
 Koehler & Dramm, Inc.
 Charles F. Kremp III Florist
 Frank Kuwahara
 Lakeland Florist Supply, Inc.
 Lakewood Greenhouse, Inc.
 Lamborn Floral Co.
 Layser's Flowers, Inc.
 Herman Lederer Sons
 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
 Mary Jane Florist/Gift Shop
 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, Inc.
 Paul Minor, Inc.
 Minshall The Florist, Inc.
 Monterey Flowers, Inc.
 Mountaineer Greenhouses
 H.R. Mueller Florist
 Muennich Sales, Inc.
 Multiflora Import Co.
 A. Nagamine Nursery, Inc.
 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.
 Stephen Otte
 Pacific Coast Evergreens
 Parmenter Florist, Inc.
 Dr. 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.
 Pressells Flowers
 Harvey O. Preuss Florists
 Quality Gladiolus Gardens, Inc.
 Regional Farms, Inc.
 Reliable Glassware & Pottery Co.,
 Inc.
 Curtis W. Richardson, Inc.
 Steve Summers
 Ross Marketing
 Royal Gorge Flower Farms, Inc.
 Sabana Farms
 San Lorenzo of Texas
 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.
 Earl J. Small Growers, Inc.
 Delbert Smith, Inc.
 Southern Retail Florist Assn., Inc.
 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.
 Tommy's Wholesale Florist, 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 & Fortner
 Vogt's Flowers, Inc.
 Wadsworth Control Systems, Inc.
 Curtis Wagner Co., Inc.
 Wagner Greenhouses, Inc.
 Virginia R. Walter
 Waterdale, Inc.
 Welch Whlse. Florist, Inc.
 West Side Greenhouses
 Weston Trucking Co.
 Weyerhaeuser Tissue Culture
 Center
 Bruce Wheeler
 White's Nursery & Greenhouses
 Virginia Wienhoeber
 J.F. Wilcox
 Windler Whlse. Floral Co.
 World Flowers, Inc.
 Everett Wright
 G. Ramsey Yoder
 York Florist
 Zieger & Sons, Inc.
 Zipperer Farms

Sentinels

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
 Bell Greenhouses, Inc.
 Bens Transworld-Imp.
 H.G. Berning
 Hubert J. Beudert
 Blue Pacific Flowers
 Bonnett Wholesale Florist, Inc.
 Boone Greenhouses, Inc.
 Bordine's Better Blooms
 Mr. & Mrs. Ray Bozeman
 Louis J. Brand
 Brand Flowers, Inc.
 Frederick Brasco Florist
 Brookview Floral, Inc.
 Buckingham Florist, Inc.
 Busch Greenhouses, Inc.
 Mr. & Mrs. Len Busch
 Callaway Florists & Greenhouses
 Callison's, Inc.
 Carey's Flowers, Inc.
 Carpenter's Flower Shop
 T.S. Chan Nursery, Inc.
 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
 Cottage Gardens Nursery, Inc.
 John W. Cox Wholesale Florist
 Craftex Wholesale Distributors
 Creative Marketing Concepts, Inc.
 Cronin Florist Shop
 Crown Floral
 Crown Import Corp.
 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.
 Dietert Wholesale Florist
 Gene M. Dodson and Associates
 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.
 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 Dick & Son
 Flowers by Esther
 Flowers by Ford
 Flowers From Florida, Inc.
 Flowers Tommy Luke
 Flowers, Inc. Wholesale
 Forest Grove Ferneries
 Foxpoint Plant Growers
 Fraser's Flowers
 Fredlo Farms
 Freeman's Flowers
 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
 Dr. Carl F. & Jean Gortzig
 Graham Wholesale Floral, Inc.
 Grayce Floral Supplies, Inc.
 Greater St. Louis Flower Growers Assn.
 Green Circle Growers, Inc.
 Hall's Flower Shop
 Halsema Greenhouses
 Harmar Products, Inc.
 Harrison Flowers
 Hartford Florist Supply
 Hermes Floral Company
 Hertog Floral Co.
 Hiawatha, Inc.
 Hibco Plastics, 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.
 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
 Lafayette Florist & Greenhouses,
 Inc.
 Lake Washington Greenhouses
 Lala Imports, Inc.
 Lanman Flower Shop, Inc.
 Lebens Flowers, Inc.
 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.
 Richard Malvern Florist
 Marche & Co.
 Joseph Markow Florist
 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.
 Miyashita Nursery
 Mobile Wholesale Floral Co.
 Erwin Mojonnier Enterprises
 Montana State Florist Assn.
 Moore's Wholesale Florists
 John R. Moore Greens Co., Inc.
 Morgan Guaranty Trust Co. of
 New York
 Mosmiller Florist
 Mountain View Wholesale Florist,
 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. Natile, Inc.
 Oak Grove Fernery
 Oakland Flower Shop, Inc.
 The Oklahoma Flower Market
 Orlander Florist, Inc.
 Herman Orth Corp.
 Pacific Flower Shippers, Inc.
 Paradise Candles, Inc.
 Pennsylvania Cut Flower Co.
 Charles Perkins & Assoc.
 S. Arthur Peterson, Inc.
 Phoebe Floral Shop
 Phoenix Flower Shops
 Pickrells Florist, Inc.
 Pickrells Wholesale Flowers &
 Supplies
 Pietrafesa Greenhouses
 Poets of WF&FSA
 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.
 Siri Brothers Nursery, 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.
 Sunwest Wholesale Floral
 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
 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
 Viviano Flower Shop
 Wald Imports Ltd.
 Clinton A. Wallace
 The Wamego Floral Co.
 Weinstocks Flowers & Gifts
 West Texas Floral Co., Inc.
 Ray Western
 Wilch, Smith & Brock
 Wild Flowers Quality Wholesale
 Florist, Inc.
 Wilhide's Flowers
 Dr. Harold F. 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.
 Yoshida Farms, Inc.
 Youngstown Plant & Flower
 Zimlich The Florist, Inc.

