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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 Camclot 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.
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

Trustees Emeriti

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

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

Executive Vice President
Betty Abrams
Edwardsville, Illinois
Statement of Assets

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

Earnings & Disbursements

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance</td>
<td>$ 170,739.51</td>
<td>$ 135,509.32</td>
</tr>
<tr>
<td>Income:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dividends</td>
<td>72,463.03</td>
<td>55,210.88</td>
</tr>
<tr>
<td>Interest</td>
<td>211,953.17</td>
<td>211,822.10</td>
</tr>
<tr>
<td>Designated Contributions</td>
<td>148,629.00</td>
<td>201,026.62</td>
</tr>
<tr>
<td>Allocation of Capital Gains</td>
<td>116,895.82</td>
<td>22,942.98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 720,680.53</strong></td>
<td><strong>$ 626,502.90</strong></td>
</tr>
</tbody>
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Disbursements:

<p>| | | |</p>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Bank Management Fees</td>
<td>$ 46,196.24</td>
<td>$ 31,278.81</td>
</tr>
<tr>
<td>Grants</td>
<td>518,383.86</td>
<td>424,484.58</td>
</tr>
<tr>
<td><strong>Balance</strong></td>
<td><strong>$ 156,100.43</strong></td>
<td><strong>$ 170,739.51</strong></td>
</tr>
</tbody>
</table>

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
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.
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
Loney
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
Some Century Dinner XV Guests

Tom Hession, Chuck Johnson

Del Demaree, Bob Dewey, Steve Otte

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

Dr. and Mrs. Carl Gortzig

Larry Shinall, Buddy Lear, “Sonny” Crapps III, Bob Juska
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) Ecke

Tom and Lila DiCario

Margie and Bob Meinders

Gene and Evelyn Yoshihara, June and Ken Tagawa

Virginia Estes, Felix Ankele

Pepe de la Torre, Samantha and Lorenzo de la Torre
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.
Tributes

Tributes are available to honor individuals, families and companies. Tributes provide a tangible way of expressing care, saying thank you for a friendship or acknowledging a customer.

A minimum contribution to the Endowment of $500 is required to establish a tribute. Once established, additional contributions in any amount may be received. The family or corporate entity is always notified.

Corporate Tributes

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

Bay City Flower Co.
Half Moon Bay, CA
Clackamas Greenhouse
Aurora, OR
Frank Cieslak & Sons, Inc.
Evanston, IL
R.O. Cowley Wholesale Florist
Pittsburgh, TX
Burdette Coward & Co., Inc.
Punta Gorda, FL
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
Springfield, 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
Milwaukee, WI
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.
Charles Barr
I.W. Bianchi
† Z.D. Blackstone
Louis J. Brand
† Albert H. Burki
Delmar E. Demaree, Jr.
Robert C. Dewey
John Henry Dudley
† Paul Ecke, Sr.
† George Elliott
John O. Finn
Frank Fredenhagen
† John W. & LaVerne B. Giles
Hazel Grill
O. Ben Haley, Jr.

• Donald E. Hook
† Howard J. Hook
† Francis Hopper
† Joe Hopper
Dan Irons
Martha J. Keller & Herbert Rothwell
† Harrison Kennicott, Jr.
L.R. “Bud” Kintzele
John Knipe
† Leonard Koehler
† Prof. Alex Laurie
Elma Lundahl
Edward & Grace Lutey
Robert L. Orth
Euliah Overmeyer

† Samuel S. Pannock III
Gustav H. Poesch
Jack W. Redditt
Kenneth Royer
Mel Schwanke
R.H. “Hank” Sciaroni
† Kenneth F. Short
† E.G. Thornton
† Erwin H. Weder
Milton M. Weiss
Olin A. Wetzel
J.F. Wilcox Family

† Deceased
• Established in 1991

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 Baxter
Matthew Bartindale
Andrew Benson
Richard L. Benton
Harry Bernard
J. Elmer Betty
Henry J. Betz, Sr.
Clarence J. Bickes
Daryl Borden
Frank Brautigam
Tommy Bright
Irma F. & W.E. Callaham
Robert Callahan
Oscar G. Carlstedt
Denis R. Callaghan
Roman J. & Florence A. Claproom
Bertha Spence Cook
William Coy Kendall
James Crissay
W.L. Crissay
Raymond B. Crowley
Annie H. Gooch Darbee
Robert Eugene Darbee
Roger Davidson
William E. DeLoache
Mrs. Fern Demaree
• Bette Deprez
Nicola & Pasquale DeSantis, Sr.
Ira Doud
Eugene R. Domm
Floyd B. Dreher
Donald Dunbar
Magdalena Ecke
• Paul Ecke, Sr.
Austin S. Edgar
Walter J. Engel, Sr.
Clyde Eperson
Albert Ferris
Pete Franconi, Sr.
John Furrow, Sr.
Irving B. Garber
Joseph A. Garcia, Sr.
Walter Gardner
D.S. Geddes, Sr.
John W. & Laverne Giles
Walter Gills
John Patrick Glass, Jr.
Louis B. Glick
Romaine Glisson
John G. Gloyd
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 Jana Knecott
Jack Rhodes Kervan
Leland T. Kintzele
Louis Kintzele
D.C. Kiplinger

