



American  
Floral  
Endowment

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1992-Annual Report



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The American Floral Endowment is a non-profit corporation established to secure contributions for funding research and education programs relevant to the floriculture and environmental horticulture industries, the results of which will benefit the general public.

American Floral Endowment  
37 Camelot Drive  
Edwardsville, Illinois 62025 USA  
618-692-0045  
FAX 618-692-4045



## Chairman's Message

# 1992

was another results-oriented year for your Endowment.

- The entire grants procedure approach was reviewed, streamlined and refocused to more accurately and efficiently reflect industry needs and goals.
- The new Living Legacy Program was implemented in a cooperative effort with Florists' Life Insurance Company, offering the opportunity for making substantial contributions to research and education through the Endowment at a much-reduced cost.
- Flora-Stats implemented a massive consumer tracking study that is on the brink of providing vital, valid, reliable statistical data upon which individual business decisions can be made more intelligently.

Through your support and investment, the Endowment has emerged as the leader in funding floral industry research. I am proud to be one of the proactive team of Trustees,

- willing to listen to your research needs
- striving to recognize critical issues
- demanding a coordinated problem-solving effort, and
- creating a system to assure quality results.

Your continuing individual contributions are recycled into a powerful team effort to meet these combined objectives.

We want to continue doing for you as individuals that which is impossible for you to do alone. To this end, your Trustees are committed to assembling the best research teams, consisting of the best minds and best facilities our nation has to offer. These research teams will have to represent unselfish, cooperative dedication to building a strong, independent industry that's proud to provide a quality product to our customers who need a natural, beautiful expression of love, appreciation or sympathy.

A major event that is held only once every five years is scheduled to take place in 1993 – the Phone-a-thon. It will be staged June 2 & 3, in Chicago. I wish to take this opportunity to invite anyone who may be interested in participating to contact the Endowment office.

Your Endowment is committed to giving you a maximum return on your investment. You are a significant resource – one that represents not only a monetary contribution, but a loyalty and commitment to a better floral industry through research and education.



Delmar E. Demaree, Jr.  
Chairman

# Board of Trustees 1992-93



*Chairman*  
Delmar E. Demaree, Jr.  
Syndicate Sales, Inc.  
Kokomo, Indiana



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



*Vice Chairman/  
Fund Raising*  
Don Flowers  
Don Flowers Florist, Inc.  
Randallstown, Maryland



*Senior Consultant*  
Robert C. Dewey  
Pennock Company (Ret.)  
Green Lane, Pennsylvania



*Treasurer*  
Kenneth R. Royer  
Royer's Flowers, Inc.  
Lebanon, Pennsylvania



*Secretary & Flora-Stats  
Chairman*  
Pete Garcia  
Pete Garcia Company  
Atlanta, Georgia



*Chairman/Mosmiller  
Scholar Program*  
Todd L. Bachman  
Department 56, Inc.  
Eden Prairie, Minnesota

## Board of Trustees 1992-93



William C. Belden  
Oscar G. Carlstedt Co.  
Jacksonville, Florida



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 1991-92

## Statement of Assets

	6/30/92	6/30/91
Cash and Short Term Investments	\$ 244,753.33	\$ 98,347.69
U.S. Government & Agency Bonds (Market)	1,965,648.20	1,907,038.20
Corporate Bonds (Market)	257,784.54	248,360.51
Common Stocks (Market)	3,438,961.25	2,995,459.38
Total Assets	<u>\$5,907,147.32</u>	<u>\$5,249,205.78</u>

## Earnings & Disbursements

Balance	\$ 156,100.43	\$ 170,739.51
Income:		
Dividends	83,686.37	72,463.03
Interest	211,638.77	211,953.17
Designated Contributions	178,832.90	148,629.00
Allocation of Capital Gains	114,466.81	116,895.82
Total	<u>\$ 744,725.28</u>	<u>\$ 720,680.53</u>
Disbursements:		
Bank Management Fees	\$ 82,269.04	\$ 46,196.24
Grants	601,943.61	518,383.86
Balance	<u>\$ 60,512.63</u>	<u>\$ 156,100.43</u>

## Treasurer's Comments

Once again the Endowment's activities have grown, providing a 16% increase in funds for research.

Because of reduced Federal grants, the need is greater than ever before as evidenced by the ever increasing number of requests from universities for research grants.

In order to meet our projections for the Endowment's growth and thereby to create funds to meet the industry's research needs, we will once again conduct a phone-a-thon in June of 1993. It will be our goal to thank those who continue to support the Endowment with their contributions and invite new contributors to join us in this important effort.

KENNETH R. ROYER  
Treasurer



## 1992 Highlights

### **Vic and Margaret Ball Internship Fund Established**

Through a gift of \$800,000 to the American Floral Endowment, an internship program was established for students interested in the production aspects of floriculture. Entitled after its benefactors, Vic and Margaret Ball, the internship fund seeks to attract students to the floriculture industry and encourage them to receive a complete education that includes a meaningful work experience in the production phases of floriculture. Commented Vic Ball, "The goal of this program is to help students realize the critical importance of hands on growing experience. It too often is the missing link in an otherwise excellent training system today."

A five person internship selection committee was established to finalize selection criteria for applicants and intern employers, and to develop publicity and recruitment materials. The committee will also serve in the future to select and award the internships and monitor the program's progress, making recommendations for changes as appropriate to the Endowment Trustees.

Funding allocated for the establishment of the Vic and Margaret Ball Internship Fund was given in perpetuity. Only the earnings on the gift will be used to provide for the internships. Additional funds may be contributed in the future by anyone interested in the furtherance of the specific goals of the internship.



*G. Victor and Margaret Ball*

## Consumer Research Study Begun

After several years of gathering statistics for the floriculture industry with a wire service study, a wholesalers study, and an importer's study, as part of the Flora-Stats® Program of the Endowment, a major consumer research study was begun July, 1992.

Working with most major industry organizations in the industry, the information needs of the study along with the methodology to be used were defined. The methodology identified is a syndicated pen and paper diary using a panel drawn from a group of over 100,000 households that are balanced with the U.S. Census by household size, income, age and geographic location.

