



American  
Floral  
Endowment

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1994/95-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, the results of which will benefit the industry and general public.

American Floral Endowment  
11 Glen-Ed Professional Park  
Glen Carbon, Illinois 62034 USA  
618-692-0045  
FAX 618-692-4045



## Chairman's Message

I'm pleased to be able to lead off our annual publication with a message and have another opportunity to thank each and everyone of you for your contributions to the Endowment.

After ten years as a trustee including two as chairman, I know firsthand the dedication and support this great industry organization receives — support crossing all industry segments. Support not only through generous financial contributions but also with time, effort, cooperation and counsel.

Those who contribute to the Endowment believe in its well-established concept that common needs cross all industry segments and tremendous strength results when we combine forces.

This concept has built a corpus now over \$7 million dollars that assures consistent and long term funding for the research and educational efforts needed to keep our industry vital. As our principle grows, more dollars go back to the industry through funding.

Since inception, Endowment industry wide funding returned over \$5 million dollars to industry specific scientific research and educational efforts. During the past four years, funding averaged almost one-half million dollars annually.

This funding supported the research we all need. Research related to pest management and disease control, post harvest studies, production technology and data information to name a few. Over \$70,000 was awarded to the educational programs that encourage young people to make careers in our industry including internships, scholarships and ongoing educational programs — our future leaders are studying today!

As you can tell, I am very proud of our Endowment's united philosophy and constant accomplishments, and you should be, too. Our accomplishments and growth prove that together we will continue to grow stronger as an industry through a united effort — through the Endowment.

Thank you once again for your past and continued support.

Best regards,



Pete Garcia  
Chairman, Board of Trustees

## Board of Trustees 1994-95



*Chairman*  
Pete Garcia  
Pete Garcia Company  
Atlanta, Georgia



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



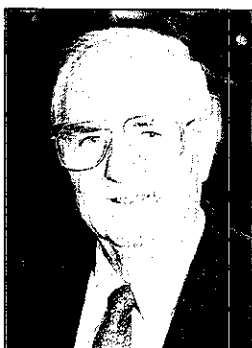
*Treasurer  
Vice President/  
Projects & Grants*  
Ole Nissen  
Sunshine State Carnations, Inc.  
Hobe Sound, Florida



*Secretary*  
Jacob Van Namen  
Vans, Inc.  
Alsip, Illinois



*Chairman/  
Flora-Stats*  
Todd L. Bachman  
Bachman's, Inc.  
Minneapolis, Minnesota



*Chairman/Mosmiller  
Scholar Program*  
William C. Belden  
Oscar G. Carlstedt Co.  
Jacksonville, Florida

## Board of Trustees 1994-95



**Bob Carbone**  
R.J. Carbone Company  
Cranston, Rhode Island



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



**Bill Gouldin**  
Strange's Florist, Greenhouse  
& Garden Center  
Richmond, Virginia



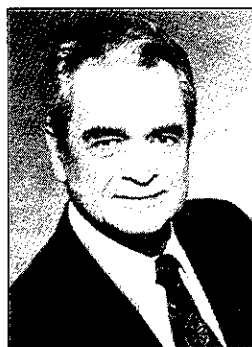
**Herman Meinders**  
American Floral Services, Inc.  
Oklahoma City, Oklahoma



**Mike Suyeyasu**  
Bill Suyeyasu Wholesale Florist  
Inc.  
Fremont, California



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**Harrison Kennicott**  
Kennicott Brothers Company  
Chicago, Illinois



*Executive Vice President*  
**Bob Stoeckl**  
American Floral Endowment  
Glen Carbon, Illinois

# Financial Report

## American Floral Endowment Financial Status June 30, 1995

<b>Assets</b>	<b>6/30/95</b>	<b>6/30/94</b>
Cash and Short Term Investments	\$ 1,271,450	\$ 284,886
U.S. Government & Agency Bonds (Cost)	1,877,587	2,251,515
Corporate Bonds (Cost)	461,850	465,850
Common Stocks (Cost)	3,447,985	3,783,416
Equipment (Net Depreciation)	33,095	27,597
Building & Land (Note 1)	<u>123,032</u>	<u>123,032</u>
Fund Balance (Cost)	\$ 7,214,999	\$ 6,936,296
 Fund Balance (Market Value)	 \$ 7,521,158	 \$ 6,929,396
 <b>Support &amp; Revenue</b>		
Investments	\$ 349,808	\$ 302,588
Designated Contributions & Administrative Fundraising	<u>324,498</u>	<u>290,071</u>
Total	\$ 674,306	\$ 592,659
 <b>Capital Additions</b>		
Contributions	\$ 284,606	\$ 174,483
Realized Capital Gains	<u>263,185</u>	<u>431,820</u>
Total	\$ 547,791	\$ 606,303
 <b>Disbursements</b>		
Management		
Investment Fees	\$ 87,857	\$ 93,996
Administration	169,984	141,080
Grants	681,268	622,766
Depreciation	4,285	2,680
Foreign Tax/Interest	<u>- 0 -</u>	<u>592</u>
Total	\$ 943,394	\$ 861,114
 <b>Summary</b>		
Receipts Over Disbursements	\$ 278,703	
Beginning Fund Balance	6,936,296	
Ending Fund Balance	\$ 7,214,999	

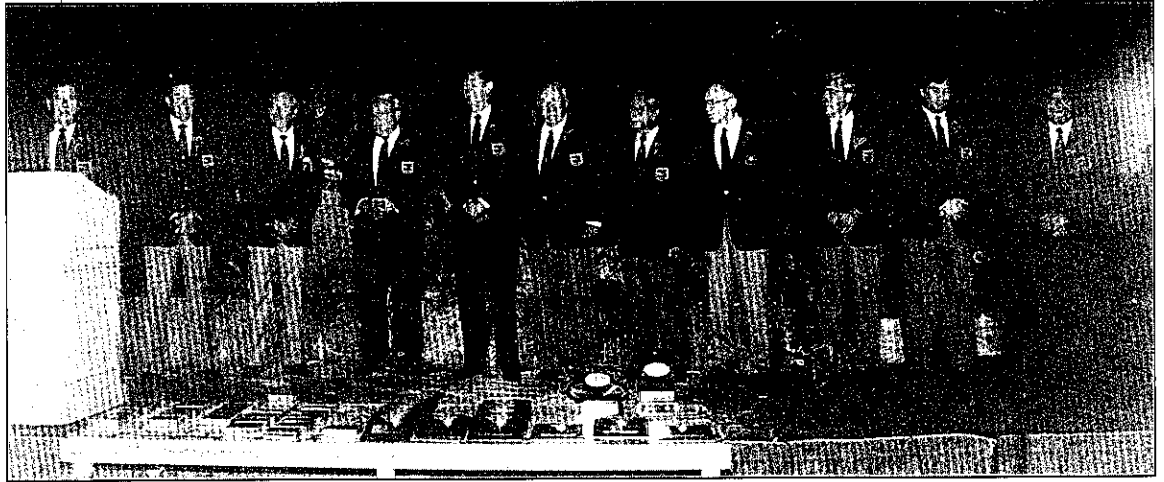
### Note

1. The investment in the building is listed on a cost basis. Depreciation is applied to equipment only.

## 1994/95 Highlights

### Annual Meeting 'At a Glance'

The annual meeting was held in conjunction with the Society of American Florists (SAF) convention in Scottsdale, Arizona on September 24, 1994. During the meeting Chairman Pete Garcia began his second term at the helm of the Endowment board.