Bette Deprez
Paul Ecke, Sr.
Kiyok Kitayama
Masuko Kitayama
Electra Koehler
Jerome Krivit
Paul Krone
Yoko Kuromi
Kenneth Lawlor
John Liesveld
John R. McGinley
Bertrand G. McGinnis
Wake McLellan
Melvin Mack
Ed Manda
George Mangi, Sr.
Gurney Mann
Joseph T. Markow
Mary Ann Markwood
Jack Mayesh
Joseph Merritt, Sr.
W.J. Messmer
Richard V. Mikeseell
Mary M. Mikuriya
William G. Minich, Jr.
Stanley C. Minshull
Jim Morrell
Leon Moskateal
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
Harriahh Niday
Ross Nielsen
Kenneth Noppe
Mr. & Mrs. Albert
Oelschig, Sr.
Pep Patterson
Charles F. Pennock
S.S. Pennock III
S.S. Pennock, Jr.
Harry L. Peters
Peter B. Pfahl
Priscilla Fergusson
Phelps
Leno Piazza, Sr.
Andrew A. Pierson
Albert Pochelon
Oswald Preuss
Peter Pugliese
Harvey 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 Suye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimming
William Strickland
Albert Stumph
Nail Wade Stuart
Leo Stuhldreher
Frank X. Stuppy
Daniel V. Sugrue
Shizuho George Suyenayasu
Walter F. Swartz
Josephine & Anton
Sykora
Fred M. Tayama
Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles "Bob" Tryon
John Tufo
Barbara Euser Van Namen
Tony Van Namen
Vincent Vanni
John H. Walker
Adolph "Ade" Weberg
Erwin Weder
Herbert R. Weder
Robert Weinman
Harry Weland
Paul E. Weiss
James C. Welch
Fred Wesemeyer
June Wesemeyer
Joseph C. Wetzal
Judy Wetzel
George V. Wiencehoever
& 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:

<table>
<thead>
<tr>
<th>Designation</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Builders</td>
<td>$25,000 and above</td>
</tr>
<tr>
<td>Benefactors</td>
<td>$20,000 to $25,000</td>
</tr>
<tr>
<td>Patrons</td>
<td>$15,000 to $20,000</td>
</tr>
<tr>
<td>Founders</td>
<td>$10,000 to $15,000</td>
</tr>
<tr>
<td>Protectors</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Guardians</td>
<td>$2,500 to $5,000</td>
</tr>
<tr>
<td>Vanguards</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Sentinels</td>
<td>$500 to $1,000</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$100 to $500</td>
</tr>
<tr>
<td>Givers</td>
<td>under $100</td>
</tr>
</tbody>
</table>

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.
Asocoflores/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 Metnders, American Floral Services, Inc., receiving The Platinum.
Builders