Information collected will include almost every aspect of a floral purchase (why, where, how, when) along with significant and reliable statistical data on unit sales and dollar volume.

Designated as Founding Contributors, special thanks and appreciation are extended to the following organizations for providing monetary support for this program:

American Floral Marketing Council  
American Floral Services  
California Cut Flower Commission  
Colombia Flower Council  
Florists' Transworld Delivery Association  
Redbook Florist Service



*Consumer Study Technical Committee (l-r) Dr. Marvin Miller, Cliff McComb, Chairman, Mary Anne Hansan, Betty Abrams.*

## Living Legacy Program Announced

In a cooperative effort, the American Floral Endowment and Florists' Life Insurance Company, a wholly-owned subsidiary of Florists' Mutual, created The Living Legacy Program. Through specially designed life insurance policies floral industry members have the opportunity to make substantial contributions to research and education through the Endowment at a much-reduced cost.

To recognize those participating in this program, a Living Legacy Guarantor section will be created in the Endowment's annual report.

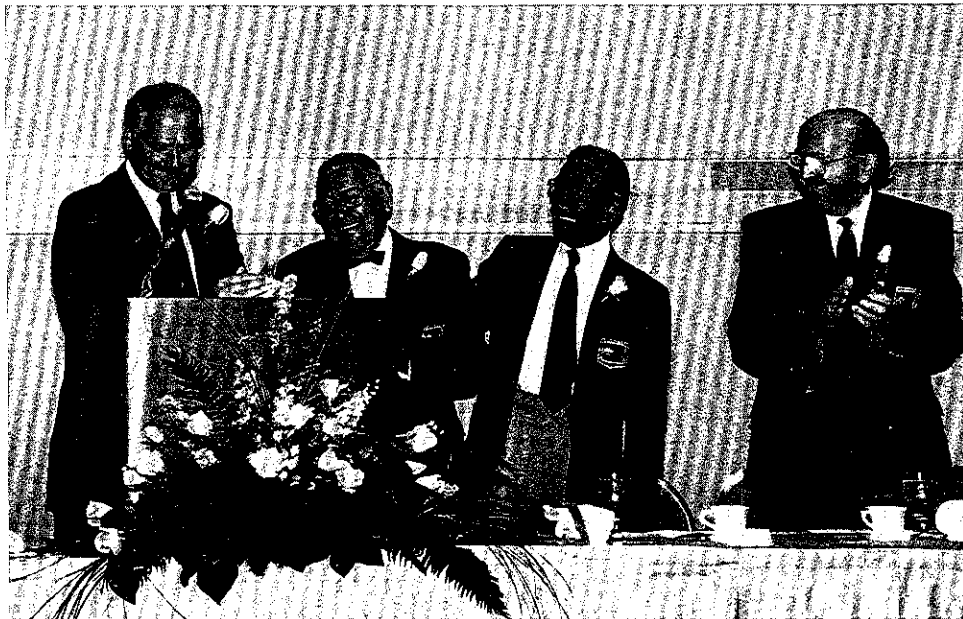
Inquiring about a Living Legacy is as easy as one phone call to Florists' Life Insurance Company at 800-851-7740. Also, a general brochure on the program may be received by writing the Endowment office.



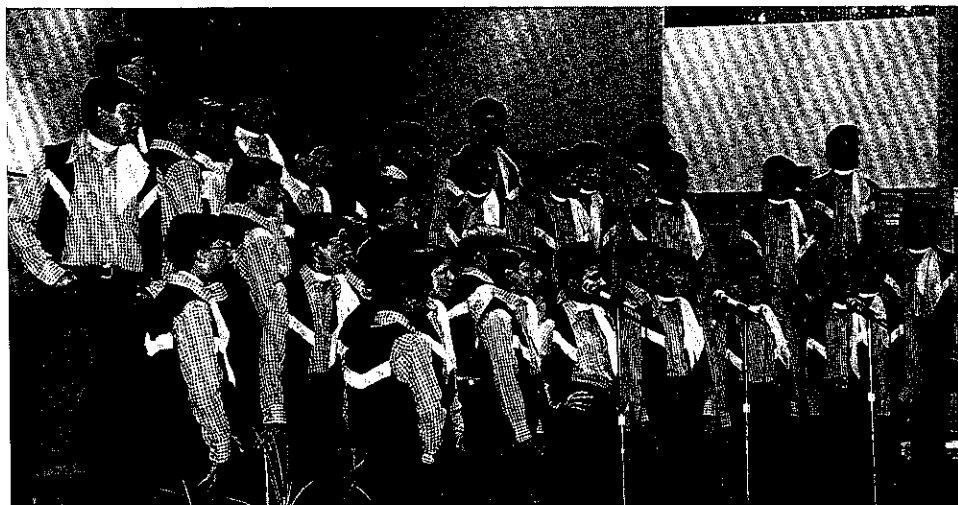
*Florists' Mutual Insurance Company President and CEO, Stephen Otte (r) concludes Living Legacy Program arrangements with Trustees Del Demaree (l) and Robert C. Dewey (c).*

## Annual Meeting

Continuing the tradition of holding the Endowment's annual meeting with the Society of American Florists (SAF) annual convention, the Trustees chose to change meeting dates along with SAF in 1992. For the first time the meeting was held in September of the year. During the meeting, the chairmanship of the Endowment officially changed and the Tucson Arizona Boy's Choir performed.



*Robert C. Dewey, second from left, received a standing ovation from the audience and headtable guests as he turned over the Chairmanship of the Endowment to Del Demaree, far left. Looking on were Trustees Etichi Yoshida, second from right, and Ken Royer, far right.*



*Tucson Arizona Boy's Choir*

## Century Dinner XVI a Hit

Developed in the spirit and culture of the Southwest, the Endowment's annual fund raiser, Century Dinner, was dubbed "A Bola Tie Ball." It was held in conjunction with the SAF convention in Tucson, Arizona, September 23, 1992, and co-chaired by Dotti Brown and Joe Conroy, Conroy Wholesale Florist, Phoenix, and Ron MacBain, The Plantsman, Tucson. Nearly \$20,000 was raised to help support the Endowment office.

