American Floral Endowment

1992-Annual Report
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.
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.

Dehmar E. Demaree, Jr.
Chairman
Board of Trustees
1992-93

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

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

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

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

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

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

Chairman/Mossmiller Scholar Program
Todd L. Bachman
Department 56, Inc.
Eden Prairie, Minnesota
Board of Trustees 1992-93

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Jacksonville, Florida

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

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Irwin Greenhouses, Inc.
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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
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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>6/30/92</th>
<th>6/30/91</th>
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</thead>
<tbody>
<tr>
<td>Cash and Short Term Investments</td>
<td>$244,753.33</td>
<td>$98,347.69</td>
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<td>U.S. Government &amp; Agency Bonds (Market)</td>
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<td>Corporate Bonds (Market)</td>
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<td>Common Stocks (Market)</td>
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<td><strong>Total Assets</strong></td>
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## Earnings & Disbursements

<table>
<thead>
<tr>
<th></th>
<th>6/30/92</th>
<th>6/30/91</th>
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</thead>
<tbody>
<tr>
<td><strong>Balance</strong></td>
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<tr>
<td><strong>Income:</strong></td>
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<td>Dividends</td>
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<td>Interest</td>
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<td>Allocation of Capital Gains</td>
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<td><strong>Total</strong></td>
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<td><strong>Disbursements:</strong></td>
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<td>Grants</td>
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<tr>
<td><strong>Balance</strong></td>
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<td>$156,100.43</td>
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</tbody>
</table>

## 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
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.

C. 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 Turstees 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 table guests as he turned over the Chairmanship of the Endowment to Del Demaree, far left. Looking on were Trustees Eiichi 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
Meliano & 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 DiCanio, Michelle and Leo Roozen, Lila DiCanio
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.       | John Klaus & Sons Greenhouses            |
| Half Moon Bay, CA         | Greenwood, MO                            |
| Clackamas Greenhouse      | Klepac Brothers, Inc.                    |
| Aurora, OR               | Blanco, TX                               |
| Frank Clesan & Sons, Inc. | Mazzanti Carnations                      |
| Evanston, IL             | South San Francisco, CA                  |
| R.O. Cowley Wholesale Florist | H. Nakano & Sons             |
| Pittsburgh, TX           | Redwood City, CA                        |
| Burdette Coward & Co., Inc. | Park Floral Co.              |
| Punta Gorda, FL           | Englewood, CO                           |
| Cremer Florist            | Rough Brothers, Inc.                   |
| Hanover, PA               | Cincinnati, OH                          |
| Dillon Floral Corporation | Tietze Wholesale                       |
| Bloomsburg, PA            | Dallas, TX                               |
| Hardin's Wholesale Florist | Weber's Greenhouses                |
| Supply Liberty, NC        | Milwaukee, WI                           |
| Hartzell Flowers, Inc.    | Wolfe the Florist                      |
| Dayton, OH               | 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
  - 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 S. Knipe
  + Leonard Koehler
  + Prof. Alex Laurie
  - Elma Lundahl
  - Edward & Grace Lutey
  - Wally MacDonald
  - Robert L. Orth
  - Eulahah Overmeyer

- Samuel S. Pennock III
  - Gustav H. Poesch
  - Jack W. Redditt
  - Kenneth Royer
  - Mel Schwanke
  - R.H. "Hank" Sciaroni
  - Yoshimi Shibata
  + Kenneth F. Short
  + E.G. Thornton
  + Erwin H. Weder
  - Milton M. Weiss
  - Olin A. Wetzel
  - J.F. Wilcox Family

+ Deceased

- 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
David Abrams
Adamo-Loweke
Robert Alenius
Irving S. Allen
Clarence M. Amling
Otto Amling
Henry C.A. Bachman, Jr.
Mr. & Mrs. Dewitt Barber
Clair Barrett
John Barter
Matthew Bartindale
Andrew Benson
Richard L. Benton
Harry Bernard
J. Elmer Betty
Henry J. Betz, Sr.
• I.W. Bianchi
Clarence J. Bickes
Daryl Bordin