Chairman Garcia introduces the Board of Trustees, all of whom serve without any monetary compensation of any kind and pay their own expenses to attend meetings and participate in Endowment activities.



Chairman Garcia presents plaque to Greg Royer honoring his father, Ken Royer, for many years of service on the Endowment board. Ken Royer served nine years. He held the office of Treasurer. During his tenure as Treasurer, his company, Royer's Flowers, handled the financial operations for the Endowment. Yoshimi Shibata (not in attendance) also ended his term as a trustee. He was elected in late 1994 to complete the late Eiichi Yoshida's term.

## **Service to our Industry**

### **New Trustees Elected**

Three new trustees were elected to three year terms on the board and took office at the Annual Meeting in Scottsdale, Arizona on September 24, 1994.

They are Bob Carbone, President of R.J. Carbone Company in Cranston, Rhode Island; William (Bill) Gouldin, President of Strange's Florist, Greenhouses and Garden Centers, Richmond, Virginia; and Mike Suyeyasu, President of Bill Suyeyasu Wholesale Florist, Inc, Fremont, California.



Bob Carbone



Bill Gouldin



Mike Suyeyasu

## Endowment News

### Memorial Tribute Monument Completed at Endowment

Courage, determination and love. Those were the qualities Eleanor Nissen felt appropriately described her son Christian Nissen's life. It seemed only fitting that they are the words cast into the plate adorning the Memorial Tribute Monument at the Endowment office.

The monument was made possible through a major gift by the Nissen family in honor of their beloved son who passed away on October 7, 1992. The memorial wall, designed by Betty Abrams, is made of wood and brass, and it displays the names of everyone honored with a memorial tribute within the American Floral Endowment.

Memorial tributes are established with a contribution of at least \$500. They are designed as a way to honor in perpetuity friends, family and colleagues who have passed away. At the end of each fiscal year, the names of those honored during that year are added to the commemorative wall.



American Floral Endowment Memorial Tribute Board

## **Technology for the Future**

### **New Computer System for Endowment**

The Endowment purchased a new computer and database software. The new system replaces software installed in the mid-1980s.

With the expertise of Dan Hayden and Mark Johnson of Florists' Mutual Insurance, Endowment computer needs were evaluated, and hardware/software was identified and purchased.

The software is a sophisticated package offered by Softrek, entitled "PledgeMaker". Based on the Oracle® relational database, it is a state of the art system offering mainframe computer functionality for a small system.

Included is the standard in database query languages, SQL (Structured Query Language).

The new database will provide great flexibility in tracking contributor records, reporting and analyzing data.

Florists' Mutual's services were also used for the installation and data conversion.

### **Archiving the Past, Access For the Future**

Work began to archive over 30 years of research related materials through a document imaging project within the Endowment office. A document imaging system was recommended and installed by Florists' Insurance Services, Inc., and imaging is underway. The imaging project will preserve historic, current and future research project material and provide for easy access and retrieval. It will also enhance our ability to communicate research efforts to supporters and the industry — a board goal.

Trustee Jacob Van Namen, Vans, Inc. of Chicago, contributed \$10,000 to fund the personnel costs associated with the imaging project.

## **Database Survey**

### **Survey Helps Update Data**

A database is only as good as the information it contains. With that in mind, contributors were sent a survey asking for updated general information (name, address, etc.) and segmentation information. The response was excellent and will help Endowment efforts to communicate information and research results of interest to contributors.

If you did not complete a database survey and would like to, contact the Endowment office.

## Patent Agreement Signed

### Intellectual Property Policy Rights for Project Inked

A licensing agreement has been inked with Michigan State University (MSU) for rights to royalties from the Endowment's partial funding of research producing "The Greenhouse CARE System". The software, developed by Dr. Royal Heins, is a graphical interface/database management program enabling growers to track plant growth characteristics over time.

The system configuration requires separate modules to work with a basic control unit. Endowment funding supported the development of modules for poinsettia, chrysanthemum and Easter lily height control.

The agreement is the first which results from the Endowment's intellectual property policy. The policy first established in the 1980s, requires those receiving funding to share rights to any results on a fair and equitable basis with the Endowment.

Board policy established that any dollars received through intellectual property policy rights would be placed in the general fund (corpus), so they can be used for additional research funding.

### Post Office Changes Endowment Address

Due to U.S. Postal area restructuring, the city and zip code portion of the Endowment's mailing address has changed. Rather than Edwardsville, Illinois, the city changed to Glen Carbon, Illinois.

Our complete new address is: American Floral Endowment, 11 Glen-Ed Professional Park, Glen Carbon, Illinois 62034.



## **Annual Century Dinner**

### **Century Dinner XIX Set for SAF in La Jolla; Ken and Penny Coley Chair**

The American Floral Endowment Century Dinner XIX was scheduled to be held in conjunction with the fall Society of American Florists convention in La Jolla on September 20, 1995.

Ken and Penny Coley, San Diego Flowers accepted the co-chairperson duties. "An Evening with the PHANTOM and Some of Your Best Friends" was decided on as the theme for the dinner to be held at the Hyatt Regency, La Jolla.



Penny and Ken Coley

## Strategic Directions

### A Concept That Works

The American Floral Endowment has provided an opportunity for the floral industry to join a united effort to have dollars available long term and at a consistent level to confront ever increasing research and educational needs now and in the future.

This concept is represented by our logo – one tree serving all branches of floriculture and environmental horticulture.

Together we strengthen every segment giving our industry the ability to respond to competition, improve industry skills and our knowledge through research and education.

Our strategic directions are designed to focus on ways to enhance this concept that serves our industry so well.

### Strategic Areas

During the winter 1995 Board meeting, Chairman Pete Garcia led trustees through a strategic planning session. A description of the resulting strategic directions for fundraising, financial, projects & grants, FloraStats and communications follow:

#### Fundraising

Develop fundraising initiatives designed to increase the current corpus size significantly by the year 2000 while maintaining the current and systematically broadening the overall industry contributor base. These initiatives include expanding the contribution opportunities and methods available, developing new and increasing current opportunities for industry member involvement and developing additional effective methods to improve communication.



Vice Chairman Don Flowers leads Fundraising session.