Sponsors helping to underwrite much of the evening at \$1,000 each were:

American Floral Services, Inc.  
Oscar G. Carlstedt Company  
Colombia Flower Council  
Conroy Wholesale Florist  
*Floral & Nursery Times*  
Florists' Mutual Insurance  
Company  
Florists' Transworld Delivery  
Association  
Pete Garcia Company  
Highland Supply Corporation  
The John Henry Company  
Los Angeles Flower Market  
Pennock Company  
Smithers Oasis  
Syndicate Sales, Inc.

Supplying the product for decorations were:

Burgett Geothermal Greenhouses, Inc.  
Dramm & Echter, Inc.  
International Orchids  
Mellano & Company  
Flowers by the Plantsman  
Rainbow Protea Corporation  
Smithers Oasis  
Syndicate Sales, Inc.  
Thornton Blue Pacific

Gene Dramm, Dramm & Echter, Encinitas, California, provided the invocation. One hundred and eighty five industry men and women attended the dinner at \$100 each.



*L-R: Century Dinner  
Co-Chairpersons  
Ron MacBain, Dotti  
Brown, Joe Conroy.*

# **Some Century Dinner XVI Guests**

*Ole Nissen, Betty Conroy,  
John Wilkins*



*Del and Betsy Demaree,  
Brenda and Pete Garcia*



*Tom DiCarlo, Michelle and  
Leo Roozen, Lila DiCarlo*



*Tom Butler, Hal Cook, Tony  
Fiannaca, Chuck Johnson*



*Gena Kremp, Bob Wilkins, Wendy  
Yanis, Charles Kremp 3rd*



*Guess who*



## **Pest Management Research Objectives Updated**

Pest management issues have been of paramount importance over the last several years, not only within the agricultural community but in the minds of the consumer as well. Identified as the number two priority research area behind the need for industry statistical data at the all-industry research priorities summit staged by the Endowment in 1987, Pest Management Research became, in reality, the number one area of biological concern.

During the Society of American Florists seventh annual Conference on Insect and Disease Management on Ornamentals held in Orlando, Florida, February 22-24, 1992, the Endowment requested time to hold a meeting with attendees to review and update the Pest Management Research Objectives. It was an appropriate gathering with over 150 in attendance, including about one third each industry producers, researchers and suppliers of pest management tools.

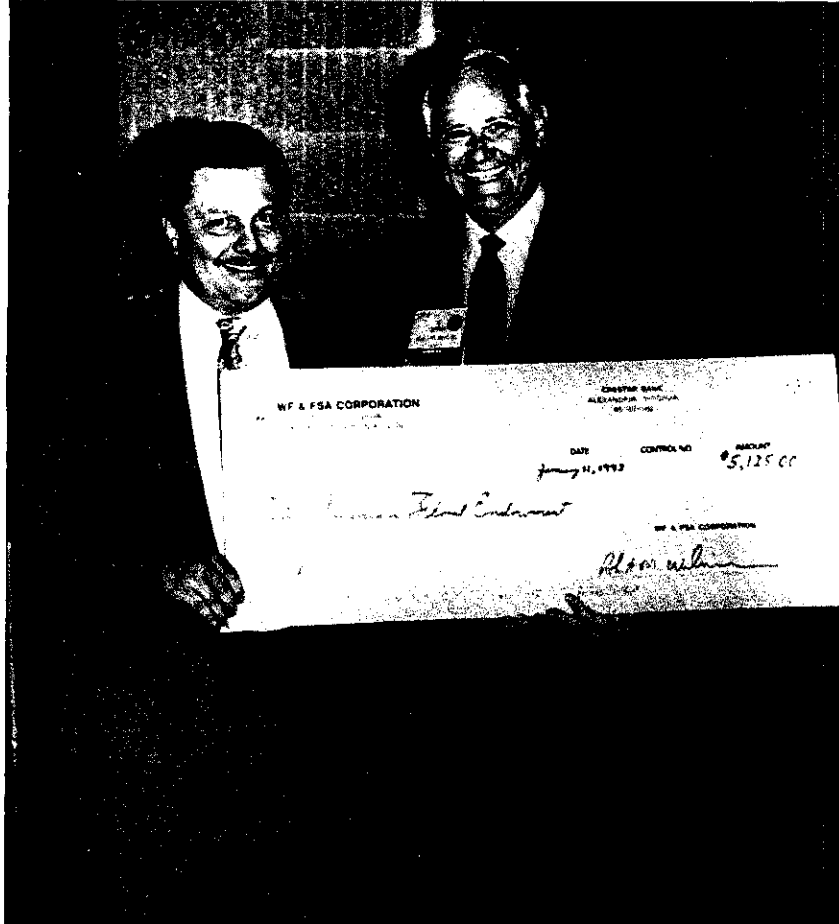


*Serving on an Endowment panel to help update the industry Pest Management Research Objectives, February 22, 1992, in Orlando, Florida, were (l-r): Ole Nissen, Chairman, David Niklas, Whiting Preston, Paul Ecke, Jr., Carl Scharfenberg, M. James Leider, Andy Day, and Dr. Michael Parrella.*



## WF&FSA Extended Support

During a reception for all participants staged during the Wholesale Florists and Florist Suppliers of America 1992 trade fair, the Endowment was presented with a check for half the proceeds.



*Del Demaree, then Vice Chairman/Fund Raising for the Endowment (right), receiving \$5,125 check from WF&FSA President, Robert Wilkins.*