Sponsors

Ahner Florist, Inc.
 Allen Associates, Inc.
 A-Roo Company
 Baack's, Inc.
 Baumgarten-Krueger
 Bay City Flower Co.
 Glenna M. Benton
 Breitingers Flowers, Inc.
 Briarwood Florist
 Bob & Shirley Briggs
 Jack Buckley & Associates
 Buffalo Import Co.
 Candle-lite
 Casablanca Flowers Ltd.
 Central Iowa Wholesale Floral, Inc.
 D.S. Cole Growers
 Cottage Flowers
 Daudelin's Flowers-Gifts
 Dickerson's Greenhouse
 Eastern Floral and Gift Shop
 Elfrieda's Flowers, Inc.
 Everflora Chicago, Inc.
 Fantom & Gahs Greenhouses, Inc.
 The Fetzer Greenhouses
 Fleur De Lis Wholesale Florist
 Supply
Florists Review
 The Flower Junction
 Flowers & Gifts, Inc.
 Flowers Direct, Inc.
 Flowers First, Inc.
 French's Cut Flowers
 Gainan's Flowers
 Dr. Kenneth L. Goldsberry
 Green Mountain Florist Supply
 Green Valley Floral

Greenbrook Flowers, Inc.
Grower Talks
 Hartford Farms
 Hopper's Wholesale Florist
 Horizon Farms, Inc.
 Hungerford Farms, Inc.
 Jean's Flower Shop
 Johnston The Florist
 KPT Wholesale Florist
 Knaup Floral Co.
 Kocher Plant & Soil Lab
 Kono & Sons, Inc.
 Kurt O. Laubinger & Sons, Inc.
 Dave Lowenheim & Associates
 McCahon Nursey Co.
 McCallum Wholesale Floral
 Services, Inc.
 Maday Wholesale Greenhouses,
 Inc.
 Massachusetts Flower Grower
 Assn.
 Matzke Florists
 Mid Island Floral Supply Ltd.
 Dr. Marvin N. Miller
 Minneapolis Floral Co.
 Mt. Vernon Florist, Inc.
 Mountain View Florist, Inc.
 Nabeta Nursery, Inc.
 E.J. Nagengast Florist & Green-
 house
 Newports Flowers, Inc.
 Nickeson Greenhouses
 Edward F. Norberg, Inc.
 Oishi Nursery
 Orchid Isle Nursery
 Ozark Wholesale Florist, Inc.

Pacifica Flowers In Encinitas
 Panacea Products Corporation
 Paul's Unique Creations
 Pletschers Greenhouses, Inc.
 Pontiac Greenhouses
 Dr. James F. Price
 Rancho Del Mar Wholesale
 Relles Florist
 A. Repetto Nursery
 Riverside Wholesale Florist
 James Saunoris & Sons, Inc.
 Savon Wholesale Florist Supply
 Shady Hill Gardens
 The Gordon L. Smith Co.
 South-Western Floral, Inc.
 Southern Cut Wholesale Flowers
 Stadium Flowers
 Stafford Conservatories, Inc.
 George Teufel Holly Farm, Inc.
 Timbuk Farms, Inc.
 Trenton Crockery Co.
 Val-Al Greenhouses, Inc.
 Valley Wholesale Floral of Lincoln
 Vaughan, Inc.
 Vissers Florist & Greenhouse
 Watsonville Nurseries
 Colene White
 White Flower Farm
 Wholesale Florist Protective Assn.
 of St. Louis
 Williams and Ribb
 Willow Specialties
 I.V. Wilson Florist
 Howard Winter

Givers

AmeriFlora 92
 Tenaya G. Becker
 Bettina Louise Rovito Bemis
 Dr. Mark P. Bridgen
 CIBA-GEIGY Corporation
 California Farm Bureau Federation
 George L. Catlin
 Julie A. Cole
 Margery Daughtrey
 Deutschmann Florist & Green-
 house, Inc.