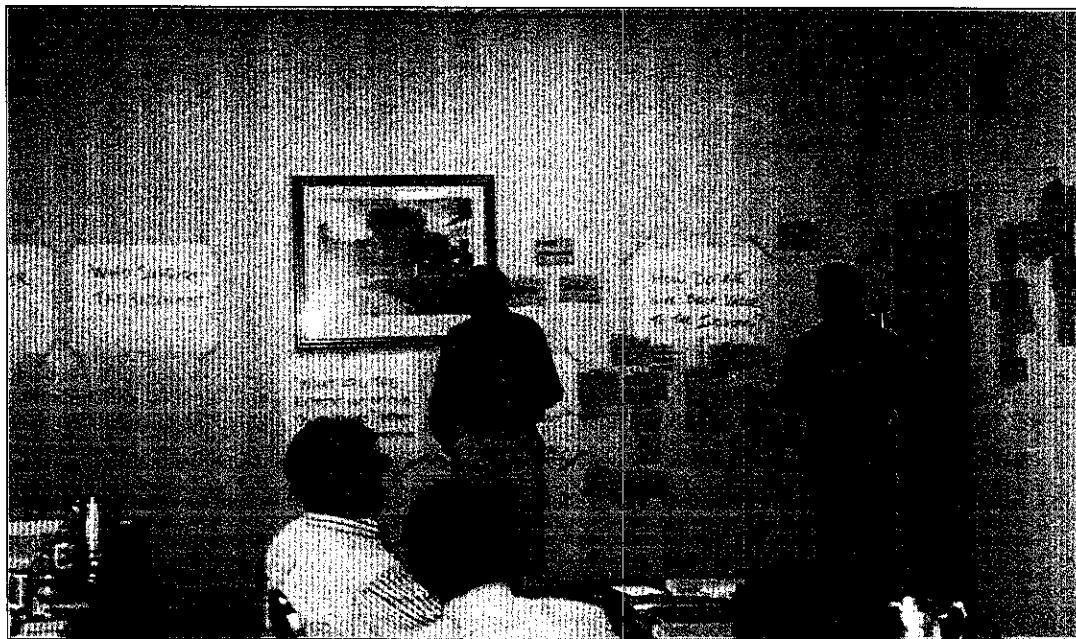
## **Strategic Directions** continued

### **Financial**

Our objective is to maintain a fully integrated financial philosophy incorporating investment strategy, project/program funding, contributions and administrative functions. This includes the wise and prudent management of corpus investments, balancing the need to increase the corpus with the desire to address funding needs, cultivating strong contribution participation and professional administration functions.

### **Projects and Grants**

Our main objective is to continue to improve our ability to identify the important industry research needs, identify the needs Endowment funding can address most effectively, apply funding and communicate useable results and information from this work to the industry and public. Since needs do not remain static, this process is ongoing and efforts will continue to gain and to expand input from all industry segments to guide the grant process.



Chairman Pete Garcia and Vice Chairman Ole Nissen conduct session on Projects & Grants.

## Strategic Directions continued

### Flora-Stats

Our objective is to continue to support and encourage development of data information bases in response to the needs and strong desire for a statistical foundation for the industry. We will work to cultivate a better understanding for the Flora-Stats studies: Wire Service Study, Consumer Tracking Study, Wholesaler Study and the Importer Study.

**Wire Service Study** — Our objective is to increase and refine this study by expanding participation to include all companies whose commercial activity have a bearing on wire service activity, ensure consistent reporting procedures and data verification.

**Consumer Tracking Study** — Our objective is to refine dissemination methods to provide a high level of usable information to the industry and public, in general, and provide data in a flexible, user friendly, user specific form for those who wish to receive data as a financial participant and gain full industry financial support for the study.

### Communication

Our objective is to develop methods to improve communicating any work, achievements, useable practical results and methods to the industry and public through Endowment and trade press publications in keeping with our united industry concept. We will also develop methods to provide information of particular interest directly to specific segments when necessary. At the same time we want to develop effective lines of communication from all industry segments.



Board members participate in storyboarding as part of strategic development.

# Projects and Grants

## RESEARCH

### 1995 PROJECTS FUNDED

#### BREEDING

BREEDING PELARGONIUM FOR RESISTANCE TO BOTRYTIS BLIGHT, (3rd Year), Dr. Richard Craig, Pennsylvania State University. \$10,000

USING DNA APPLICATION FINGERPRINTING (DAF) TO DETERMINE PARENTAGE OF PETUNIA HYBRIDA CULTIVARS, Dr. Terri Starman, University of Tennessee. \$ 5,000

#### ECONOMICS

FLORA-STATS, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study and wire service study. \$150,000

#### PEST MANAGEMENT

CONTROL OF TOMATO SPOTTED WILT VIRUS USING TRANSGENIC PLANTS THAT PRODUCE VIRUS-SPECIFIC MONO-CLONAL ANTIBODIES, (4th Year), Dr. John S. Hu, University of Hawaii. \$25,000

DEVELOPMENT OF RESISTANCE TO TOMATO SPOTTED WILT AND OTHER SIMILAR VIRUSES IN FLORAL CROPS, (3rd Year), Dr. James Moyer, North Carolina State University. \$15,000

INTEGRATING CONTROL OF BOTRYTIS AND POWDERY MILDEW IN A GREENHOUSE CROP, (2nd Year), Dr. Mary Hausbeck, Michigan State University, Dr. Margery Daughtrey, Cornell University and Dr. Larry Barnes, Texas A&M University. \$20,000

INSECTICIDAL CONTROLLED ATMOSPHERE FOR MANAGEMENT OF SWEETPOTATO WHITEFLY, (2nd Year), Dr. Susan Han, University of Massachusetts. \$14,174

EFFICIENT RELEASE STRATEGIES FOR APHID NATURAL ENEMIES IN FLOWER CROPS, Dr. Kevin Heinz, Texas A&M University. \$30,000

MANAGEMENT OF THRIPS AND WHITEFLIES WITH INSECT-KILLING FUNGI: GREENHOUSE SPRAY TRIALS, Dr. Michael Brownbridge, University of Vermont. \$10,000

DEVELOPMENT OF IPM STRATEGIES FOR FLORICULTURAL CROPS, (8th Year), Dr. Michael Parrella, University of California, Davis. \$40,000

**POST PRODUCTION STUDIES**

INCREASING FLOWERING POTTED PLANT LONGEVITY, \$15,000  
(2nd Year), Dr. Terril Nell, University of Florida.

LEAF YELLOWING IN EASTER LILIES: CAUSES AND \$15,000  
SOLUTIONS, (3rd Year), Dr. William Miller and Dr. P. Allen Hammer,  
Clemson University and Purdue University.

POST-GREENHOUSE EVALUATIONS OF FORCED BULBOUS \$12,000  
PLANTS, (7th Year), Dr. August DeHertogh and Dr. Terril Nell,  
North Carolina State University and University of Florida.