Frank Brautigam
Tommy Bright
Irma F. & W.E. Callaham
Robert Callaham
Oscar G. Carlisteit
Denis R. Celleghin
Roman J. & Florence A.
Claprood
Bertha Spence Cook
William CoyKendall
James Crissey
W.L. Crissey
Raymond B. Crowley
Annie H. Gooch Darbee
Robert Eugene Darbee
Rodger Davidson
William E. DeLoache
Mrs. Fern Demarree
Bette Deprez
Nicola & Pasquale
DeSantis, Sr.
Ira Doud
Eugene R. Dramm
Floyd B. Dreher
Donald Dunbar
Magdalena Ecke
Paul Ecke, Sr.
Austin S. Edgar
Walter J. Engel, Sr.
Clyde Epperson
Albert Ferris
• Barnard "Barney" Finger
• M. Truman Fossum
Pete Franconi, Sr.
John Furrow, Sr.
Irving B. Garber
Joseph A. Garcia, Sr.
• Michael C. Garcia
Walter Gardner
D.S. Godis, Sr.
John W. & LaVerne Giles
Walter Gillis
John Patrick Glass, Jr.
Louis B. Glick
Romaine Glisson
John G. Glod
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. Kepp
Mary Jane Kennicott
Jack Rhodes Kervan
Leland T. Kitzele
Louis Kitzele
D.C. Kiplinger
Kiyo Kitayama
Masuko Kitayama
• John S. Knipe
Eletta 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 Moskatek
Col. Walter and Barbara
B. Mosmiller, Jr.
Frank, W.E. & F.J.
Moemiller
Rollo Mueller
G. Edwin Murphy
Albert J. Neill
Mr. & Mrs. H. D. Neve
Hannah Niday
Ross Nielsen
Kenneth Nopp
• Seiji Obata
Mr. & Mrs. Albert
Oelschig, Sr.
Pop Patterson
Charles F. Pennock
S.S. Pennock III
S.S. Pennock, Jr.
S.S. Pennock, Sr.
Harry L. Peters
Peter B. Pfahl
Priscilla Ferguson Phelps
Leno Piazza, Sr.
Andrew A. Pierson
Albert Pochelon
Oswald Preuss
Peter Pugliese
Harvey Radus
A.L. Randal
• 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 Sye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimming
William Strickland
Albert Strumpf
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 Vannil
John H. Walker
Adolph "Ade" Weberg
Erwin Weder
Herbert R. Weder
Robert Weidner
Henry Welland
Paul E. Weiss
James C. Welch
Fred Wesemeyer
June Wesemeyer
Joseph C. Wetzel
Jurgen 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:

<table>
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<th>Designation</th>
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<td>Builders</td>
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<tr>
<td>Patrons</td>
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<td>Sentinels</td>
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<tr>
<td>Givers</td>
<td>under $100</td>
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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.
Asocolflores/Colombia Flower Council
Association of Floral Importers of Florida
Bachman's, Inc.
G. Victor and Margaret Ball
Geo. J. Ball, Inc.
Arthur Blome Estate
Albert H. Burki Foundation
Oscar G. Carlstedt Co.
Century Florist Supply Co.
The Claprood Companies
Andrew L. Darbee Estate
Delaware Valley Wholesale Florist, Inc.
DWF Wholesale Florists
Paul Ecke Poinsettias
Paul Ecke, Sr.
Florists' Transworld Delivery Assn.
Florafax International, Inc.
Florists's Mutual Insurance Co.
M. Truman Fossum Estate
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
Mt. Eden Nursery
Pennock Company
Pittsburgh Cut Flower Co.
A.L. Randall Co.
- Claymore C. Sieck, Inc.
- 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.

**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
Fairytales 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 Hough & Co., Inc.
Hungnong Seed Co., Ltd.
Lehrer's Flowers
Leider Horticultural Companies
Lincoln Wholesale Florists, Inc.
McShan Florist, Inc.
William Maas
Matsui Nursery, Inc.
Melano & 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 Suyayasu 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, Fairytales 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 Back
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.
De Jong 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-ABB
FTD District 14-G

Floral & Nursery Times
Florists' Mutual Ins. Co. Officers
Foco, Inc.
Gallup & Stirling 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
Vicor Levy
Longview Fibre Co.
Lynchburg Wholesale Floral Corp.
Mainland Nursery, Inc.
Malmborg's, Inc.
Jack Mayosh Wholesale Florist
Clay M. Miller
Moore Paper Boxes, Inc.
Mount Clemens Rose Gardens
Mutual Cut Flower Co., Inc.
Albert J.Neill
Nelson & Hainberg
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.
Schaefe Greenhouses, Inc.
Shinoda Floral Co.
Stimming Flowers
Sunshine State Carnations, Inc.
Tagawa Greenhouses, Inc.
Dr. Harry K. Tayama
Transamerica Floral Imports
Twin City Floral 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
Wiley-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.
Aidik Artificial Flower Co.
Allied Florists Assn. of Baltimore
Allied Florists Assn. of Illinois
Tom Bergkamp
Berthold-Gregory, Inc.
Berkman 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 & Gabel Ribbon Co.
Chicago Flower Exchange
Colorado Floral Products
Curdette Coward & Co., Inc.
Crissey, Inc.
Delhi Hills Flower & Garden Center, Inc.
DeLoache, Inc.
Design Master, Inc.
Bill Doran Company
Jim Durko 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.
Florintex, 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.
Huckart Floral
IP 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
Karthausser & Sons, Inc.
Jack B. Kaufman
Keetle-Wilcox Nurseries, Inc.
Keller Pottery Co.
Kiyama Brothers Greenhouse, Union City, CA
Kiyama Brothers Greenhouse, Brighton, CO
Philip Lavalle
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.
Nordins, Inc.
North Central Florists Assn.
J.B. Park's Wholesale Florist, Inc.
Pennsylvania Florist Assn.
S. Arthur Peterson
Pikes Peak Greenhouses
Platz Flowers & Supply
Premium Flowers Corp.
A.B. Price, Inc.
Rejahn 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.
Southern Rainbow Corp.
Southern Steel & Wire, Inc.
Speight Associates Ltd.
H.L. Stanfield Trucking Co.
Sunbay, Inc. Wholesale Florists
Tennessee Floral Supply
Hiro Tsukushi
Tulsa Gmhsse Inc. & Four State Wholesale.
U.S. Flowers
Veldkamp's Flowers
Waterdale, Inc.
Weidner's Gardens, Inc.
White's Nursery & Greenhouses
Zeider 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.