East Point Flowers On Main
 Street
 Richard E. Entzeroth
 Paul E. Haffey
 Fred B. Hartmann
 N.G. Heimos Greenhouses
 Andrew A. Higgins
 Norah T. Hunter
 Juanita O. Johnston
 Jost Greenhouses

Dr. John W. Kelly
 Dr. David Koranski
 Jerry K. Miller
 Dr. H. Brent Pemberton
 Rheba's House Of Flowers
 Romaggi's Wholesale
 Dr. Kenneth C. Sanderson
 Tinga Farm
 Dr. Thomas C. Weiler
 Windes & McClaughry

Contributors Through FTD Clearing House

- | | | |
|---------------------------------------|---------------------------------|---------------------------------|
| A Little Something | Clark Street Florists, Inc. | Flowerland |
| A Sweet Touch Florist | Clark's Flowers | Flowerland Florist |
| Acacia Flower Shop, Inc. | Clarks San Luis Obispo | Flowers Galore |
| Accent Florist | Claudia's Flowers | Flowers and Gifts by Barbara |
| Adam's Florists, Inc. | Clayton's Floral & Garden | Flowers by Colette |
| E.R. Adgate & Son Florist | Cleveland The Florist | Flowers by Dick Lee, Inc. |
| Aiea Florist | Coalinga Floral | Flowers by Goz, Inc. |
| Albert's Flowers & Greenhouse | Colonial Florist, NH | Flowers by Hansen |
| Aldrich Floral Studio | Colonial Florist, NY | Flowers by Jean Ann |
| Aloha Florist | Colonial Flower Shop | Flowers by Voyer, Inc. |
| Altman's Flower & Gift Box | Colonial House of Flowers, CA | Forte's Flower Patch |
| Altus Floral Co. | Colonial House of Flowers, NJ | Foster's Flowers |
| Ann's Florist & Greenhouse | Conway Palms Florist | Four Seasons Florist |
| Annandale Florist & Nursery | Marshall T. Cooke | Foushee Florist |
| Anthony's Florist & Gifts | Cottage Flowers, Inc. | Fran's Florist |
| Arlene's Flowers | Country Thickets, Ltd. | Frances Flower Shop |
| Art Floral | Coy Kendall Flowers, Inc. | William J. Franklin |
| Audrey's Flower Shop, Inc. | Crevasse's, Inc. | Fred's Flowers and Gifts |
| Aurora Village Florist | Crouthamel Flower Shop | Freeman's Florist, Inc. |
| BO-TY Florist, Inc. | Crown Heights Florist | Fussell Florist, Inc. |
| Backmann Florist | Cupertino Nursery & Florist | Gable's Florist & Greenhouse |
| Balch's Flowers | Cypress Gardens Flower Shop | Galeton Greenhouses |
| Ball-Park Floral | Dahl's Floral Gardens | Gali's Flower & Garden Center |
| Barbara's Blossom Shop, Inc. | Dalsimer, Inc. | Garden City Florist |
| Barth's Florists | David's University Florist | Garrison Hill Greenhouses |
| Beatty & Sons Florist | Davis Florist | George's Flower Shop |
| Becks East Peoria Florist | Shirley Dean's Flowers | Gig Morris Belmar Florist |
| Bird's Nest Florist | Demmie Blackistone & Associates | Gilliam's Florist of Greensboro |
| Blair's Florist Shoppe | Dicks Flowers, Inc. | Ginza Florist & Gift Shop |
| Blossom Shop Florist, TN | Ralph Dillon's Flowers | Girton's Flowers & Gifts |
| Blossom Shop Florist, TX | Dodge the Florist, Inc. | Glen Terrace Flower Shop |
| Bortmas the Butler Florist | Edelweiss Floral | Glidden Campus Florist |
| 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. |
| Bouquet Boutique, Inc. | Elizabethtown Florist | Green Bay Floral & Greenhouse |
| Boyntons Greenhouse | Elmwood Florist, Inc. | Green Leaf Florist |
| Brandywine Flower, Inc. | Emling Florist | Greenspoint Florist |
| Brenham Floral Co. | Emma's Flowers & Gifts | Greenwald's Greenhouses |
| Broadmoor Florist | Empire Florist | Haberkamp's Flowers |
| Brown's Flowers | Erickson's, Inc. | Hall & Di Maria Flower Shop |
| F.C. Bruns & Sons | Eubank Florist | Halliwell's Florist |
| Buckingham Florist, Inc. | Eve's Flowers, Inc. | Hamill Floral |
| Buds 'n Bees | Evelyn's Flowers | Hanna's Florist |
| Buell Florist & Greenhouse | Everett Mall City Floral | Hansens Flower Shop, Inc. |
| Burgevin Florist | Feeney Florist | Harold's Flowers |
| Burn's Flower Shop | Fellys, Inc. | Harrisons' Flowers |
| Burns Floral Co. & Greenhouse | Ferrari Florist Gifts | Hart Floral |
| Busse & Rieck Sunnyside
Greenhouse | Festus Flower Shoppe | Hemmerly's Flowers & Gifts |
| Butterfield's Hyatt Regency | Fields Flower Shop | Henderson's Flower Shop |
| Cable Car Florist | Floden's Florist | Heritage Flowers |
| Casa Trias Florist | Floral Arts | Hibbard's, Inc. |
| Cason's Flowers & Gifts | Floral Creations, Inc. | Hillside Florist |
| Charles The Florist | Floral Images | Hilltop Florist |
| Chars Flowers, Inc. | Florist Atlanta | Holmes-McDuffy Florist, Inc. |
| Chester's Flower Shop &
Greenhouse | Floristically Yours Flowers | Harold Hoogasian Flowers |
| Christell's Flower, Inc. | Flower Basket, CA | House of Flowers |
| Christensen the Florist | Flower Basket, MO | House of Flowers Greenhouse |
| Christoffers Custom Flowers | Flower Basket Greenhouses | Hrnak's Flowerland, Inc. |
| Chula Vista Florist Co. | Flower Bowl & Gift Shop | Hunkele |
| Cinderella Flower Shop | Flower Fair | Hutchinson's Flowers, Inc. |
| City Floral Shop | Flower Lane Florists, Inc. | Ice House Flowers, Inc. |
| Clair's Flower Shop, Inc. | Flower Palace of Winter Haven | Inglis University Florist |
| | Flower Parlour | Issaquah Floral & Gift Shop |
| | Flowerette | Jan's Flower Affair |