REGULATION OF ETHYLENE PRODUCTION DURING \$11,500  
POSTPRODUCTION HANDLING OF FLOWER CROPS, (2nd Year),  
Dr. William Woodson, Purdue University.

**PRODUCTION TECHNOLOGY**

DEVELOPMENT OF A PLANT SHOOT-TEMPERATURE MODEL \$10,000  
FOR GREENHOUSE CLIMATE MANAGEMENT, (3rd Year),  
Dr. Royal Heins, Michigan State University.

CROP TIMING USING THERMAL UNITS AND GROWING \$ 6,000  
MEDIA MOISTURE TENSION, Dr. Claudio Pasian, Ohio State University.

**OTHER**

THE ROLE OF PEAT IN pH, CALCIUM, AND MAGNESIUM \$ 8,667  
MANAGEMENT; CEC AND ION ADSORPTION DETERMINATIONS,  
Dr. John Biernbaum, Michigan State University.

## EDUCATION

### Leading the Efforts Attracting High Caliber People to the Floricul- ture Industry

The Endowment funds scholarships, internships and key educational programs attracting the floral industry leaders of tomorrow.

**Mosmiller Scholars and Ball Interns** gain floral industry experience and a significant financial award to support their education. Mosmiller Scholars intern in the wholesale/retail/allied trade segments. Ball interns work in the production segment.

**Annual funding for FFA** (Formerly Future Farmers of America), the **Intercollegiate Flower Judging Contest** and **National Junior Horticulture Association** promote industry opportunities to interested youth.

**"Budding Opportunities in Floriculture"** are described to high school and college students through an Endowment funded video.

In recent years, educational related funding has ranged from about \$70,000 to \$100,000 annually. A real investment in the future human resources for our industry.

#### **MOSMILLER SCHOLAR PROGRAM**

Prior to the inception of the Vic and Margaret Ball Internship program, the Mosmiller Scholar program provided a combination

internship/grant-in-aid program to outstanding students enrolled in floriculture or environmental horticulture degree programs. Training could be in any phase or segment of the floral industry.

With the Vic and Margaret Ball program established specifically for the production segment, Mosmiller Scholarships were altered to focus and provide training in the whole-sale/retail/allied trade segments.

In addition to students studying in floriculture/horticulture programs, those in business schools at 2 and 4 year colleges and universities with nationally recognized floriculture programs are eligible to apply. **The current award is \$2,000 per student.** During 1994/95 three students were accepted into the program.

#### **VIC AND MARGARET BALL INTERNSHIP**

Through a major gift to the Endowment, the Vic and Margaret Ball Internship program was established for students at accredited 2 and 4 year institutions with nationally recognized floriculture/horticulture programs interested in the production aspects of floriculture.

This program is designed to provide an important link between traditional education and hands-on work experience in an effort to provide a complete education.

Outstanding students are selected to train for either three or six months. **Awards are for \$3,000 or \$6,000** depending on training duration.

During 1994/95, eight students were accepted into the program.

## **Mosmiller Scholarship Equals Tremendous Learning Experience**

Summer school took on a new meaning for Amy Ward, a senior at Texas A&M, when she was accepted as a Mosmiller Scholar. Rather than the familiar books and labs, she found herself involved in every facet of operations at Teas Nursery in Bellaire, Texas.

"It was a great summer, and I could not change a thing to have made it better," said Amy. "This job has been a tremendous learning experience for me. I learned so much about the industry, and some important things about myself."

Hands on learning is a key to the Mosmiller experience. Employers are required to provide as many different work situations and experiences as possible when they host a student. Students apply what they have learned during their academic careers and have the opportunity to learn from industry professionals in a wholesale, retail or allied environment.

At Teas, Amy, a double major in floriculture and horticulture, gained experience in every department. I began in the florist department, she explained. She experienced design, taking and filling orders by phone and at the counter. In addition, she was involved in processing flower shipments. On Thursdays, we processed the weekly flower order including counting, sorting and establishing a price for the product, she commented.

Nursery and greenhouse department experience came next. As a salesperson in the nursery, she found some unique skills were required. During some of this time I worked on displays to promote sales, she said. This included moving the hard goods and accessories around to enhance the display of the plants. "This was very interesting to me because it required a type of creativity that I had never used before," she continued.

The greenhouse department was a favorite. In the indoor plant section, she had maintenance responsibilities. "We rearranged the greenhouse according to plant light requirements," she went on, "moving the plants helped me learn the different needs and behaviors of the plants."

In outdoor plants, her work entailed watering, discarding unsaleable product, unloading delivery trucks and inventory.

Amy also worked in the information booth. "I learned more here than anywhere," she said.

Although not originally part of her internship, she also spent time with the landscape department, and Teas paid for her to attend the TAN Show in Houston.

Amy graduated in May 1995.

## **Ball Internship Great Influence on Students**

Hands on growing experience is often cited as a critical link in a complete education. This opinion is consistently supported by Vic and Margaret Ball interns.

It certainly was for Elise Konow, an ornamental horticulture student at Delaware Valley College, who completed her training in June at Dramm & Echter in Encinitas, California.

"This internship has been one of the greatest influences on my education and development both in my career and personally," she explained.

Endowment internships require employers to provide experience with a variety of crops, tasks and responsibilities in the production environment.

At the greenhouse site, Elise received experience with tulips, lilies, and poinsettias. Since tulips were in prime season during her internship, she learned to identify which were ready for harvest. Her job included collecting, cleaning, bunching and conditioning techniques.

"I assisted with scouting and control methods for insects and disease in tulips and other crops," she said, "and also in the irrigation set up."

She was involved in all stages of the lily production. "I was involved in planting, irrigation, cutting and packing," she commented. "New techniques were tried to increase productivity, and I had a great opportunity to see both the benefits and disadvantages associated with changes in treatments for lilies," she went on.

Additional time was spent in the experimental area for poinsettias. "My job was inspecting cuttings, recording worker rates per hour, moving and labeling varieties for storage," she said. "I was given a lot of responsibility under the guidance of my supervisors. I learned the differences between varieties and helped determine the best ones," she explained.

Elise also worked in rose and lisianthus production, and received some additional bonus experience not originally part of her program. "I worked in the sales booth at the San Diego Flower Auction. I really appreciated this opportunity," she said.

Elise has completed her BA at Delaware Valley College and begun graduate work.

### INTERCOLLEGIATE FLOWER JUDGING CONTEST

Much like the FFA floriculture contest for high school students, the intercollegiate contest brings university teams together to compete and determine who knows the most about the end result of cultural perfection of fresh flower, foliage and flowering plant production. Some years ago, the contest was expanded to include floral design competition, as well. **Endowment funding is \$6000 annually.**



1st Place Team, California Polytech State University, from left to right: Marcelle Hicks, Ro Palius, Lynn Newsome, Coach Virginia Walter and Alternates Heidi Hechtman and Melinda Barton.