# 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.  
Blanco, TX

Mazzanti Carnations  
South San Francisco, CA

H. Nakano & Sons  
Redwood City, CA

Park Floral Co.  
Englewood, CO

Rough Brothers, Inc.  
Cincinnati, OH

Tietze Wholesale  
Dallas, TX

Weber's Greenhouses  
Milwaukie, OR

Wolfe the Florist  
Waco, TX

## 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 1992, follow:

- |                              |                           |                         |
|------------------------------|---------------------------|-------------------------|
| • Arthur J. Baisch           | Donald E. Hook            | † Samuel S. Pennock III |
| Carl Baldesare, Sr.          | † Howard J. Hook          | Gustav H. Poesch        |
| Charles Barr                 | † Francis Hopper          | Jack W. Redditt         |
| I.W. Bianchi                 | † Joe Hopper              | Kenneth Royer           |
| † Z.D. Blackistone           | Dan Irons                 | Mel Schwanke            |
| Louis J. Brand               | Martha J. Keller &        | R.H. "Hank" Sciaroni    |
| † Albert H. Burki            | Herbert Rothwell          | • Yoshimi Shibata       |
| Delmar E. Demaree, Jr.       | † Harrison Kennicott, Jr. | † Kenneth F. Short      |
| Robert C. Dewey              | L.R. "Bud" Kintzele       | † E.G. Thornton         |
| John Henry Dudley            | † JohnS. Knipe            | † Erwin H. Weder        |
| † Paul Ecke, Sr.             | † Leonard Koehler         | Milton M. Weiss         |
| † George Elliott             | † Prof. Alex Laurie       | Olin A. Wetzel          |
| John O. Finn                 | Elma Lundahl              | J.F. Wilcox Family      |
| Frank Fredenhagen            | Edward & Grace Lutey      |                         |
| † John W. & LaVerne B. Giles | • Wally MacDonald         | † Deceased              |
| Hazel Grill                  | Robert L. Orth            |                         |
| † O. Ben Haley, Jr.          | Eulalah Overmeyer         | • Established in 1992   |

*A Living Tribute was established for Wally MacDonald by the Northwest Florists' Association; however, a photo was not available for publication.*



*Ruby and Arthur Baisch, center, with sons Bob, left, and John, right. Mr. Baisch was honored with a Living Tribute established by Ribbon Narrow Fabric Company during a celebration of Baisch & Skinner having been in business for 40 years.*



*Yoshimi Shibata was honored with a Living Tribute established by Floral & Nursery Times as part of their Crystal Star Award.*

## Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. As of December 1992, the following have been so honored:

- |                          |                                 |                           |
|--------------------------|---------------------------------|---------------------------|
| Mr. & Mrs. S.C. Abbott   | Frank Brautigam                 | Ira Doud                  |
| David Abrams             | Tommy Bright                    | Eugene R. Damm            |
| Adamo-Loweke             | Irma F. & W.E. Callaham         | Floyd B. Dreher           |
| Robert Alenius           | Robert Callaham                 | Donald Dunbar             |
| Irving S. Allen          | Oscar G. Carlstedt              | Magdalena Ecke            |
| Clarence M. Amling       | Denis R. Celleghin              | Paul Ecke, Sr.            |
| Otto Amling              | Roman J. & Florence A. Claprood | Austin S. Edgar           |
| Henry C.A. Bachman, Jr.  | Bertha Spence Cook              | Walter J. Engel, Sr.      |
| Mr. & Mrs. Dewitt Barber | William CoyKendall              | Clyde Epperson            |
| Clair Barrett            | James Crissey                   | Albert Ferris             |
| John Barter              | W.L. Crissey                    | • Barnard "Barney" Finger |
| Matthew Bartindale       | Raymond B. Crowley              | • M. Truman Fossum        |
| Andrew Benson            | Annie H. Gooch Darbee           | Pete Franconi, Sr.        |
| Richard L. Benton        | Robert Eugene Darbee            | John Furrow, Sr.          |
| Harry Bernard            | Rodger Davidson                 | Irving B. Garber          |
| J. Elmer Betty           | William E. DeLoache             | Joseph A. Garcia, Sr.     |
| Henry J. Betz, Sr.       | Mrs. Fern Demaree               | • Michael C. Garcia       |
| • I.W. Bianchi           | Bette Deprez                    | Walter Gardner            |
| Clarence J. Bickes       | Nicola & Pasquale DeSantis, Sr. | D.S. Geddis, Sr.          |
| Daryl Bordine            |                                 | John W. & LaVerne Giles   |



*I.W. Bianchi*



*Barnard Finger*



*M. Truman Fossum*

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  
 • Robert E. Johnson  
 Joseph Johnston, Jr.  
 David L. Jones  
 Pauline Modlin Jones  
 Tom Joy  
 Ralph H. Kapp  
 Mary Jane Kennicott  
 Jack Rhodes Kervan  
 Leland T. Kintzele  
 Louis Kintzele  
 D.C. Kiplinger  
 Kiyo Kitayama  
 Masuko Kitayama  
 • John S. Knipe  
 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  
 Col. Walter and Barbara  
 B. Mosmiller, Jr.  
 Frank, W.E. & F.J.  
 Mosmiller  
 Rollo Mueller  
 G. Edwin Murphy  
 Albert J. Neill  
 Mr. & Mrs. H. D. Neve  
 Hannah Niday  
 Ross Nielsen  
 Kenneth Noppe  
 • Seiji Obata  
 Mr. & Mrs. Albert  
 Oelschig, Sr.



*Michael C. Garcia*



*Robert E. "Bob" Johnson*

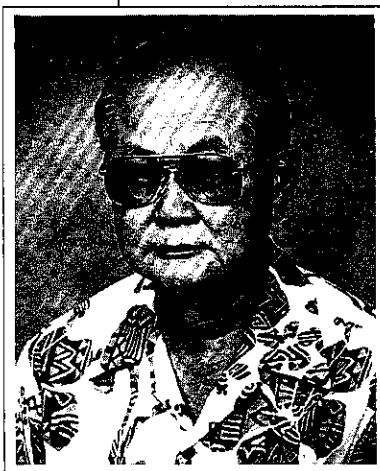


*John S. Knipe*

Pop Patterson  
 Charles F. Pennock  
 S.S. Pennock III  
 S.S. Pennock, Jr.  
 S.S. Pennock, Sr.  
 Harry L. Peters  
 Peter B. Pfahl  
 Priscilla Fergusson  
 Phelps  
 Leno Piazza, Sr.  
 Andrew A. Pierson  
 Albert Pochelon  
 Oswald Preuss  
 Peter Pugliese  
 Harvey Radus  
 A.L. Randall  
 • Ronald J. Rasmussen  
 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  
 • Teresa B. Wilkins  
 Hubert Wolfe  
 Thomas J. Wolfe &  
 George Wolfe, Sr.  
 Luther Wright  
 Harold F. Yoder  
 • Tributes established 1992



*Seiji Obata*



*Ronald J. Rasmussen*



*Teresa B. Wilkins*

## 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, 1992.

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 September 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

Qualifying for these awards as of December 31, 1992, were:

### ***Platinum:***

American Floral Services, Inc.  
Asocolflores/Colombia Flower Council  
G. Victor and Margaret Ball  
Albert H. Burki Foundation  
Andrew L. Darbee Estate  
Paul Ecke Poinsettias  
Florists' Transworld Delivery Association  
Teleflora, Inc.