American Floral Services, Inc.
Asocoflora/Colombia Flower Council
Association of Floral Importers of Florida
Bachman's, Inc.
Geo. J. Ball, Inc.
Arthur Biome Estate
Albert H. Burki Foundation
Oscar G. Carlstedt Co.
Century Florist Supply Co.
The Clapboard 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.
Mikkelsens 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 Fst., Ghsn. & 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.
Fairytales Follies
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 Whise.
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
Armalings 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.
Contoy’s Inc.
Contoy Wholesale Florist
W.J. Cowee, Inc.
Del Rey Plastics
Dillon Floral Corporation
John E. Drumm
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 & Stirling Orchids, Inc.
Pete Garcia Co. Sales Staff
Garcia Group
Glend-A-Way Gardens
Golden State Bulb Growers
Graze-Sierra Hort. Prods. Co.
Groen Rose Co.
O. Ben Haley, Jr.
Mr. & Mrs. Donald Hook
Claude Hope
Roy Hoover & Co. Inc.
Robert E. Johnson
Wm. F. Kasting Co.
G.R. Kirk Co.
Ray Kidayama
Klepac Brothers Greenhouses,
Inc.
Lansing Florists Exchange
Leider Horticultural Companies
Victor Levy
Lincoln Wholesale Florists, Inc.
Lynchburg Wholesale Floral
Corp.
Mainland Nursery, Inc.
Malmbergs, 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
Ogives Ltd.
Oregon Roses, Inc.
Pajaro Valley Greenhouses, Inc.
Plant Marvel Laboratories
Redbook Florist Services
Regency International Bus. Corp.
Roy's Flowers, Inc.
Sakata Seed America, Inc.
Robert Saunders & Co.
Shinoda Floral Co.
Stimming Flowers
Sunshine State Carnations, Inc.
Takawa Greenhouses, Inc.
Dr. Harry K. Tagaya
Twin City Florist Supply, Inc.
United Wholesale Florists, Inc.
Valent U.S.A. Corporation
Voeters 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 DiCario, Floral & Nursery Times; Elisabeth (Jirix) Ecke, for Jirix 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
Balsch & Skinner, Inc.
Bartz Viviane Florists
Berthold-Grisby, Inc.
Berwick Industries, Inc.
John L. Bodette
Branch-Smith Publishing Co.
Buchbinder Bros.
California Florida Plant Co.
California Flower Market, Inc.
Callaham Wholesale Florists, Inc.
Calvert Wholesale Florists, Inc.
Garson & Gobel Ribbon Co.
Burdette Coward & Co., Inc.
Crissey, Inc.
Dejong Greenhouse
Delhi Hills Flower & Garden Center, Inc.
Delaetsch, Inc.
Design Master, Inc.
Bill Doran Company
Jim Durlo 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. Guite 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
Karthause & 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. Mason, 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.
Malbok’s Greenhouse, Inc.
Grace L. Moore
NPI
Ninomiya Nursery Co.
Nordie, Inc.
North Central Florists Assn.
J.S. Parke Wholesale Florist, Inc.
Pennsylvania Florist Assn.
S. Arthur Peterson
Pikes Peak Greenhouses
Pikes Peak Texas
A. B. Price, Inc.
Reeves Floral Products
Rhyme 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.
Southern Rainbow Corp.
Southern Steel & Wire, Inc.
Speight Associates Ltd.
H.L. Stansell Trucking Co.
Sunday, Inc. Wholesale Florists
Tennessee Florist Supply
Transamerica Floral Imports
Hiro Tsukushi
Tulsa Growers Inc. & Four State Wholesale
Uniform Overseas Florida, Inc.
United Floral Exchange, Inc.
U.S. Floral Corp.
Veldkamp’s Flowers
Alice Walker
Weidner’s Gardens, Inc.
Zeldier 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; Eichi 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
Aherm's, Inc.
Allistics Allstates Flowers-By-Telephone
Ameripetal Floral
American Clay Works & Supply Co.
American Foliage Co.
Austin W. Amery
Amling Brothers
Amling's Flowerland
Anchor Flocking
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.
Bele 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.
Buring The Florist
Union Bank
California Flower Farms, Inc.
California Flower Shippers, Inc.
California Pajaroosa
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-Hammon
Robert Deprez
DeSantis Florist
Devor Nurseries, Inc.
Dey Brothers Greenhouses
Didler 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 Madison, Inc.
Ellis Floral Co., Inc.
Ensign Wholesale Florist, Inc.
Equitcor Corporation
Erie Cut Flower & Supply Co., Inc.
Esprit-Miami
FTD District 1-G&H
FTD District 6-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.
Ferns Brothers Inc.
Louis Figone Nursery
Fiskdale's Flowers
Fisher Florist
Flameau Products Corp.
Raymond A. Flook, Inc.
Wade Fleming, Inc.
Floral Acres, Inc.
Florida Avl. 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
Ghiarducci's Florists, Inc.
Giftwares Company, Inc.
Gish Flowers
Louis B. Glick & Son, Inc.
Golden West Greenhouse
Gordon's Grahse., Inc. of Bear Valley
Joan S. Gordon
Robert L. Graham
Grande Greenhouse
Greenwood Greenhouses
Gregoire's Flowers
Growing Systems, Inc.
Don Hahlebeck Greenhouse
Handy Floral Products
Hanford's, Inc. Wholesale
Hardin's Wholesale Florist
Harrison Wholesale Floral
Hastings, Inc.
Hauge's Flower Store, Inc.
Hausermann Orchards
Hawkins Greenhouses
Hayman & Lindenberg, Inc.
Heap Greenhouses, Inc.
Hooray 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
Jehalek 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.
Keaasser & Assoc.
Keystone Ribbon & Floral Supply Co.
King Wholesale
Kitsayama Brothers Greenhouse, Union City, CA
Kitsayama Brothers Greenhouse, Watsonville, CA
Kitsayama Brothers Greenhouse, Brighton, CO
Kieneke Floral
Kluepenger Nursery & Greenhouse, Inc.
Mark Knox Flowers
Koehler & Damm, Inc.
Charles F. Kremp III Florist
Frank Kwahara
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 McEllen 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 Metcalfe
Henry F. Michelli 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.
Nouvette Trading, Ltd.
Novacek Greenhouses
Oelschig's Wholesale Nursery
Oklahoma State Florists Assoc.
Olsons Greenhouses
Robert L. Orth, Inc.
Stephen Otto
Pacific Coast Evergreens
Parmerter Florist, Inc.
Dr. Michael Parmella
Penn Hill Farm
Phillip's Flowers & Gifts
William Pinchbeck, Inc.
Platz Flowers & Supply
Mr. & Mrs. Gustav C. Poesch
Poulsen Greenhouses, Inc.
Premium Flowers Corp.
Presseis Flowers
Harvey O. Preuss Florists
Quality Gladios Florists
Regional Farms, Inc.
Reliable Glassware & Pottery Co., Inc.
Curtis W. Richardson, Inc.
Steve Summers
Ross Marketing
Royal Gorge Flower Farms, Inc.
Sabrina Farms
San Lorenzo of Texas
Satow Growers, Inc.
Schaaf Floral And Gift
Mr. & Mrs. Israel Schneider
Mr. & Mrs. Robert C. Schurke
Seagrost 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.
Stimulating Flowers of California
Stringer Whale, Florist, Inc.
Susan's Florist
Syracuse Pottery, Inc.
Tayama Whlse. Florists
Taylor's Flower Shop & Greenhouse
The Taylors of Penny Hill
Tennessee Florist Supply, Inc.
Tennessee Wholesale Florists, Inc.
Texas State Florists' Assn.
J.H. Thompson, Inc.
Thompson Rose Sales, Inc.
Tommy's Wholesale Florist, Inc.
Utley Greenhouse Co.
United Floral Supply, Inc.
United Whlse. Florists of California
U.S. Flowers
Vanni Nursery, Inc.
Joseph W. Vesta & Son Co., Inc.
Victor The Florist
Vinson & Fortiner
Vogt's Flowers, Inc.
Wadsworth Control Systems, Inc.
Curtis Wagner Co., Inc.
Wagner Greenhouses, Inc.
Virginia R. Water
Waterdale, Inc.
Welch Whlse. Florist, Inc.
West Side Greenhouses
Weston Trucking Co.
Weyerhaeuser Tissue Culture Center
Bruce Wheeler
White's Nursery & Greenhouses
Virginia Wienehoeder
J.F. Wilcox
Windler Whse. Floral Co.
World Flowers, Inc.
Everett Wright
G. Ramsey Yoder
York Florist
Ziegler & Sons, Inc.