Emily Jaynes Flowers, Inc.
 Jean's Flower & Gift Shop
 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
 Lafleurs Flower & Gift Shop
 Lee's Flower & Gift Shop
 Robert A. Lehde Florist
 Lenores Florist
 Leshner's Flowers, Inc.
 Lige Green Flowers & Gifts
 Lilly's Flowers
 Little Mountain Flowers
 Log Cabin Florist
 Lombard Floral Co.
 Longmont Florist, Inc.
 Lorbeer's Flower Shoppe
 Lord's Flowers
 Los Alamitos Florist
 Lumberton Floral Co., Inc.
 M'Lady'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
 Matles 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
 Millard Greenhouses
 Miller's Florist
 Minton's Flowers
 H. Mormile & Sons
 Mueller's Flower Shop
 Murphy Florist & Gifts
 Nature Nook Florist
 Neponset Florist, Inc.
 Newtown Square Flower Shop
 H.J. Nielson Florist
 North Liberty Flower Shop
 Northside Floral

Norwalk Florist
 Novak Flowers, Inc.
 Bill O'Shea's Florist
 Olde Village Flower Shop
 Bob Olin's Flowers
 Olympia Florist, Inc.
 Original Anna Catanese
 Osborne's Florist
 Oscoda Floral
 Our Creations Florist
 Owens Flower Shop, Inc.
 Parmentier's 9th St. Floral
 Paul's Flower and 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
 Placerville Flower Shop
 Plaza Flowers, AZ
 Plaza Flowers, IL
 Lee 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
 Riedel's Flowers, Inc.
 Riverside Florist & Gifts
 Riverside Greenhouses, Inc.
 Riverview Florist
 Robbins Flowers
 Rockcastle Florist
 Rockville Florist
 Rocky Ford Floral
 E.L. Rocquin Florist & Grnhs.
 Robert Rogers Florist
 Rosaia Brothers Floral
 Rose Glen Florist, Inc.
 Rose's Florist, Inc.
 Rosie's Florist & Gift Shop
 Rothermel Flowers & Gifts
 Harold A. Ryan, Inc.
 Sam's Flower and Gift Shop
 San Rafael Floral Company
 Santa Rosa Flower Shop
 Schmidt's Flowers
 Scott Florist
 Sea Tac Flowers
 A.W. Seeley & Son
 Seifert's Floral Co.
 Shady Lawn Florist & Greenhouse
 Silk's Flower Shop
 Simi Valley Florist
 Smith Floral Co.
 Marion Smith Florist
 Smith's Greenhouses, Inc.

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

Endowment Club

The Endowment Club was established to recognize contributors of \$10,000 or more, those who pledge to complete this amount within ten years through cash donations, provide a bequest in their will, or take out a \$30,000 whole life insurance policy. Endowment Club members as of December 1991, follow:

A & W Glads, Inc.	Frazee Flowers, Inc.	A.N. Pierson, Inc.
Bob and Betty Abrams	J.P. Freund, Inc.	Pittsburgh Cut Flower Co.
American Floral Services, Inc.	Gallup & Stribling Orchids, Inc.	Plant Marvel Laboratories
American Florist Exchange	Pete Garcia Company	Rainbow Flowers, Inc.
American Oak Preserving Co.	Pete Garcia Co. Sales Staff	A.L. Randall Company
Armellini Express Lines, Inc.	Gelco Internacional, SA	A.L. Randall Co. Salesmen
Asocolflores/Colombia Flower Council	Bob Gilmore Company, Inc.	Jack W. Redditt
Associated Cut Flower Co., Inc.	Grace-Sierra Hort. Products Co.	Reeves Floral Products, Inc.
Bachman's, Inc.	The Green Thumb, Inc.	Ribbon Narrow Fabric Co.
Geo. J. Ball, Inc.	Greenleaf Wholesale Florists, Inc.	San Diego County Flower Assn.
Bay City Flower Co.	Gude Brothers Co.	Betty Sapp
Bay State Florist Supply	O. Ben Haley, Jr.	Shinoda Floral Co.
Larry Beck	Hall Affiliates	Claymore C. Sieck, Inc.
Behnke Nurseries Co.	Robert R. Hall, Inc.	Sluder Floral Co.
Gordon Boswell Flowers, Inc.	David E. Hartley	Smithers-Oasis
Albert H. Burki Foundation	The John Henry Company	Society of American Florists
CCC Associates	The John Henry Co. Salesmen	So. California Floral Assn.
CFX, Inc.	Highland Supply Corp.	Southern Floral Co.
R.J. Carbone Company	E.G. Hill Company	Speight Associates, Ltd.
Oscar G. Carlstedt Co.	Don and Kay Hook	Strange's Florist, Greenhouses and Garden Center
Century Florist Supply Co.	Roy Houff & Co., Inc.	Stuppy Family Foundation
Chicago Florist Supply Co.	Hungnong Seed Co. Ltd.	Sunburst Farms, Inc.
The Clapgood Companies	Irwin Greenhouses, Inc.	Sunnyside Nurseries, Inc.
Cleveland Plant & Flower Co.	Jacobsens Flowers	Bill Suyeyasu Whlse. Florist, Inc.
Conner Park Florist, Inc.	Wm. F. Kasting Co.	Syndicate Sales, Inc.
Conroy's, Inc.	Kennicott Brothers Co.	Harry Tayama
Continental Farms	Lansing Florists Exchange	Larry Teitel
Creative Distributors, Inc.	Lehrer's Flowers	Teleflora, Inc.
Delaware Valley Wholesale Florist, Inc.	Leider Horticultural Companies	John L. Tomasovic Sr. Florist, Inc.
Robert C. and Libby Dewey	Lincoln Wholesale Florists, Inc.	Twin City Florist Supply, Inc.
Dillon Floral Corp.	William A. Maas	Twiford Plant Laboratories, Inc.
John Henry Dudley	Mainland Nursery, Inc.	United Wholesale Florists, Inc.
DWF Wholesale Florists	Malmberg's, Inc.	Van's, Inc.
Elisabeth Ecke	Manatee Fruit Company	Jerome Wagner
Paul Ecke Poinsettias	Matsui Nursery, Inc.	Washington Bulb Co.
Walter J. Engel, Inc.	McGinley Mills, Inc.	Weatherford Farms and Greenhouses
Euser's Greenhouses, Inc.	McShan Florist, Inc.	Milton Weiss
The Exotic Gardens, Inc.	Mellano & Company	Olin Wetzel
Fall River Florists Supply Co.	Mikkelsens, Incorporated	WFR, Inc.
Fred C. Flipse	Mt. Eden Nursery Company	Wholesale Florists and Florist Suppliers of America
Florafax International, Inc.	Mueller Brothers, Inc.	Harold S. Wilkins
Floralife, Inc.	Nelson and Holmberg	Wilsey-Bennett Co./Floral Trans. Div.
Florists' Mutual Ins. Co.	Northwest Florists' Assn.	Wolfe the Florist, Inc.
Florists' Transworld Delivery Association	Nurserymen's Exchange	N.H. Wright, Inc.
<i>Flower News</i>	Oliver & Thompson, Inc.	Yoder Brothers, Inc.
Flower View Gardens	Pajaro Valley Greenhouses, Inc.	Zelienople Greenhouses
Four Farmers, Inc.	Park Floral Co.	
	Paul's Wholesale Florists	
	Pennock Company	
	L. Piazza Wholesale Florists	

Projects and Grants

1991 Research Projects

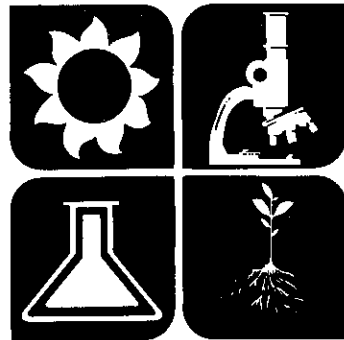
Semi-annual progress reports are required on all Endowment sponsored research projects, with final reports to be submitted upon completion of the work. The purpose of the progress reports is to enable the Trustees and the public to stay abreast of the status of projects, and to assure that objectives 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 1991 projects with objectives and some anticipated benefits identified. A total of \$420,513.00 was allocated.

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



Research is the key to successfully coping with the range of emerging issues that have a bearing on any agriculture-related business.

Breeding

- *Breeding New Hippeastrum Cultivars Using Diploid Species*, Dr. Alan W. Meerow, University of Florida; \$10,000. In its second year of Endowment sponsorship, this amaryllis breeding program can benefit the industry by introducing novel strains of a proven crop, including pot plants, cut flower and landscape cultivars, and by expanding domestic amaryllis production in the United States.

Economics

- *Flora-Stats, \$110,000*. This industry-wide statistical information and data base was initiated by the Endowment following the National Research Priorities Summit held in 1987, during which this was identified as the number one need. Flora-Stats is an industry-wide data and information base for the floral industry. See page 40 for additional information.

New Crops

- *SAF/USDA/Endowment New Crops Programs, Florist and Nursery Crops Lab, USDA, Beltsville, Maryland; \$30,000*. This major effort began in 1984 with a five-year matching funds agreement signed by the Endowment on behalf of the industry with the United States Department of Agriculture. In continuing efforts, a second five-year agreement was signed in 1989. The purpose is to develop new floricultural crops and improved methods of production.

Pest Management

Pest Management was identified as the number two priority at the Endowment Research Priorities Summit. With the public's increased interest in and awareness of environmental issues, this work becomes more significant daily. The overriding objective of research in this area is to formulate practical alternatives to pesticides and still provide for the production of a high quality product.

- *Evaluation of Trichoderma Harzianum for Rhizosphere Competency in Plug Production of Selected Bedding Plants*, Dr. John M. Brown, University of Missouri; \$5,940. Many species of trichoderma (fungus) are known to control some soil-borne plant diseases and stimulate plant growth. This research investigates the competency of trichoderma in plugs and then in cellpacks and containers after transplanting.