### ***Diamond:***

Yoder Brothers, Inc.

### ***Gold:***

Association of Floral Importers of Florida  
Geo. J. Ball, Inc.  
Florafax International, Inc.  
Pennock Company  
Society of American Florists



## Builders

American Floral Services, Inc.	Paul Ecke Poinsettias	Pennock Company
Asocolflores/Colombia Flower Council	Paul Ecke, Sr.	Pittsburgh Cut Flower Co.
Association of Floral Importers of Florida	Florists' Transworld Delivery Assn.	A.L. Randall Co.
Bachman's, Inc.	Florafax International, Inc.	• Claymore C. Sieck, Inc.
G. Victor and Margaret Ball	Florists's Mutual Insurance Co.	Smithers-Oasis
Geo. J. Ball, Inc.	M. Truman Fossum Estate	Society Of American Florists
Arthur Blome Estate	Four Farmers, Inc.	Sunburst Farms, Inc.
Albert H. Burki Foundation	Pete Garcia Company	Syndicate Sales, Inc.
Oscar G. Carlstedt Co.	Fred C. Gloeckner Estate	Teleflora, Inc.
Century Florist Supply Co.	Gude Brothers Company	Van's, Inc.
The Clapgood Companies	Highland Supply Corporation	WFR, Inc.
Andrew L. Darbee Estate	Manatee Fruit Co.	Wholesale Florists and Florist Suppliers of America
Delaware Valley Wholesale Florist, Inc.	Mikkelsens Incorporated	Wolfe The Florist, Inc.
DWF Wholesale Florists	Col. and Mrs. Walter Mosmiller, Jr. Estate	Yoder Brothers, Inc.
	Mt. Eden Nursery	

## Benefactors

A&W Glads, Inc.  
Paul F. & Alwina Amling Estate  
Armellini Express Lines, Inc.  
CFX, Inc.  
John Henry Dudley  
• Walter J. Engel, Inc.  
Bob Gilmore Company, Inc.  
Greenleaf Wholesale Florists, Inc.  
Irwin Greenhouses, Inc.  
Kennicott Brothers Co.  
McGinley Mills, Inc.  
Northwest Florists' Association  
Ribbon Narrow Fabric Co., Inc.  
Strange's Florist, Greenhouse & Garden Center  
Zelienople Greenhouses

- Awarded in 1992

## Patrons

Bay City Flower Co.  
CCC Associates  
R.J. Carbone Co.  
Continental Farms  
Robert C. Dewey  
Fred C. Flipse  
Flower View Gardens  
Gelco Internacional, SA

Hall Affiliates  
Robert R. Hall, Inc.  
The John Henry Co.  
E.G. Hill Co.  
Rainbow Flowers, Inc.  
Stuppy Family Foundation  
John L. Tomasovic, Sr. Florist, Inc.  
Weatherford Farms & Greenhouses



*Robert C. Dewey (r) receiving the Patron Award from Del Demaree.*

*While unable to receive their awards personally, others recognized for reaching the Patron level of giving during the past year were: Bay City Flower Company, Hall Affiliates, and Stuppy Family Foundation.*

## Founders

Robert C. and Betty Abrams  
M. Adler's Son, Inc.  
American Florist Exchange  
American Oak Preserving Co.  
Associated Cut Flower Co.,  
Inc.  
Bay State Florist Supply  
I.W. Bianchi, Inc.  
Gordon Boswell Flowers, Inc.  
Cleveland Plant & Flower Co.  
Everett Lawson Conklin  
Creative Distributors, Inc.  
Dillon Floral Corporation  
Elisabeth Ecke  
The Exotic Gardens  
Fairytale Foils  
Fall River Florist Supply Co.,  
Inc.  
Floralife, Inc.  
*Flower News*  
Frazee Flowers, Inc.  
J.P. Freund, Inc.  
Grace-Sierra Horticultural  
Products Co.

Dr. David E. Hartley  
The John Henry Co.  
Salesmen  
Roy Houff & Co., Inc.  
Hungnong Seed Co., Ltd.  
Lehrer's Flowers  
Leider Horticultural  
Companies  
Lincoln Wholesale Florists,  
Inc.  
McShan Florist, Inc.  
William Maas  
Matsui Nursery, Inc.  
Mellano & Co.  
Mueller Brothers, Inc.  
Nurserymen's Exchange  
Oliver & Thompson, Inc.  
Pajaro Valley Greenhouses,  
Inc.  
Park Floral Co.  
Paul's Wholesale Florist  
L. Piazza Wholesale  
Florists  
A.N. Pierson, Inc.

A.L. Randall Co.  
Salesmen  
Redbook Florist Services  
Jack W. Redditt  
Royer's Flowers, Inc.  
San Diego County Flower  
Association  
Sluder Floral Co.  
Southern California Floral  
Association  
Southern Floral Co.  
Sunnyside Nurseries, Inc.  
Bill Suyeyasu Wholesale  
Florist, Inc.  
Larry Teitel  
Twyford Plant  
Laboratories, Inc.  
Jerome Wagner  
Washington Bulb Co.  
MW, Inc.  
N.H. Wright, Inc.