Zipperer Farms
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<th>Florists and Companies</th>
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<td>Air Conditioned Roses</td>
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<td>Allied Florists of Delaware Valley</td>
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<td>Allied Flst. Assn. of Virginia</td>
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<td>Clarence Amling Roses, Inc.</td>
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<td>Andre Greenhouses, Inc.</td>
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<td>Augusta Wholesale Florist</td>
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<td>B &amp; K Tool Die Stamping Co., Inc.</td>
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<td>Harold L. Bachman</td>
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<td>Stanley Bachman</td>
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<td>C.J. Baker Wholesale Florists</td>
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<td>Maud Baker Flower Shop</td>
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<td>Mr. &amp; Mrs. John Belsareti</td>
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<td>Buckingham Floral, Inc.</td>
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<td>G.C. Chastain Co., Inc.</td>
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<td>Frank Cleson &amp; Sons, Inc.</td>
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<td>Colman Florist, Inc.</td>
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<td>Costa Nursery Farms</td>
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<td>Cottage Gardens Nursery, Inc.</td>
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<td>John W. Cox Wholesale Florist</td>
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<td>Craftex Wholesale Distributors</td>
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<td>Creative Marketing Concepts, Inc.</td>
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<td>Crown Import Corp.</td>
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<td>Danielson Floral Co.</td>
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<td>Kay Danzer Co.</td>
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<td>Dauoff Flower Growers</td>
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<td>Delaware County Wholesale Florist</td>
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<td>Detroit Flower Growers, Inc.</td>
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<td>Ralph Durst Rose Gardens</td>
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<td>Dusty's Flowers &amp; Gifts</td>
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<td>Endreas Floral Co.</td>
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<td>Everflora, Inc.</td>
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<td>Express Seed Co.</td>
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<td>FTD District 3-H</td>
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<td>Fayette Wholesale Flst., Inc.</td>
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<td>Felly's Flowers</td>
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<td>Robert Fine Associates</td>
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<td>Henry W. Fischer &amp; Son</td>
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<td>Floral Supply, Inc.</td>
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<td>Florimex Chicago, Inc.</td>
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<td>Flot Aire, Inc.</td>
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<td>Flowers by Dick &amp; Son</td>
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<td>Flowers From Florida, Inc.</td>
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<td>Flowers Tommy Luke</td>
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<td>Flowers, Inc. Wholesale</td>
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<td>Forest Grove Florists</td>
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<td>Galloway Florist, Inc.</td>
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<td>Gardenville Greenhouses</td>
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<td>Gardner's Westwood Flower Shop</td>
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<td>The Garland Company</td>
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<td>Garner Farms, Inc.</td>
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<td>Gassafay Wholesale Florist</td>
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<td>Jerry Geary Flowers</td>
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<td>Genna's Wholesale Flowers</td>
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<td>George M. Gerauds</td>
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<td>Ivy Acres, Inc.</td>
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<td>J &amp; E Wholesale Floral Co.</td>
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<td>Earle A. Johnson Florist</td>
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<td>T. Larry Jones, Inc.</td>
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<td>Robert Jones' Mt. Madonna Orchids</td>
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<td>Kannapolis Wholesale Florist</td>
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Kansas State Florists Assn.
Kariya Nursery
Kato Cut Flower
Kearney Floral Co.
Kel-Stan Products Co.
Kervan Co., Inc.
Norm Kessel Florist, Inc.
Mrs. Leeland T. Kintzele
Koch Originals
Kodama Sunnydale Greenhouse
Lafayette Florist & Greenhouses, Inc.
Lake Washington Greenhouses
Lala Imports, Inc.
Lanman Flower Shop, Inc.
Lehens Flowers, Inc.
Merlin Leger
Leo's Flowers
Lewis Brothers, Inc.
Loney Manufacturing Corp.
Lynde Greenhouses, Inc.
W.W. McAllister Co.
J.M. McConkey & Co., Inc.
McLeod Florist
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 & Greenhouses
Meadows Brothers Nursery Equipment
Herman Meinders
Joseph S. Merritt, Jr.
Donald Metzger
Edwin Michel, Inc.
Koi Mikuriya
Miller Floral Co.
Don Miller Greenhouse Co.
Myashita Nursery
Mobile Wholesale Floral Co.
Erwin Majonier Enterprises
Montana State Florist Assn.
Moore's Wholesale Florists
John R. Moore Greens Co., Inc.
Morgan Guaranty Trust Co. of New York
Moshimiller Florist
Mountain View Wholesale Florist, Inc.
K. Nakashima Nursery Co.
Nanz & Kraft Florist
National Greenhouse Co.
Neilson Orchids
Noss Flowers
Neubauer's Flowers, Inc.
Newton Greenhouse
Niedens Hillside Floral, Inc.
Nishimoto Nursery
Novelties By Premier Ltd.
Q. Nutile, 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 Parkins & 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. Radesbaugh & Sons
Reeds Flowers
Henry T. Ritter
Clarence Roberts
Rockville Florist
Rockwell Farms, Inc.
Rocky Mountain Wholesale Florists, Inc.
Dick Rosacker
Rosedale Greenhouses, Inc.
Rosenmont 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
Sputlock's Flowers
Stonehurst Wholesale Florists
Stones Quarry Greenhouses, Inc.
Mr. & Mrs. Leo Stuhldreher
Suburban Wholesale Florist
Daniel Sugrue and Sons
Sun Valley Bulb Farms, Inc.
Sunwest Wholesale Floral
Superior Florists, 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 Zant's, Inc.
Vestal Wholesale Florist, Inc.
Viva's Flowers
Viviano Flower Shop
Wald Imports Ltd.
Clinton A. Wallace
The Wamogo 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.
Wimer's Greenhouses, Inc.
W.M. Woodruff's Son, Inc.
XYZ Imports, Inc.
Yoshida Farms, Inc.
Youngstown Plant & Flower
Zinlich The Florist, Inc.
Sponsors