- *The Effect of Modifying the Microenvironment Among Geranium Stock Plants within a Greenhouse on Botrytis Blight and Sporulation of Botrytis Cinerea*, Dr. Mary K. Hausbeck, Michigan State University; \$11,300. This research aims to develop pathogen-free planting stock and computerized plant growth optimization strategies. Benefits include a cost-effective, high quality product delivered in the quantities wanted and at the time they are wanted.

- *Developing Temperature Regimes to Limit Whitefly and Aphid Population Growth*, Dr. John E. Erwin, University of Minnesota; \$10,213. The use of temperature to control plant growth has received considerable attention. Could such information be applied to pest control? This is the main objective of the work proposed — to determine how day/night temperature regimes affect the rate of development and the reproductive potential of whitefly and aphids.

- *Analysis of Spray Application Methodology for the Greenhouse*, Dr. Ken Giles, University of California, Davis; \$5,000. In its second year of Endowment sponsorship, the researcher is investigating the feasibility of using electrostatic applications of biorational materials (oils, soaps, botanical insecticides, etc.) to control insects and mites.

- *The Development of Integrated Pest Management in Floriculture*, Dr. Michael Parrella, University of California, Davis; \$41,880. In its fourth year of Endowment sponsorship, this major project covers a

broad range of insect and mite pests attacking major floriculture crops in the United States. 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 (sweet-potato and greenhouse) and western flower thrips.

- *Control of Tomato Spotted Wilt Virus in Floral Crops*, Dr. James W. Moyer, North Carolina State University; \$35,280. Loss of crops due to this virus is well-documented worldwide. NC State currently has the only lab in the United States with a major research effort directed at the control of TSWV-I type. Initial work identified a previously unrecognized strain and made antisera available to the industry. Current work is leading to the development of resistant cultivars. This project is in its third year of Endowment sponsorship.

- *Plant Resistance as Part of IPM for Whiteflies on Floral Crops*, Dr. John P. Sanderson, Cornell University; \$22,750. In its first year of Endowment sponsorship, the project leader is in frequent

communication with Dr. Parrella at UC Davis (project leader for the IPM program) to assure complementary efforts and minimize overlap. Whiteflies are known to be one of the most serious pests of floral crops. The goal of this research is to aid in their control with less insecticides, and possibly generate useful information in breeding for resistance.

- *Production Program for Virus-free Alstroemeria*, Dr. Robert Langhans, Cornell University; Dr. Mark Bridgen, University of Connecticut; Dr. Richard Craig, Pennsylvania State University; \$20,000. According to the literature, practically no research has been done in the United States, and little elsewhere, examining alstroemeria viruses. This project's objectives are to determine if a virus is associated with the deleterious symptoms observed in a new variety developed through a previous Endowment grant; to develop a virus indexing therapy system for alstroemeria; and to develop a production system for growing and maintaining pathogen-free stock plants.



Members of the SAF Research Committee meeting in Arlington, Virginia, October, 1991: Standing left to right, Juan Mejia, Chairman David Niklas, Gary Gallup, Staff Executive Steve Daigler. Seated left to right, Dr Richard Craig, Margery Daughtrey.

The ultimate impact of research is found with the consumer who receives greater satisfaction that will encourage continued use.

Post Production Studies

It has long been estimated by knowledgeable scientists that greater losses of plants and flowers occur after harvest during the transport and marketing period than occurred during production in the field or greenhouse. Endowment objectives include this area of research as well as improved production practices.

- *Post Greenhouse Evaluations of Forced Bulbous Plants*, Dr. Terril A. Nell, University of Florida and Dr. August A. DeHertogh, North Carolina State University; \$11,000. In its third year of Endowment sponsorship, this project aims to establish a comprehensive data base to determine the effective home-life of selected forced bulbous and tuberous flowering potted plants. Success will provide the industry with proper data for marketing and utilization of these plants, resulting in increased consumer satisfaction and expanded sales.

- *Physiological and Hormonal Factors Related to Longevity of Flowering Potted Plants*, Dr. Terril A. Nell and Dr. James Barrett, University of Florida; \$14,500. In its fourth year, this project focuses on relating physiological parameters (photosynthesis, dark respiration, carbohydrate levels) to increased longevity of flowering potted plants, and evaluating the effects of exogenous growth substances on extending the longevity of flowering potted plants.

Production Technology

As a research area, production technology in the United States received considerable attention between the end of WWII and the 1980s. In the last decade, research facilities abroad apparently have moved ahead in making technological advances. An example of this can be related to a variety of *Brodiaea*. Native to North America, particularly known in the northern California-Oregon areas, most of

these cut flowers sold in the U.S. are imported from the Netherlands.

- *Year-Round Flowering of *Triteleia Laxa* "Queen Fabiola" with Ethylene Treatment*, Dr. Susan S. Han, University of Massachusetts; \$7,300. This project could benefit the floral industry by introducing a "new" profitable crop to U.S. growers (*Brodiaea*), reducing the production costs for each flower thereby saving costs for retailers and, ultimately, the consumer, and allowing the U.S. grower to provide the crop year-round.