*Receiving the Founder Award were: (l to r) Wanda Weder, Fairytale Foils; Paul Ecke, Jr. representing Dr. David Hartley; Arlene Sorensen, Lincoln Wholesale Florist; and Doug Dillon, Dillon Floral Corporation.*

*Also recognized, but unable to attend the meeting, were: Associated Cut Flower Company; McShan Florists; Matsui Nursery, Inc.; and Southern Floral Company.*

## Protectors

Aldershot Of New Mexico, Inc.  
 American Carnation Society  
 Amlings of California, Inc.  
 Ashland-Addison Florist  
 Badger Wholesale Florist, Inc.  
 Baisch & Skinner, Inc.  
 Ball Pan AM Plant Co.  
 Bartz Viviano Florists  
 Larry Beck  
 Behnke Nurseries Co.  
 G.A. Berlin, Inc.  
 Boesen The Florist  
 Brody Company  
 California Chrysanthemum  
   Growers Assn.  
 California Cut Flower Commission  
 Candle Artisans, Inc.  
 Chicago Florist Supply Company  
 Clackamas Greenhouse, Inc.  
 Conner Park Florist, Inc.  
 Conroy's Inc.  
 Conroy Wholesale Florist  
 W.J. Cowee, Inc.  
 DeJong Greenhouse  
 Del Rey Plastics  
 John E. Dramm  
 Dramm & Echter  
 Paul Ecke 3  
 Ellison's Greenhouses  
 Elmhurst Flower Growers, Inc.  
 Elmira Floral Products, Inc.  
 Euser's Greenhouses, Inc.  
 FTD District 2-A&B  
 FTD District 14-G

*Floral & Nursery Times*  
 Florists' Mutual Ins. Co. Officers  
 Foco, Inc.  
 Gallup & Stribling Orchids, Inc.  
 Pete Garcia Co. Sales Staff  
 Garcia Group  
 Gardens America, Inc.  
 Glad-A-Way Gardens  
 Golden State Bulb Growers  
 Groen Rose Co.  
 Albin Hagstrom & Son, Inc.  
 Hillcrest Garden  
 Mr. & Mrs. Donald Hook  
 Claude Hope  
 Wm. F. Kasting Co.  
 G.R. Kirk Co.  
 Ray Kitayama  
 Klepac Brothers Greenhouses,  
   Inc.  
 Lansing Florists Exchange  
 Victor Levy  
 Longview Fibre Co.  
 Lynchburg Wholesale Floral Corp.  
 Mainland Nursery, Inc.  
 Malmberg's, Inc.  
 Jack Mayesh Wholesale Florist  
 Cloy M. Miller  
 Moore Paper Boxes, Inc.  
 Mount Clemens Rose Gardens  
 Mutual Cut Flower Co., Inc.  
 Albert J. Neill  
 Nelson & Holmberg  
 Knud Nielsen Co., Inc.  
 Nor Cal Flower Growers  
 Norfolk Wholesale Floral Corp.

Nyren Brothers, Inc.  
 Oglesby Plant Laboratories  
 Oglevee Ltd.  
 Oregon Roses, Inc.  
 Pikes Peak Texas  
 Plant Marvel Laboratories  
 Reeves Floral Products  
 Regency International Bus.  
   Corp.  
 Rhyne Floral Supply Manufac-  
   turing Co.  
 Riverdale Farms, Inc.  
 Sakata Seed America, Inc.  
 Robert Saunders & Co.  
 Schaefer Greenhouses, Inc.  
 Shinoda Floral Co.  
 Stimming Flowers  
 Sunshine State Carnations, Inc.  
 Tagawa Greenhouses, Inc.  
 Dr. Harry K. Tayama  
 Transamerica Floral Imports  
 Twin City Florist Supply, Inc.  
 Uniflora Overseas Florida, Inc.  
 United Floral Exchange, Inc.  
 United Wholesale Florists, Inc.  
 US Floral Corp.  
 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.



*Receiving the Protector Award were: (l to r) Ken Tagawa, Tagawa Greenhouses, Inc.; Len Levy, Hillcrest Garden; and Gene Dramm, Dramm & Echter, Inc.*

*Also recognized, but unable to attend, were: Brody Company; Del Rey Plastics; Elmira Floral Products; Albin Hagstrom & Son; Claude Hope; Nyren Brothers; and Regency International Business Corp.*

## Guardians

Jim Akin, Inc.  
Aldik Artificial Flower Co.  
Allied Florists Assn. of Baltimore  
Allied Florists Assn. of Illinois  
Tom Bergkamp  
Berthold-Grigsby, Inc.  
Berwick Industries, Inc.  
John L. Bodette  
Branch-Smith Publishing Co.  
Bright's Florist Supply, Inc.  
Buchbinder Bros.  
California Florida Plant Co.  
California Flower Market, Inc.  
Callaham Wholesale Florists, Inc.  
Calvert Wholesale Florists, Inc.  
Carson & Gebel Ribbon Co.  
Chicago Flower Exchange  
Colorado Floral Products  
Burdette Coward & Co., Inc.  
Crissey, Inc.  
Delhi Hills Flower & Garden Center, Inc.  
Deloache, Inc.  
Design Master, Inc.  
Bill Doran Company  
Jim Durio Florist, Inc.  
Austin S. Edgar, Inc.  
Elliott & Williams Roses  
Equiflor Corporation  
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.  
Florimex, Inc. New York  
Florists' Publishing Co.  
Flower Trading Corp.  
Don Flowers Florist, Inc.  
Furrow & Company, 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  
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.  
International Floral Corp.  
Edward Jacobson, Inc.  
Jiffy Foam, Inc.  
J.R. Johnson Supply, Inc.  
Ronald Jones Ferneries  
Jones The Florist  
David L. Jones Wholesale Ltd.,  
Burnaby, BC, Canada

Karhauser & Sons, Inc.  
Jack B. Kaufman  
Keeline-Wilcox Nurseries, Inc.  
Keller Pottery Co.  
Kitayama Brothers Greenhouse,  
Union City, CA  
Kitayama Brothers Greenhouse,  
Brighton, CO  
Philip Lavalie  
Lemac Nurseries  
Norma A. Lineberger  
Lion Ribbon Co.  
Lubbock Wholesale Florists  
M.J. Malloy Co.  
Alex R. Masson, Inc.  
Neal Mast & Sons Greenhouses,  
Inc.  
Michigan Floral Assn.  
Betty Sapp Miles  
Miller's Wholesale Florist, Inc.  
Mischler's Florist  
Missouri State Florists' Assn.  
A.D. Mohr Greenhouses, Inc.  
Molbak's Greenhouse, Inc.  
Grace L. Moore  
NPI  
Navco International  
Ninomiya Nursery Co.  
Nordlie, Inc.  
North Central Florists Assn.  
J.B. Parks Wholesale Florist, Inc.  
Pennsylvania Florist Assn.  
S. Arthur Peterson