Aher Florist, Inc.
Allen Associates, Inc.
A-Roo Company
Baack's, Inc.
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Bay City Flower Co.
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Elfrieda's Flowers, Inc.
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Supply
Florists Review
The Flower Junction
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Hartford Farms
Hopper's Wholesale Florist
Horizon Farms, Inc.
Hungerford Farms, Inc.
Jean's Flower Shop
Johnston The Florist
KPT Wholesale Florist
Knup Floral Co.
Kocher Plant & Soil Lab
Kono & Sons, Inc.
Kurt O. Laubinger & Sons, Inc.
Dave Lowenheim & Associates
McCallum Nursery Co.
McCallum Wholesale Floral
Services, Inc.
Mead Wholesale Greenhouses, Inc.
Massachusetts Flower Grower
Assoc.
Matzke Florists
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Dr. Marvin N. Miller
Minneapolis Floral Co.
Mt. Vernon Florist, Inc.
Mountain View Florist, Inc.
Nabeta Nursery, Inc.
E.J. Nagengast Florist & Greenhouse
Newports Flowers, Inc.
Nicholson Greenhouses
Edward F. Norberg, Inc.
Oishi Nursery
Orchid Isle Nursery
Ozark Wholesale Florist, Inc.
Pacific 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 Taufel Holly Farm, Inc.
Timbuk Farms, Inc.
Trenton Crockery Co.
Val-AI 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 Ribi
Willow Specialties
J.V. Wilson Florist
Howard Winter