- *Growth Regulator Effects in Seed Propagated Tuberous Begonias*, Dr. Meriam G. Karlson, University of Alaska; \$4,500. The "non-stop" cultivars of tuberous begonias became popular during the 1980s as potted plants, bedding plants and hanging baskets. Since most of the growth regulation recommendations for this variety are based on another, although close, variety, work needs to be done here on plant performance after planting outside to assure consumer satisfaction and continued use.

- *Thermodynamic Balance for Promoting *Alstroemeria* Production*, Dr. Douglas Hopper, Colorado State University; \$10,650. This study proposes simplified closed and open systems designs for cooling media temperature to enable control of *alstroemeria* production. Benefits to the industry include advantages to the U.S. grower for competing with increasing imports.

- *Floriculture Environmental and Modeling Research*, Dr. John Biernbaum and Dr. Royal D. Heins, Michigan State University; \$39,000. This project will define changes in irrigation and fertilization practices with a view toward improved water quality, and it will continue investigations into understanding how temperature and light can be used to regulate plant growth. In its third year of Endowment sponsorship, results in each area of the project will likely have both immediate and long-term benefits for the entire floral industry.

1991 Education Projects

With constantly developing knowledge and technology, the floral industry has become much more complex. Attracting personnel has sometimes been difficult, and competition from other industries, even within the agricultural community, has always been a formidable factor. In an effort to bring a focus to the floral industry as a career, the Endowment has sponsored a number of education programs for many years. The largest investment has been in the Mosmiller Scholar Program.

Mosmiller Scholar Program, \$12,000. A combination internship-scholarship program sponsored since 1975, this effort seeks to provide selected, motivated university students enrolled in four-year floriculture/environmental horticulture degree programs with a quality, paid professional training experience as well as a monetary grant upon completion of the internship. (At a recent Trustees meeting the grant was increased to \$2,000, and the number of students who may be selected annually decreased from ten to six.)

Since inception, more than 180 students have become Mosmiller Scholars. In a survey several years ago it was learned that about 70 percent of the scholars were working full time in the floral industry or some related field such as teaching. See page 42.



Representing three of the four sponsors of the FFA National Floricultural Proficiency Award, including the Endowment, John L. Tomasovic, Sr., John L. Tomasovic, Sr. Florist, St. Louis, Missouri, Congratulates the 1991 winner, Daniel A. Ross, Canby, Oregon.

Other education commitments include:

- reprinting the SAF "Careers in Floriculture" brochures, \$6,500;
- sponsorship of the SAF Floricultural Booth at the annual National FFA Convention, \$2,000
- sponsorship of one scholarship through the FFA Foundation for floriculture study at the university level, \$1,000;
- one-quarter sponsorship of the National Floriculture Proficiency Annual Award through the FFA Foundation, \$4,200;
- co-sponsorship of the Annual Intercollegiate Flower Judging and Floral Design Contest, \$4,500
- support for the American Horticulture Therapy Association, \$500; and
- support for the National Junior Horticulture Association, \$500.

Recognizing that professional educators in the United States, including persons with research, extension and teaching responsibilities, need to periodically exit their home universities/research centers for professional improvement and renewal purposes, the Endowment established a Sabbatical Leave Grant program several years ago. Foreign sabbaticals are encouraged and given preference with the expectation of adding to the U.S. knowledge base. While no grants were made this year, two grants of up to \$7,500 may be available annually. Nine academicians have thus far received some funding.



Kimberly Morris, Troy, North Carolina, winner of the \$1,000 FFA Scholarship sponsored by the Endowment. She is studying agricultural education at North Carolina State University.

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

Flora-Stats, the industry wide data and information base started by the Endowment in late 1988 in response to the 1987 Research Priorities Summit, continues to grow and expand. The current objective of the program is to create segment statistics as building blocks toward establishing this base. At present the program is three-fold — Wire Services Deliveries Study, Wholesalers Statistics Study and a study of imports through the Association of Floral Importers of Florida members. In 1992 the Endowment plans to add a consumer research study to further expand the existing data base.

The first study to begin was the Wire Services Deliveries Study. The study consists of monthly gathering of wire service delivery statistics including number of deliveries, total amount of deliveries, average value of deliveries, and percentage of change from the previous year, both for the United States and the nine U.S. Census Regions. The past three years data of the Wire Service Deliveries have shown:

Wire Service Deliveries Industry Estimate			
	Dollar Sales (000)	Total Number of Deliveries (000)	Average Value of Delivery
1988	\$907,548.1	30,053.5	30.20
1989	\$961,574.9	30,639.8	31.38
1990	\$1,003,063.4	30,850.9	32.51

The second study in the program was the Wholesalers Study, an annual survey of wholesale facilities measuring the movement of fresh cut flowers and greens through floral wholesalers. Information gathered includes gross sales, channel of distribution, employment level, and gross dollar sales per employee. Data is reported both in composite summary for the United States and by the nine U.S. Census Regions. The 1988-1989

Wholesaler Statistics Report showed a total increase of 5.7% in gross dollar sales of perishable product. The Non-Traditional Retail Florist (supermarkets, etc.) channel of distribution showed a greater percentage of change than the Traditional Retail Florist.

The Importers Study collects data weekly on fresh cut flower shipments through the Association of Floral Importers of Florida members. Information includes units and dollar values of 26 major product categories. At this time, information is unavailable for publication.