2nd Place Team, University of Illinois, from left to right: Shari Wendt, Monica Fidler, Lynn Kambara, Coach Marvin Carbonneau



3rd Place Team, Pennsylvania State University, from left to right: Melissa Pantaleo, Wendy Silverman, Laura McElhinny, Coach Dennis Wolnick

### **AMERICAN HORTICULTURAL THERAPY ASSOCIATION**

The AHTA is dedicated to the development of horticultural therapy efforts that serve and train persons with disabilities or who are otherwise disadvantaged. The organization is also vitally concerned with the professional development, education and enhanced expertise of horticultural therapy practitioners.

**Endowment grant is \$500 annually.**

### **NATIONAL JUNIOR HORTICULTURE ASSOCIATION**

NJHA is the only organization dedicated solely to youth interested in horticulture. Programs are designed to help young people obtain a basic knowledge and understanding of horticulture and develop leadership skills. **Endowment grant is \$500 annually.**

### **NATIONAL FFA FOUNDATION PROGRAMS**

In continuing efforts to bring a focus on floriculture through students already interested in agriculture as expressed through their membership in FFA (Formerly Future Farmers of America), the Endowment sponsors several programs annually through the FFA Foundation. They are: Floriculture Proficiency Award, Floriculture Contest; Floriculture Scholarship; Booth at FFA National Convention.

### **Floriculture Proficiency Award**

This program is designed to encourage agriculture students to become established in the floral industry. Students must pursue a practical experience by either establishing their own business or by training with an industry company. Students compete on a local, state and regional basis. Winners of the four regional competitions attend the national convention where the winner is selected. **A grant of \$5250 is awarded annually.**

### **Floriculture Contest**

The contest's purpose is to stimulate the study of and interest in production and retailing of flowers, plants and foliage through the agriculture education curriculum in high schools. Teams consist of 3 members plus 1 alternate. **A grant of \$6660 is awarded annually.**

### **Floriculture Scholarship**

One scholarship is provided to a high school student wishing to pursue a four-year degree with emphasis on floriculture. **A grant of \$1000 is awarded annually.**

### **Booth at FFA National Convention**

For many years the Endowment has funded a floriculture booth sponsored by the Society of American Florists during the FFA national convention. **Funding for the booth is \$2000 annually.**



American  
Floral  
Endowment

**Developing our human  
resources for today  
and tomorrow**

# Total Grants 1961-95

## Research

University of Alaska	8,500
University of Arizona	23,200
Auburn University	9,000
California Polytechnic State University	36,320
University of California, Albany	12,500
University of California, Davis	440,265
University of California, Riverside	261,680
Clemson University	21,750
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	384,660
Flora-Stats	744,600
University of Florida	350,600
The Florida Agricultural Research and Education Center	65,000
University of Georgia	11,000
University of Hawaii	62,000
University of Idaho	3,500
University of Illinois	36,500
Iowa State University	11,000
Kansas State University	26,000
University of Massachusetts	53,674
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	431,267
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	204,800
The Ohio State University	121,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	199,401
Purdue University	62,000
Rutgers University	9,000
Society of American Florists	66,500
University of Tennessee	5,000
Texas A & M University	48,250
United States Department of Agriculture Florists & Nursery Crops Lab National Agricultural Library	407,500
University of Vermont	37,000
Virginia Polytechnic Institute & State University	57,500
Washington State University	34,200
University of Wisconsin	26,700
University of Wisconsin Medical College	15,000
WF&FSA	2,500

## Education

Academic Advisors for SAF Research Committee and Endowment	45,000
American Horticultural Therapy Association	6,500
ARS Program	5,000
ASHA Symposium	500
ASHS Floricultural Education Group Workshop	1,136
Vic & Margaret Ball Internship	69,000
Dr. H. Marc Cathey Publication	3,977
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	23,700
FFA Floriculture Scholarship	9,000
FFA Floriculture Proficiency Award	36,000
FFA Floriculture Contest	25,735
Intercollegiate Flower Judging Contest	59,050
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploration Trip to Holland	1,000
Mosmiller Scholar Program	166,800
National 4-H Council	10,000
National Junior Horticulture Assn.	7,000
PostHarvest Symposium (2)	2,500
Profile Objectives/Guidelines for Modeling	5,000
Publication ISIS Floricultural Workshop Paper	850
Sabbatical Level Grants (10)	58,750
Smithsonian Institution	25,000
Society of American Florists	65,249
Symposium on Role of Horticulture in Human Well-Being/Social Development	4,000
Thrips Conference in Taiwan	10,000
Tomato Spotted Wilt Virus/Western Flower Thrips Symposium (3)	22,000

**Total Research & Education Grants  
1961-1995 - \$5,335,505**

# 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

Irwin Greenhouses Inc.  
Canyon, TX

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 June 30, 1995 follow:

- |                                     |  |
|-------------------------------------|--|
| Betty Abrams                        | + Harrison Kennicott, Jr.                                |
| Arthur J. Baisch                    | L.R. "Bud" Kintzele                                      |
| Carl Baldesare, Sr.                 | + John S. Knipe  |
| Charles Barr                        | + Leonard Koehler  |
| I.W. Bianchi                        | + Prof. Alex Laurie                                      |
| Z.D. Blackistone                    | Elma Lundahl   |
| Louis J. Brand                      | Edward & Grace Lutey                                     |
| + Albert H. Burki                   | Wally MacDonald  |
| M. Patricia Cronin                  | Robert L. Orth   |
| Delmar E. Demaree, Jr.              | Eulalah Overmeyer  |
| Robert C. Dewey                     | + Samuel S. Pennock III                                  |
| John Henry Dudley                   | Gustav H. Poesch   |
| + Paul Ecke, Sr.                    | Jack W. Redditt  |
| + George Elliott                    | Kenneth Royer  |
| John O. Finn                        | Mel Schwanke   |
| * Don Flowers                       | R.H. "Hank" Sciaroni                                     |
| Frank Fredenhagen                   | Yoshimi Shibata  |
| + John W. & LaVerne B. Giles        | + Kenneth F. Short                                       |
| Hazel Grill                         | + E.G. Thornton  |
| + O. Ben Haley, Jr.                 | Alvi O. Voigt  |
| Donald E. Hook                      | + Erin H. Weder  |
| + Howard J. Hook                    | Louise Graham Weder                                      |
| + Francis Hopper                    | Milton M. Weiss  |
| + Joe Hopper                        | Olin A. Wetzel   |
| Dan Irons                           | J.F. Wilcox Family                                       |
| Martha J. Keller & Herbert Rothwell | + Eiichi Yoshida   |
|                                     | + Deceased   |
|                                     | * Tribute established July 1, 1994 through June 30, 1995 |