Pikes Peak Greenhouses  
Platz Flowers & Supply  
Premium Flowers Corp.  
A.B. Price, Inc.  
Rojahn and Malaney Co.  
Hans Rosacker Co.  
S&S Wholesale Florist  
Sabana Farms  
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  
Hero Tsukushi  
Tulsa Grnhse Inc. & Four State Whsle.  
U.S. Flowers  
Veldkamp's Flowers  
Waterdale, Inc.  
Weidner's Gardens, Inc.  
White's Nursery & Greenhouses  
Zeidler Floral Co.  
Florence H. Zuegel



*Receiving the Guardian Award were: (l to r) Don Rosacker, Hans Rosacker Co.; Egon Molbak, Molbak's Greenhouses, Inc.; Wanda Weder, Southern Steel & Wire, Inc.; Don Flowers, Don Flowers Florist; and Ramon Garcia for Jiffy Foam, Inc.*

*Also recognized were: Elliott & Williams Roses; Flower Trading Corp.; Alex R. Masson, Inc.; Southern California Flower Growers Association; and White's Nursery & Greenhouses.*

## Vanguards

### 800-FLOWERS

Milton Adler Co.  
 Agrexco (USA) Ltd.  
 Agriflora Corporation  
 Ahern's, Inc.  
 Allcities Allstates Flowers-By-Tele-  
 Phone  
 Ameri-Cal Floral  
 American Clay Works & Supply  
 Co.  
 American Foliage Co.  
 Austin W. Amery  
 Amling Brothers  
 Amlings Flowerland  
 Anchor Hocking  
 Anchor Wholesale Flowers, Inc.  
 Apex-Neidinger, Inc.  
 Sam Applebaum  
 Aromas Nursery, Inc.  
 Assoc. Florida Gladiolus Growers,  
 Inc.  
 Mr. & Mrs. Lloyd Bachman  
 C.J. Baker Wholesale Florists  
 Baldwin Wholesale Florist, Inc.  
 Mr. & Mrs. John Balistreri  
 Ballard Blossom Shop  
 Barco Sons, Inc.  
 Charles Barr Co.  
 Beall's Roses  
 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  
 Mr. & Mrs. Ray Bozeman  
 Monica Bramblett  
 Brand Flowers, Inc.  
 Brautigam Florist  
 Bronx Florist Supply Co., Inc.  
 G.R. Brown Co.  
 Brown Floral Co.  
 K.C. Browne, Inc.  
 H.M. Buckley & Sons, Inc.  
 Buning The Florist  
 California 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.  
 Chipola Nurseries, Inc.  
 Condor Farms  
 Conklyn's, Inc.  
 Continental Floral Greens  
 Continental Flowers  
 CoyKendall Greenhouses  
 Crestline Flower Shop  
 Crowley Brothers, Inc.  
 Cut Flower Exchange of Pennsyl-  
 vania  
 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  
 Lynn Doyle Flowers  
 Carl Dreisbach, Inc.  
 J.W. Dudley Sons Co.  
 Thomas Dean Dudley  
 East Coast Bulb Farm  
 Edward's Florist  
 Edward's Florist Supply, Inc.  
 Elliott Rose Co. of Madbury, Inc.  
 Ellis Floral Co., Inc.  
 Ensign Wholesale Florist, Inc.  
 Erie Cut Flower & Supply Co., Inc.  
 Esprit-Miami  
 Everflora, Inc.  
 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 7-I  
 FTD District 9-H  
 FTD District 1-L  
 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 Chicago, Inc.  
 Flowers By Esther  
 Flowers By Sandy, Inc.  
 Floracraft Corp.  
 Foxpoint Plant Growers  
 Frampton's Greenhouses  
 Franklin China Co., Inc.  
 Frank Fredenhagen  
 Friesell Ranches  
 Harry H. Fukutome Nursery, Inc.  
 Garden City Floral  
 Gassafy Wholesale Florist  
 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  
 Hermes Floral Company  
 Herman J. Heyl Florists, Inc.  
 Heyl Roses, Inc.  
 Hiawatha, Inc.  
 Hirt's Wholesale Co.  
 Simon Hoekstra and Son  
 Hub Floral Corp.  
 IBC, Inc.

IBG International  
 Illinois Bronze Paint Co.  
 INARCO  
 Jacksonville Whlse. Floral Co.  
 Jacobsens Flowers  
 Jednak Floral Co.  
 Jetram Sales, Inc.  
 Johnson's Roses, Inc.  
 Johnston & McCallum, Inc.  
 T. Larry Jones, Inc.  
 Jones Wholesale Florist, Inc.  
 Henry J. Kaufman & Assoc., Inc.  
 Kessler & Assoc.  
 Keystone Ribbon & Floral Supply Co.  
 King Wholesale  
 Kitayama Brothers Greenhouse, Watsonville, CA  
 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.  
 Lanman Flower Shop, Inc.  
 Layser's Flowers, Inc.  
 Herman Lederer Sons  
 Lee Wholesale Floral, Inc.  
 Ed Lenz Enterprises, Inc.  
 Lindskoog Latham Flowers  
 Lloyd's Wholesale Florist  
 Lomey Manufacturing Corp.  
 The Los Angeles Flower Market  
 Ludy Greenhouse Mfg. Corp.  
 Lynde Greenhouses, Inc.  
 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  
 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.  
 Newton Greenhouse  
 Hannah Niday Florist, Inc.  
 Novette Trading, Ltd.  
 Novacek Greenhouses  
 Oak Grove Fernery  
 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  
 Pennsylvania Cut Flower Co.  
 Phillip's Flowers & Gifts  
 William Pinchbeck, Inc.  
 Mr. & Mrs. Gustav C. Poesch  
 Poulsen Greenhouses, Inc.  
 Pressells Flowers  
 Harvey O. Preuss Florists  
 Quality Gladiolus Gardens, Inc.  
 Quality Wholesale Florist  
 George W. Radebaugh & Sons  
 Regional Farms, Inc.  
 Reliable Glassware & Pottery Co., Inc.  
 Curtis W. Richardson, Inc.  
 Rockwell Farms, Inc.  
 Ross Marketing  
 Royal Gorge Flower Farms, Inc.  
 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.  
 Steve Summers  
 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.  
 Tipton & Hurst, Inc.  
 Tommy's Wholesale Florist, Inc.  
 Ulery Greenhouse Co.  
 United Floral Supply, Inc.  
 United Whlse. Florists of California  
 Vacuum Orna-Metal, Inc.  
 Van Dyk Brothers  
 Vanni Nursery, Inc.  
 Vestal Woda Farms  
 Victor The Florist  
 Vinson & Fortiner  
 Vogt's Flowers, Inc.  
 Wadsworth Control Systems, Inc.  
 Curtis Wagner Co., Inc.  
 Wagner Greenhouses, Inc.  
 Virginia R. Walter  
 P.A. Washburn  
 Welch Whlse. Florist, Inc.  
 West Side Greenhouses  
 Weston Trucking Co.  
 Weyerhaeuser Tissue Culture Center  
 Bruce Wheeler  
 Virginia Wienhoeber  
 J.F. Wilcox  
 Wild Flowers Quality Wholesale Florist, Inc.  
 Wilhide's Flowers  
 Windler Whlse. Floral Co.  
 World Flowers, Inc.  
 Everett Wright  
 XYZ Imports, Inc.  
 G. Ramsey Yoder  
 York Florist  
 Zieger & Sons, Inc.  
 Zipperer Farms