The Consumer Research Study has been requested repeatedly at Endowment sponsored meetings. The Endowment Board of Trustees approved this study at their November, 1991, meeting and allocated \$50,000 to get the project underway. Other industry organizations will be solicited for input and financial support.

The results of these studies are published annually in the **Floral Industry Statistics Report**. The most recent report was pub-

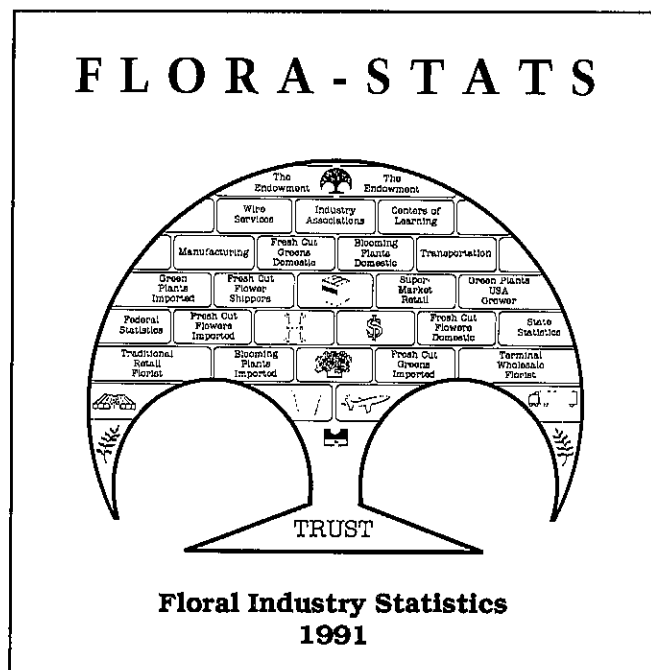
lished in July 1991.

The long term objective of creating an industry wide data and information base requires more studies as well as an integration of statistics already available. The first step was to identify and explore existing reports and the information each contained. An annotated bibliography was developed listing methodology, formats, and type of information contained in both government reports and independent, organizational, and cooperative reports. This is an ongoing project. New reports are added as they are located and reviewed.

The second step is to verify the reliability of each of the reports and identify how the reports may be consolidated to provide additional data.

The third step is to determine additional information needs and design methods and formats to gather this information.

With these objectives in mind, the Florastats program will continue to grow and expand. With each new study, the industry continues "Together to Gather."



Total 1991 Grants \$420,513

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 \$2000 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 six became Mosmiller Scholars during 1991:

1991 Mosmiller Scholars

Randy Allamand
University of Wisconsin, River Falls
Trained: Manatee Fruit Company
Palmetto, FL



Randy Allamand

Sarah Bradeen
North Carolina State University
Trained: Bachman's Inc.
Minneapolis, MN



Sarah Bradeen

Kenneth Pride
University of Florida
Trained: Tagawa Greenhouses
Brighton, CO



Kenneth Pride

Heidi Schrott
Michigan State University
Trained: Flower View Gardens
Los Angeles, CA



Heidi Schrott

Jennifer Stuart
University of Missouri
Trained: John L. Tomasovic Sr. Florist
St. Louis, MO



Jennifer Stuart

Tamara Wentzel
The Pennsylvania State University
Trained: Charles F. Kremp 3 Florist
Philadelphia, PA



Tamara Wentzel

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 1961-1991

Research

University of Alaska	\$8,500
University of Arizona	7,200
University of California, Davis	250,265
University of California, Riverside	261,680
Clemson University	9,250
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	227,160
Flora-Stats	274,600
University of Florida	215,100
The Florida Agricultural Research and Education Center	65,500
University of Georgia	11,000
University of Hawaii	10,500
University of Illinois	36,500
Kansas State University	26,000
University of Massachusetts	21,500
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	293,600
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	102,800
The Ohio State University	110,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	138,792
Purdue University	16,500
Rutgers	9,000
Society of American Florists	66,500
Texas A&M University	9,250
United States Department of Agriculture	377,500
•Florists & Nursery Crops Lab (327,500)	
•National Agricultural Library (50,000)	
Virginia Polytechnic Institute & State University	57,500
Washington State University	17,700
University of Wisconsin	26,700
University of Wisconsin Medical College	15,000
WF&FSA	2,500

Total \$3,016,988

Education

Academic Advisors for SAF Research Committee and Endowment	\$45,000
American Horticultural Therapy Assn.	4,500
ASHS Symposium	500
ASHS Floricultural Education Group Workshop	1,136
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	15,700
FFA Floriculture Scholarship	5,000
FFA Floriculture Proficiency Award	21,900
Intercollegiate Flower Judging Contest	8,200
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploration Trip to Holland	1,000
Mosmiller Scholar Program	124,800
National 4-H Council	10,000
National Junior Horticulture Assn.	5,000
Profile objectives/guidelines for modeling	5,000
Publication ISHS Floricultural Workshop Paper	850
Sabbatical Leave Grants (9)	53,750
Smithsonian Institution	25,000
Society of American Florists	65,249
Symposium on Role of Horticulture in Human Well-being/Social Development	4,000
Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2)	12,000
Total	\$444,085

Total Research & Education Grants 1961-1991 - \$3,461,073

AMERICAN FLORAL ENDOWMENT

Building the future through Research and Education

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.