Givers

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

East Point Flowers On Main
Street
Richard E. Entzeroth
Paul E. Haffey
Fred B. Hartmann
N.G. Helmos 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
Rheda's House Of Flowers
Romaggi's Wholesale
Dr. Kenneth C. Sanderson
Tinga Farm
Dr. Thomas C. Weiler
Windes & McLaughry

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A Little Something
A Sweet Touch Florist
Acacia Flower Shop, Inc.
Accent Florist
Adams Florists, Inc.
E.R. Adgate & Son Florist
Ailea Florist
Albert's Flowers & Greenhouse
Aldrich Floral Studio
Aloha Florist
Altman's Flower & Gift Box
Altus Floral Co.
Anni's Florist & Greenhouse
Annandale Florist & Nursery
Anthony's Florist & Gifts
Ariens' Flowers
Art Floral
Audrey's Flower Shop, Inc.
Aurora Village Florist
BO-TY Florist, Inc.
Backmann Florist
Balch's Flowers
Ball-Park Floral
Barbara's Blossom Shop, Inc.
Barth's Florists
Beatty & Sons Florist
Becks East Peoria Florist
Bird's Nest Florist
Blair's Florist Shoppe
Blossom Shop Florist, TN
Blossom Shop Florist, TX
Bortnae the Butler Florist
Bos Floral, Inc.
Boulevard Florist & Greenhouse
Bouquet Boutique Flowers
Bouquet Boutique, Inc.
Boytonte Greenhouse
Brandywine Flower, Inc.
Brenham Floral Co.
Broadmoor Florist
Brown's Flowers
F.C. Bruns & Sons
Buckingham Florist, Inc.
Buds 'n Bees
Buell Florist & Greenhouse
Buford Florist
Burris's Flower Shop
Burns Floral Co. & Greenhouse
Busse & Rieck Sunnyside Greenhouse
Butterfield's Hyatt Regency
Cable Car Florist
Casa Trias Florist
Cason's Flowers & Gifts
Charles The Florist
Chars Flowers, Inc.
Chester's Flower Shop & Greenhouse
Christell's Flower, Inc.
Christensen the Florist
Christoffers Custom Flowers
Chula Vista Florist Co.
Cinderella Flower Shop
City Floral Shop
Clair's Flower Shop, Inc.
Clark Street Florists, Inc.
Clark's Flowers
Clarks San Luis Obispo
Claudia's Flowers
Clayton's Floral & Garden
Cleveland The Florist
Coal angle Floral
Colonial Florist, NH
Colonial Florist, NY
Colonial Flower Shop
Colonial House of Flowers, CA
Colonial House of Flowers, NJ
Conway Palms Florist
Marshall T. Cooke
Cottage Flowers, Inc.
Country Thrift, Ltd.
Coy Kendall Flowers, Inc.
Crevasee's, Inc.
Crouthamel Flower Shop
Crown Heights Florist
Cupertino Nursery & Florist
Cypress Gardens Flower Shop
Dahl's Floral Gardens
Deltamer, Inc.
David's University Florist
Davis Florist
Shirley Dean's Flowers
Demmie Blackstone & Associates
Dicks Flowers, Inc.
Ralph Dillon's Flowers
Dodge the Florist, Inc.
Edgewater Floral
Edmonds Flower Shop
Elaine's Flowers
Elizabeth's Flowers
Elizabethtown Florist
Elmwood Florist, Inc.
Eming Florist
Emma's Flowers & Gifts
Empire Florist
Erickson's, Inc.
Eubank Florist
Eve's Flowers, Inc.
Evelyn's Flowers
Everett Mall City Floral
Eveery Florist
Fellows, Inc.
Ferrin Florist Gifts
Festus Flower Shoppe
Fields Flower Shop
Fleden's Florist
Floral Arts
Floral Creations, Inc.
Floral Images
Florist Atlanta
Floristically Yours Flowers
Flower Basket, CA
Flower Basket, MO
Flower Basket Greenhouses
Flower Bowl & Gift Shop
Flower Fair
Flower Lane Florists, Inc.
Flower Palace of Winter Haven
Flower Parlor
Flowerette
Flowerland
Flowerland Florist
Flowers Galore
Flowers and Gifts by Barbara
Flowers by Colette
Flowers by Dick Lee, Inc.
Flowers by Ditz, Inc.
Flowers by Hansen
Flowers by Jean Ann
Flowers by Voyer, Inc.
Fortе's Flower Patch
Foster's Flowers
Four Seasons Florist
Foushee Florist
Fran's Florist
Frances Flower Shop
William J. Franklin
Fred's Flowers and Gifts
Freeman's Florist, Inc.
Fussell Florist, Inc.
Gable's Florist & Greenhouse
Galeton Greenhouses
Gall's Flower & Garden Center
Garden City Florist
Garrison Hill Greenhouses
George's Flower Shop
Gig Morris Belmar Florist
Gilman's Florist of Greensboro
Ginza Florist & Gift Shop
Gitton's Flowers & Gifts
Glen Terrace Flower Shop
Gliddon Campus Florist
Gordon's Flowers
Grass's Flowers & Gifts
Gray's Floral Gallery, Ltd.
Green Bay Floral & Greenhouse
Green Leaf Florist
Greenspoint Florist
Greenwood's Greenhouses
Haberkamp's Flowers
Hall & Di Maria Flower Shop
Hallwell's Florist
Hamill Floral
Hanna's Florist
Hansens Flower Shop, Inc.
Harold's Flowers
Harrisons' Flowers
Hart Floral
Hemmerly's Flowers & Gifts
Henderson's Flower Shop
Heritage Flowers
Hibbard's, Inc.
Hillside Florist
Hilltop Florist
Holmes-McDuffy Florist, Inc.
Harold Hoogasian Flowers
House of Flowers
House of Flowers Greenhouse
Hrnak's Flowerland, Inc.
Hunkle
Hutchinson's Flowers, Inc.
Ice House Flowers, Inc.
Inghs University Florist
Issaquah Floral & Gift Shop
Jan's Flower Affair
<table>
<thead>
<tr>
<th>Florist Name</th>
<th>Location</th>
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<tbody>
<tr>
<td>Emily Jaynes Flowers, Inc.</td>
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<tr>
<td>Jean's Flower &amp; Gift Shop</td>
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<td>Jim's Flowers</td>
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<td>Johnnie's Floral Shoppe</td>
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<td>Johnson's Flower Center</td>
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<td>Judd's Flowers &amp; Plants</td>
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<td>Jutnak's Flowers</td>
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<td>Ken-Mar Flowers</td>
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<td>Lee's Flower &amp; Gift Shop</td>
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<td>Markers University Florist</td>
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<td>Marlowe's Flowers &amp; Gifts</td>
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<td>Mary Bell's Flowers</td>
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<td>Millard Greenhouses</td>
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<td>H.M. Mommie &amp; Sons</td>
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<td>Mueller's Flower Shop</td>
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<td>Murphy Florist &amp; Gifts</td>
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<td>Bill O'Shea's Florist</td>
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<td>Owens Flowers Shop, Inc.</td>
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<td>Parmenier's 9th St. Floral</td>
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<td>Paul's Flower and Plant Shop</td>
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<td>Penfield Flower Shop, Inc.</td>
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<td>Penny &amp; Irene's Flowers</td>
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<td>Perez &amp; Co. Florist</td>
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<td>Petal Florist</td>
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<td>Petal Pusher Florist</td>
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<td>Peter's Flowers</td>
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<td>Placerville Flower Shop</td>
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<td>Pomeroy Lakers Floral</td>
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<td>Prescott Flower Shop</td>
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<td>Queen Anne Flowers &amp; Gifts</td>
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<td>Harry Quint Greenhouse</td>
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The Endowment Club was established to recognize contributors of $10,000 or more, those who pledge to complete this amount within ten years through cash donations, provide a bequest in their will, or take out a $30,000 whole life insurance policy. Endowment Club members as of December 1991, follow:

A & W Glads, Inc.
Bob and Betty Abrams
American Floral Services, Inc.
American Florist Exchange
American Oak Preserving Co.
Armellini Express Lines, Inc.
Asocoflora/Columbia Flower Council
Associated Cut Flower Co., Inc.
Bachman’s, Inc.
Geo. J. Ball, 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. Caristedt Co.
Century Florist Supply Co.
Chicago Florist Supply Co.
The Claprood Companies
Cleveland Plant & Flower Co.
Conner Park Florist, Inc.
Conroy’s, Inc.
Continental Farms
Creative Distributors, Inc.
Delaware Valley Wholesale Florist, Inc.
Robert C. and Libby Dewey
Dillon Floral Corp.
John Henry Dudley
DWF Wholesale Florists
Elisabeth Ecke
Paul Ecke Poinsettias
Walter J. Engel, Inc.
Euser’s Greenhouses, Inc.
The Exotic Gardens, Inc.
Fall River Florists Supply Co.
Fred C. Filippe
Florafax International, Inc.
Floralife, Inc.
Florists’ Mutual Ins. Co.
Florists’ Transworld Delivery Association
Flower News
Flower View Gardens
Four Farmers, Inc.
Frazee Flowers, Inc.
J.P. Freund, Inc.
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.
Guide Brothers Co.
O. Ben Haley, Jr.
Hall Affiliates
Robert R. Hall, Inc.
David E. Hartley
The John Henry Company
The John Henry Co., Salesmen
Highland Supply Corp.
E.G. Hill Company
Don and Kay Hook
Roy Houf & Co., Inc.
Hungnong Seed Co. Ltd.
Irwin Greenhouses, Inc.
Jacobsens Flowers
Wm. F. Kasting Co.
Kenschbrod Brothers Co.
Lansing Florists Exchange
Lehner’s Flowers
Leiker Horticultural Companies
Lincoln Wholesale Florists, Inc.
William A. Maas
Mainland Nursery, Inc.
Malmberg’s, Inc.
Manatee Fruit Company
Matsui Nursery, Inc.
McGinley Mills, Inc.
McShan Florist, Inc.
Mellano & Company
Mikkelens, 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. Sleek, 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 Sueyusu White, Florist, Inc.
Syndicate Sales, Inc.
Harry Tayama
Larry Teitel
Teleflora, Inc.
John L. Tomascoic Jr., Florist, Inc.
Twin City Florist Supply, Inc.
Twyford Plant Laboratories, Inc.
United Wholesale Florists, Inc.
Vann’s, Inc.
Jerome Wagner
Washington Bulb Co.
Weatherford Farms and Greenhouses
Milton Weis
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.
Zealley Flower Greenhouses
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. Elwii, 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 Farrella, 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-1 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.
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 database 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 Biembaum 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.