## Sentinels

Ah Sam Floral Co.  
 Air Conditioned Roses  
 Allen Associates, Inc.  
 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.  
 A-Roo Company  
 Augusta Wholesale Florist  
 B & K Tool Die Stamping Co., Inc.  
 Harold L. Bachman  
 Stanley Bachman  
 Maud Baker Flower Shop  
 Banner Flower Shop  
 Barter Brothers Florist  
 John P. Bartlett  
 Henry Bass Greenhouses  
 Bell Greenhouses, Inc.  
 Bens Transworld-Imp.  
 Glenna M. Benton  
 H.G. Berning  
 Hubert J. Beudert  
 George's Wholesale Florist  
 Bonnett Wholesale Florist, Inc.  
 Boone Greenhouses, Inc.  
 Bordine's Better Blooms  
 Louis J. Brand  
 Frederick Brasco Florist  
 Breitingers Flowers, Inc.  
 Brookview Floral, Inc.  
 Brothers Brothers  
 Buckingham Florist, Inc.  
 Buffalo Import Co.  
 Busch Greenhouses, Inc.  
 Mr. & Mrs. Len Busch  
 Callaway Florists & Greenhouses  
 Callison's, Inc.  
 Carey's Flowers, Inc.  
 Carpenter's Flower Shop  
 Cedar Bridge Nurseries  
 T.S. Chan Nursery, Inc.  
 Channel Islands Floral  
 Chase Gardens  
 G.C. Chastain Co., Inc.  
 Frank Clesen & Sons, Inc.  
 Colman Florist, Inc.  
 Colonialware Wholesale, Inc.  
 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.  
 D & W Greenhouses  
 Dalton's Flowers  
 Danielson Floral Co.  
 Kay Danzer Co.  
 Daudelin's Flowers-Gifts  
 Dautoff Flower Growers  
 Delaware County Wholesale Florist  
 Detroit Flower Growers, Inc.  
 Dietert Wholesale Florist  
 Gene M. Dodson and Associates  
 Doherty Flowers  
 Durban Greenhouses, Inc.  
 Ralph Durst Rose Gardens  
 Dusty's Flowers & Gifts  
 DWF of Dallas  
 DWF of Norfolk  
 DWF of St. Louis  
 DWF of Salt Lake City  
 DWF of Tacoma  
 Eastern Floral and Gift Shop  
 Echter's Greenhouses, Inc.  
 Elliott Greenhouses  
 Endres Floral Co.  
 Entenmann's Florists  
 Everflora Chicago, Inc.  
 Express Seed Co.  
 FTD District 6-H & I  
 FTD District 13 J & K  
 FTD District 7-J  
 FTD District 9-B  
 FTD District 15-E  
 FTD District 11-K  
 FTD District 13-B  
 FTD District 13-D  
 FTD District 11-M  
 Fantom & Gahs Greenhouses, Inc.  
 Fayette Wholesale Flst., Inc.  
 Felly's Flowers  
 Robert Fine Associates  
 Henry W. Fischer & Son  
 Fischer's Flowers  
 Floral Supply, Inc.  
 Floralware by EPM  
 Florists Review  
 Flot Aire, Inc.  
 Flowers by Dick & Son  
 Flowers by Ford

Flowers Direct, Inc.  
 Flowers First, Inc.  
 Flowers From Florida, Inc.  
 Flowers Tommy Luke  
 Flowers, Inc. Wholesale  
 Forest Grove Ferneries  
 Four Seasons Roses  
 Fraser's Flowers  
 Fredlo Farms  
 Freeman's Flowers  
 Gainan's Flowers  
 Galloway Florist, Inc.  
 Gardenville Greenhouses  
 Gardner's Westwood Flower Shop  
 The Garland Company  
 Garner Farms, Inc.  
 Jerry Geary Flowers  
 Genna's Wholesale Flowers  
 George M. Gerialis  
 Gerhart Greenhouses  
 Germantown Greenhouses, Inc.  
 Glenn's Wholesale Florist, Inc.  
 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.  
 Green Mountain Florist Supply  
 Hall's Flower Shop  
 Halsema Greenhouses  
 Harmar Products, Inc.  
 Harrison Flowers  
 Hartford Florist Supply  
 Hertog Floral Co.  
 Hibco Plastics, Inc.  
 A.B. Hill  
 Hixon's Floral School  
 Hopper's Wholesale Florist  
 Hrnak's Flowerland, Inc.  
 Huhn's Greenhouse  
 Hungerford Farms, Inc.  
 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.  
 Robert Jones' Mt. Madonna Orchids  
 KPT Wholesale Florist  
 Kannapolis Wholesale Florist  
 Kansas State Florists Assn.  
 Kariya Nursery  
 Kato Cut Flower