Don Flowers

## Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. The names of everyone honored with a Memorial Tribute are permanently added to the Memorial Wall at the Endowment headquarters. As of June 30, 1995, 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.  
Carl D. Baldesare  
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  
Deborah Anne Billings  
Daryl Bordine  
Frank Brautigam  
Tommy Bright  
Irma F. & W.E. Callahan  
Robert Callahan  
Oscar G. Carlstedt  
Denis R. Celleguin  
Roman J. & Florence A. Claprood  
Bertha Spence Cook  
William Coy Kendall  
James Crissey  
W.L. Crissey  
Raymond B. Crowley  
Annie H. Gooch Darbee



Eugene F. Dramm

Robert Eugene Darbee  
Rodger Davidson  
William E. DeLoache  
Mrs. Fern Demaree  
Bette Deprez  
Nicola & Pasquale DeSantis, Sr.  
William J. Doran  
Ira Doud  
\* Eugene F. Dramm  
Eugene R. Dramm  
Floyd B. Dreher  
Donald Dunbar  
Magdalena Ecke  
Paul Ecke, Sr.  
Clyde Epperson  
\* Linda Baisch Ferleman  
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. Geddis, Sr.  
John W. & LaVerne Giles  
Walter Gills  
John Patrick Glass, Jr.  
Louis B. Glick  
Romaine Glisson  
John G. Glodt  
Stanley A. Goldman  
Douglas R. Gordon  
H. "Granny" Granovitz



Linda Baisch Ferleman

Joe & Lily Green  
 Joseph N. Gregoire, 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 I. Hoekstra  
 Simon Hoekstra  
 Jay Hogrefe  
 Herman Hollberg  
 Leo Hollberg  
 Herbert Holm  
 D.E. Hopkins  
 Charles V. Hunt  
 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  
 Eileen Grace Kelly  
 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  
 Christian B. Nissen  
 Kenneth Noppe  
 Hazel Ninon Nyback  
 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 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. Sugreu  
 Shizuo George Suyeyasu  
 Walter F. Swartz  
 Josephine & Anton Sykore  
 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  
 \* Wilhemine (Willie) Wilson  
 Hubert Wolfe  
 Thomas J. Wolfe & George Wolfe, Sr.  
 Luther Wright  
 Harold F. Yoder

\* Tribute Established July 1, 1994  
 thru June 30, 1995.



Wilhemine "Willie" Wilson

## 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 June 30, 1995.

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 \$24,999
Patrons	\$ 15,000 to \$19,999
Founders	\$ 10,000 to \$14,999
Protectors	\$ 5,000 to \$ 9,999
Guardians	\$ 2,500 to \$ 4,999
Vanguards	\$ 1,000 to \$ 2,499
Sentinels	\$ 500 to \$ 999
Sponsors	\$ 100 to \$ 499
Givers	under \$100

Three awards were established to recognize major giving levels.

Gold	\$50,000 to \$74,999
Diamond	\$75,000 to \$99,999
Platinum	\$100,000 and above

*Since formal plaque recognition follows the current fiscal year, photographs represent giving levels established at end of year 1994 and presented at the Annual Meeting September 24, 1994.*

## Special Awards

### **Platinum:**

(\$100,000 and above)

American Floral Services, Inc.

Asocolflores/Colombia Flower  
Council

G. Victor and Margaret Ball

Geo. J. Ball, Inc.

Albert H. Burki Foundation

Andrew L. Darbee Estate

Paul Ecke Poinsettias

Florists' Transworld Delivery  
Association

Society of American Florists

Teleflora, Inc.

Yoder Brothers, Inc.

### **Diamond:**

(\$75,000 – \$99,999)

### **Gold:**

(\$50,000 – \$74,999)

Association of Floral Importers  
of Florida

Florafax International, Inc.

Manatee Fruit Company

Ole & Eleanor Nissen

Pennock Company



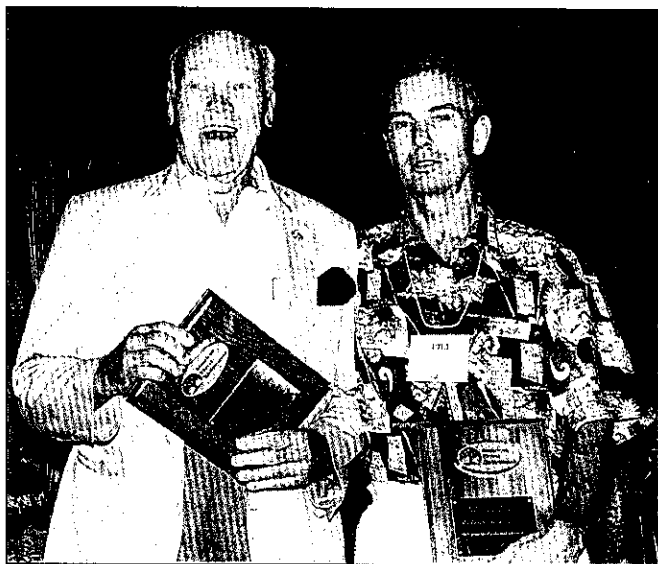
Pete Garcia presents the Diamond award to Dr. Marvin Miller representing Geo. J. Ball during the Endowment's Annual meeting on September 2, 1994.



Ole and Eric Nissen accept the Gold award at the Endowment Annual Luncheon on September 24, 1994.



On hand to receive the Builder plaque for contributions between \$25,000 and \$50,000 was Paul Ecke Jr., Paul Ecke Ranch.



On hand to receive the Benefactor plaque for contributions between \$20,000 and \$24,999 were, from left to right, John Henry Dudley, The John Henry Company, and Bill Fisher, Redbook Florist Services.

## Builders

Bachman's Inc.  
 Arthur Blome Estate  
 Oscar G. Carlstedt Co.  
 Century Florist Supply Co.  
 The Claprood Companies  
 Delaware Valley Wholesale Florist, Inc.  
 DWF Wholesale Florists  
 Paul Ecke Sr.  
 Paul Ecke Ranch  
 Florists' Mutual Insurance Co.  
 M. Truman Fossum Estate  
 Four Farmers, Inc.  
 Pete Garcia Company  
 Fred C. Gloeckner Estate  
 Greenleaf Wholesale Florists, Inc.  
 Gude Brothers Company  
 Highland Supply Corporation  
 The John Henry Company  
 Kennicott Brothers Company  
 Mikkelsens Incorporated  
 Col. and Mrs. Walter Mosmiller, Jr. Estate  
 Mt. Eden Nursery  
 Pittsburgh Cut Flower Co.  
 A.L. Randall Co.  
 Redbook Florist Services  
 Claymore C. Sieck, Inc.  
 Smithers-Oasis U.S.A.  
 Sunburst Farms, Inc.  
 Syndicate Sales, Inc.  
 Vans, Inc.  
 W.F.R., Inc.  
 Wholesale Florists and Florist Suppliers of America  
 Wolfe The Florist, Inc.

## Benefactors

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



On hand to receive the Patron plaque for contributions between \$15,000 and \$19,999 was Ron Bertrand, L. Piazza Wholesale Florists.