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Vanguards

800-FLOWERS
Milton Adler Co.
Agrexco (USA) Ltd.
Agriflora Corporation
Ahen's, Inc.
All City All States Flowers-By-Telephone
American Coral 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
CJ. 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
Blagoli's Evergreen Co.
Biling's Floral
Blackwell Nurseries, Inc.
Blue Skye Flower Farms, Inc.
Boulevard Florist
Mr. & Mrs. Ray Bozeman
Monica Brambilla
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 Pajaroa
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
Corklyn's, Inc.
Continental Floral Greens
Continental Flowers
Coy Kendall Greenhouses
Crestline Flower Shop
Crowley Brothers, Inc.
Cut Flower Exchange of Pennsylvania
Daisy Hill Greenhouses, Inc.
Dakota Plastics
Davidson-Uphoff, Inc.
Dean's Designs, Inc.
Bradley Deprez
Diane Deprez-Harmon
Robert Deprez
DeSantis Florist
DeVer Nurseries, Inc.
Devy 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 Maitland, Inc.
Ellis Floral Co., Inc.
Ensign Wholesale Florist, Inc.
Erie Cut Flower & Supply Co., Inc.
Esprit-Miami
Everflora, Inc.
FTD District 1-GAH
FTD District 5-AB
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
Frampont's Greenhouses
Franklin China Co., Inc.
Frank Fredenhagen
Frisell Ranches
Harry H. Fututome Nursery, Inc.
Garden City Floral
Gassaway Wholesale Florist
Geneva Flower Farm
George's Florist
Ghlarducchi's Florists, Inc.
Giftwares Company, Inc.
Gish Flowers
Louis B. Glick & Son, Inc.
Golden West Greenhouse
Gordon's Gristhse, Inc. of Bear Valley
Joan S. Gordon
Robert L. Graham
Grande Greenhouse
Greenwood Greenhouses
Gregoire's Flowers
Growing Systems, Inc.
Don Hahlhoven Greenhouse
Handy Floral Products
Handford'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.
Hiirts Wholesale Co.
Simon Hoekstra and Son
Hub Floral Corp.
Sentinels

Ah Sam Floral Co.
Air Conditioned Roses
Allen Associates, Inc.
Allied Florists of Delaware Valley
Allied Flst. Assn. of Virginia
Allied Flststs. Assn. of Greater Wash.
Allied Flststs. Assn. of Worcester County
American Floral Art School
Amfling Co.
Clarence Amflng 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
Beall Greenhouses, Inc.
Bens Transworld-Import.
Glenna M. Benton
H.G. Berning
Hubert J. Beudert
George's Wholesale Florist
Bonnell Wholesale Florist, Inc.
Boone Greenhouses, Inc.
Bordine's Better Blooms
Louis J. Brand
Frederick Brassco Florist
Breitinger's 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. Chen Nursery, Inc.
Channel Islands Floral
Chase Gardens
G.C. Chastain Co., Inc.
Frank Cleson & Sons, Inc.
Colman Florist, Inc.
Colonialware Wholesale, Inc.
Colorado Gold Wholesale Florist
Colorado Springs Wholesale Florist
Columbia Florist
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
Crowe 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
Dautell 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
Eckler's Greenhouses, Inc.
Elliott Greenhouses
Endres Floral Co.
Entemann'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 & Gehr Greenhouses, Inc.
Fayette Wholesale Flstt, Inc.
Fenly's Flowers
Robert Fine Associates
Henry W. Fischer & Son
Fischer's Flowers
Floral Supply, Inc.
Floralware by EPM
Florists Review
Fot Ais, 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
Fredo Farms
Freeman's Flowers
Gainan's Flowers
Galloway Florist, Inc.
Gardenville Greenhouses
Gardner's Westwood Flower Shop
The Garland Company
Garrard Farms, Inc.
Jerry Goany Flowers
Genna's Wholesale Flowers
George M. Gerdis
Gerharb 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
Halsera Greenhouses
Hammer Products, Inc.
Harrison Flowers
Hartford Florist Supply
Hertog Floral Co.
Hibco Plastics, Inc.
A.B. Hill
Hixon's Floral School
Hopper's Wholesale Florist
Hrnik's Flowerland, Inc.
Huhn's Greenhouse
Hungerford Farms, Inc.
Illiana Unit of Teleflora
International Flower Exchange
Ivandale Floral Co.
Ivy Acres, Inc.
J & J Wholesale Floral Co.
Earle A. Johnson Florist
Johnson Floral Co.
Johnson Greenhouses, Inc.
Robert Jones' Mt. Madonna Orchids
KPT Wholesale Florist
Kanapols Wholesale Florist
Kansas State Florists Assn.
Katya Nursery
Kato Cut Flower