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.

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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.

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:

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<td>1990</td>
<td>$1,003,063.4</td>
<td>30,850.9</td>
<td>32.51</td>
</tr>
</tbody>
</table>

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 published 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 Flora-stats program will continue to grow and expand. With each new study, the industry continues "Together to Gather."

**FLORA-STATS**

**Floral Industry Statistics 1991**

*Total 1991 Grants $420,513*
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

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

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

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

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

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

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.
<table>
<thead>
<tr>
<th>Research</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>University of Alaska</strong></td>
<td>Academic Advisors for SAF Research Committee</td>
</tr>
<tr>
<td>$8,500</td>
<td>and Endowment $45,000</td>
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<tr>
<td><strong>University of Arizona</strong></td>
<td>American Horticultural Therapy Assn. $4,500</td>
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<td>$7,200</td>
<td>ASHS Symposium $500</td>
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<tr>
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<td>ASHS Floricultural Education Group Workshop $1,136</td>
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<tr>
<td>$250,265</td>
<td>DuPage Horticultural School Loan Fund $20,000</td>
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<td><strong>University of California, Riverside</strong></td>
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<tr>
<td>$261,680</td>
<td>FFA Floriculture Scholarship $5,000</td>
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<tr>
<td><strong>Clemson University</strong></td>
<td>FFA Floriculture Proficiency Award $21,900</td>
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<tr>
<td>$9,250</td>
<td>Intercollegiate Flower Judging Contest $8,200</td>
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<tr>
<td><strong>Colorado State University</strong></td>
<td>International Energy Conference - Ohio $4,000</td>
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<tr>
<td>$87,450</td>
<td>Kiplinger Chair Publications $11,500</td>
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<tr>
<td><strong>University of Connecticut</strong></td>
<td>Mechanization Exploration Trip to Holland $1,000</td>
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<tr>
<td>$109,841</td>
<td>Mosmüller Scholar Program $124,800</td>
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<tr>
<td><strong>Cornell University</strong></td>
<td>National 4-H Council $10,000</td>
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<td>$227,160</td>
<td>National Junior Horticulture Assn. $5,000</td>
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<td><strong>Flora-Stats</strong></td>
<td>Profile objectives/guidelines for modeling $5,000</td>
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<td>$274,600</td>
<td>Publication: ISHS Floricultural Workshop Paper $850</td>
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<td><strong>University of Florida</strong></td>
<td>Sabbatical Leave Grants (9) $53,750</td>
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<td>$215,100</td>
<td>Smithsonian Institution $25,000</td>
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<td><strong>The Florida Agricultural Research and Education Center</strong></td>
<td>Society of American Florists Symposium on Role of Horticulture in Human Well-being/Social Development $4,000</td>
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<tr>
<td>$65,500</td>
<td>Tomato Spotted Wilt Virus/Western Flower Thrips Symposium (2) $12,000</td>
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<tr>
<td><strong>University of Georgia</strong></td>
<td>Total $444,085</td>
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<td>$11,000</td>
<td><strong>Total</strong> $3,016,988</td>
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<td><strong>University of Hawaii</strong></td>
<td><strong>Research &amp; Education Grants 1961-1991</strong> $3,461,073</td>
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<td><strong>University of Massachusetts</strong></td>
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<td>$21,500</td>
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<td><strong>Meyer Manhattan Psychiatric Hospital</strong></td>
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<td><strong>The Pennsylvania State University</strong></td>
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<td><strong>Society of American Florists</strong></td>
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<td><strong>United States Department of Agriculture</strong></td>
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<tr>
<td>• Florists &amp; Nursery</td>
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<tr>
<td>Crops Lab (327,500)</td>
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<td>• National Agricultural Library (50,000)</td>
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<td><strong>Virginia Polytechnic Institute &amp; State University</strong></td>
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<td><strong>WF&amp;FSA</strong></td>
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<tr>
<td>$2,500</td>
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</tbody>
</table>
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.