On hand to receive the Founders plaque for contributions between \$10,000 and \$14,999 were, from left to right, Ole Nissen, Sunshine State Carnations; Brenda Garcia, Garcia Group; Ramon Garcia, Pete Garcia Company Sales and Staff; Gary Gallup, Gallup & Stribling Orchids.

## Patrons

American Oak Preserving Company, Inc.  
Bay City Flower Co.  
Gordon Boswell Flowers, Inc.  
CCC Associates  
Carbone Floral Distributors  
Cleveland Plant & Flower Co.  
Continental Farms  
Robert C. Dewey  
Fred C. Flipse  
*Floral & Nursery Times*

Floralife, Inc.  
Gelco Internacional, SA  
Hall Affiliates  
Robert R. Hall, Inc.  
E.G. Hill Co.  
L. Piazza Wholesale Florists  
Rainbow Flowers, Inc.  
Sunnyside Nurseries, Inc.  
Bill Suyeyasu Wholesale Florist, Inc.  
John L. Tomasovic, Sr. Florist, Inc.  
Weatherford Farms & Greenhouses

## Founders

Robert C. and Betty Abrams  
M. Adler's Son, Inc.  
American Florist Exchange  
Associated Cut Flower Co., Inc.  
Bay State Florist Supply  
I.W. Bianchi, Inc.  
Larry Beck  
Everett Lawson Conklin  
Conroy Wholesale Florist  
Creative Distributors, Inc.  
Dillon Floral Corporation  
The Exotic Gardens  
Fairytale Foils  
Fall River Florist Supply Co., Inc.  
*Flower News*  
Frazee Flowers, Inc.  
J.P. Freund, Inc.  
Gallup & Stribling Orchids, Inc.  
Pete Garcia Co. Sales Staff  
Garcia Group  
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 Co.

McShan Florist, Inc.  
William A. Maas  
Mainland Nursery, Inc.  
Matsui Nursery, Inc.  
Mellano & Co.  
Mueller Brothers, Inc.  
Knud Nielsen Co., Inc.  
Nurserymen's Exchange  
Oglevee Ltd.  
Oliver & Thompson, Inc.  
Pajaro Valley Greenhouses, Inc.  
Park Floral Co.  
Paul's Wholesale Florist  
A.N. Pierson, Inc.  
A.L. Randall Co. Salesmen  
Jack W. Redditt  
Royer's Flowers, Inc.  
San Diego County Flower Association  
Sluder Floral Co.  
Southern California Floral Association  
Southern Floral Company  
Sunshine State Carnations, Inc.  
Larry Teitel  
Twyford Plant Laboratories, Inc.  
United Wholesale Florists, Inc.  
Jacob & Rita Van Namen  
Jerome Wagner  
Washington Bulb Co.  
MW, Inc.  
N.H. Wright, Inc.

## Protectors

Jim Akin, Inc.  
Aldershot of New Mexico, Inc.  
American Carnation Society  
Amlings of California, Inc.  
Ashland-Addison Florist  
Badger Wholesale Florists, Inc.  
Baisch & Skinner, Inc.  
Ball Pan AM Plant Co.  
Bartz Viviano Florists  
Behnke Nurseries Co.  
G.A. Berlin, Inc.  
Boesen The Florist  
Brody Company  
California Association of Flower  
Growers & Shippers  
California Chrysanthemum  
Growers Association  
California Cut Flower Commis-  
sion  
Candle Artisans, Inc.  
Chicago Florist Supply Com-  
pany  
Clackamas Greenhouse, Inc.  
Conner Park Florist, Inc.  
Conroy's, Inc.  
W.J. Cowee, Inc.  
DeJong Greenhouse  
Del Rey Plastics  
Delhi Hills Flower & Garden  
Center, Inc.  
Design Master, Inc.  
Bill Doran Company  
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  
Florists' Mutual Insurance Co. -  
Officers  
Don Flowers Florist, Inc.  
Foco, Inc.  
Gardens America, Inc.  
Glad-A-Way Gardens  
Glass Corner Greenhouses, Inc.  
Golden State Bulb Growers  
Golden State Wholesale Florists  
Green Leaf Enterprises, Inc.  
Groen Rose Co.  
Albin Hagstrom & Son, Inc.  
O. Ben Haley Jr.  
Hillcrest Garden, Inc.  
Mr. & Mrs. Donald Hook  
Claude Hope  
Robert E. Johnson  
Wm. F. Kasting Co.  
G.R. Kirk Co.  
Ray Kitauama  
Klepac Brothers Greenhouses,  
Inc.  
Paul Krone Fellowship Fund  
Lansing Florists Exchange  
Victor Levy  
Longview Fibre Co.  
The Los Angeles Flower Market  
Lynchbug Wholesale Floral  
Corp.

Malmberg's, Inc.  
Neal Mast & Sons Greenhouses,  
Inc.  
Jack Mayesh Wholesale Floist  
Herman Meinders  
Cloy M. Miller  
Mischler's Florist  
Moore Paper Boxes, Inc.  
Mount Clemens Rose Garden  
Mutual Cut Flower Co., Inc.  
Albert J. Neill  
Nelson & Holmberg  
Nor Cal Flower Growers  
Nordlie, Inc.  
Norfolk Wholesale Floral Corp.  
Nyren Brothers, Inc.  
Oglesby Plant Laboratories, Inc.  
Oregon Roses, Inc.  
J.B. Parks Wholesale Florist,  
Inc.  
Pikes Peak of Texas  
Plant Marvel Laboratories  
Reeves Floral Products  
Regency International Bus.  
Corp.  
Rhyne Floral Supply Manufac-  
turing Co.  
Riverdale Farms, Inc.  
Rojahn and Malaney Co.  
Sakata Seed America, Inc.  
Robert Saunders & Co.  
Schaefer Greenhouses, Inc.  
Shinoda Flori Co.  
Southern California Flower  
Growers Association  
Stimming Flowers  
James Sykora  
Tagawa Greenhouses, Inc.  
Dr. Harry K. Tayama  
Tennessee Florist Supply  
Transamerica Floral Imports  
Hero Tsukushi  
Twin City Florist Supply, Inc.  
Uniflora Overseas Florida, Inc.  
United Floral Exchange, Inc.  
US Floral Corp.  
Valent U.S.A. Corporation  
Vosters Nurseries, Inc.  
Mr. & Mrs. Otto P. Wentand  
Olin Wetzel  
White's Nursery & Greenhouses,  
Inc.  
Wilsey-Bennett Co. Floral Trans.  
Div.  
Mrs. Georgia Yoder  
Renato J. Zappettini  
William Zappettini Co.

On hand to receive the Protector plaque for contributions between \$5,000 and \$9,999 at the American Floral Endowment meeting luncheon were, left to right, Norm White, White's Nursery & Greenhouses and Jim Parks, J.B. Parks Wholesale Florist.



## Guardians

800 Flowers

Aldik Artificial Flower Co.

Allied Florists Assn. of Baltimore

Allied Florists Assn. of Illinois

American Floral Arts School

American Nurseryman

Stanley & Georgia Bachman

Tom Bergkamp

Berthold-Grigsby, Inc.

Berwick Industries, Inc.

John L. Bodette

Brand Flowers, Inc.

Branch-Smith Publishing Co.

Bright's Florist Supply, Inc.

Buchbinder Bros.

California Florida Plant Co.

California Flower Market, Inc.

California Pajarosa

Callaham Wholesale Florists,  
Inc.

Calvert Wholesale Florists, Inc.

Carson & Gebel Ribbon Co.

Chicago Flower Exchange

Colorado Floral Products

Burdette Coward & Co., Inc.

Crissey, Inc.

DeLoache, Inc.

Jim Durio Florist, Inc.

Austin S. Edgar, Inc.

Elliott & Williams Roses

Equiflor Corporation

Esprit-Miami, Inc.

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

Flower Trading Corp.

Franklin China Co., Inc.

Furrow & Company, Inc.

L. Ginsberg, 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.

Howard J. Hook

Huddart Floral

IF Supply Company, Inc.

Illinois State Florist Assn.

International Floral Corp.

Edward Jacobson, Inc.

Jiffy Foam, Inc.

J.R. Johnson Supply, Inc.

Johnston Investments

Ronald Jones Ferneries

Jones The Florist

David L. Jones Wholesale Ltd.

Karthaus & Sons, Inc.

Jack B. Kaufman

Keeline-Wilcox Nurseries, Inc.

Keller Pottery Co.

Kitayama Brothers Greenhouse,  
Union City, CA

Kitayama Brothers Greenhouse,  
Brighton, CO

Lakeland Florist Supply, Inc.

Philip Lavalle

Lemac Nurseries

Norma A. Lineberger

Lion Ribbon Co.

Lomey Manufacturing Corp.

Lubbock Wholesale Florist, Inc.

M.J. Malloy Co.

Robert Mann Packaging Co.

Alex R. Masson, Inc.

Bob Mears Wholesale Florist

Michigan Floral Assn.

Betty Sapp Miles

Miller's Wholesale Florist, Inc.

Missouri State Florists' Assn.

A.D. Mohr Greenhouses, Inc.

Molbak's Greenhouse, Inc.

Grace L. Moore

NPI

Navco International

Ninomiya Nursery Co.

North Central Florists Assn.

Olson's Greenhouses

Pennsylvania Florist Assn.

S. Arthur Peterson

Pikes Peak Wholesale Florist,  
Inc.

Platz Flowers & Supply

Premium Flowers Corp.

A.B. Price, Inc.

Hans Rosacker Co.

S&S Wholesale Florist

Sabana Farms

Scott's Gladiolas Farms, Inc.

Harry A. Sharp

Shoch's Wholesale Florist

Leona Short

Earl J. Small Growers, Inc.

Southeastern Florist Assn.

Southern Rainbow Corp.

Southern Steel & Wire, Inc.

Speight Associates Ltd.

H.L. Stansell Trucking Co.

Sunbay, Inc. Wholesale Florists

Tennessee Florist Supply, Inc.

Tulsa Greenhouse Inc. & Four

State Wholesale

Ultra Floral Products

U.S. Flowers

Veldkamp's Flowers

Alice Walker

Virginia R. Walter

Waterdale, Inc.

Weidner's Gardens, Inc.

Zeidler Floral Co.

Zieger & Sons, Inc.

Florence H. Zuegel



On hand to receive the Guardians plaque for contributions between \$2,500 and \$4,999 were, left to right, Dave Mears, Bob Mears Wholesale Florist; Michael Lewitt, Esprit-Miami; and Paul Ecke, Jr., accepting for both Los Angeles Flower Market and Virginia Walter.

## Vanguards

Milton Adler Co.  
 Agrexco (USA) Ltd.  
 Agriflora Corporation  
 Ah Sam Floral Co.  
 Ahern's, Inc.  
 Allcities Allstates Flowers-By-  
 Tele-Phone  
 Ameri-Cal Floral  
 American Clay Works & Supply  
 Co.  
 American Foliage Co.  
 AA Importing  
 Amling Brothers  
 Amlings Flowerland  
 Anchor Hocking  
 Apex-Neidinger, Inc.  
 Sam Applebaum  
 Aromas Nursery, Inc.  
 Assoc. Florida Gladiolus Grow-  
 ers, Inc.  
 Mr. & Mrs. Lloyd Bachman  
 Todd L. Bachman  
 C.J. Baker Wholesale Florists  
 Baldwin Wholesale Florist, Inc.  
 J.A. Balistreri Farms  
 Ballard Blossom Shop  
 Barco Sons, Inc.  
 Charles Barr Co.  
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| Barth's Florists              | Conway Palms Florist           | Flowerland                    |
| Beatty & Sons Florist         | Cooke's Flowers, Inc.          | Flowerland Florist            |
| Becks East Peoria Florist     | Cottage Flowers, Inc.          | Flowers Galore                |
| Bill O'Shea's Florist         | Country Thickets, Ltd.         | Flowers and Gifts by Barbara  |
| Blossom Shop Florist          | Crevasse's, Inc.               | Flowers by Colette            |
| Bortmas the Butler Florist    | Crouthamel Flower Shop         | Flowers by Dick Lee, Inc.     |
| Boulevard Florist & Grnhs.    | Crown Heights Florist          | Flowers by Goz, Inc.          |
| Bouquet Boutique Flowers      | Cupertino Nursery & Florist    | Flowers by Hansen             |
| Bouquet Boutique, Inc.        | Cypress Gardens Flower Shop    | Flowers by Jean Ann           |
| Boyntons Greenhouse           | Dahl's Floral Gardens          | Flowers by Voyer, Inc.        |
| Brandywine Flower, Inc.       | Dalsimer, Inc.                 | Forte's Flower Patch          |
| Broadmoor Florist             | David's University Florist     | Foster's Flowers              |
| Brown's Flowers               | Davis Florist                  | Fran's Florist                |
| Buckingham Florist, Inc.      | Demmie Blackistone & Assoc.    | Frances Flower Shop           |
| Buds 'n Bees                  | Dicks Flowers, Inc.            | Fred's Flowers and Gifts      |
| Buell Florist & Greenhouse    | Dunwoody Flowers, Inc.         | Freeman's Florist, Inc.       |
| Burgevin Florist              | E. L. Rocquin Florist & Grnhs. | Fussell Florist, Inc.         |
| Burns Floral Co. & Greenhouse | E. R. Adgate & Son Florist     | Galeton Greenhouses           |
| Burns Florist                 | Edmonds Flower Shop            | Gali's Flower & Garden Center |
| Busse & Rieck                 | Elaine's Flowers               | Garden City Florist           |
| Sunnyside Greenhouses         | Elizabeth's Flowers            | Garrison Hill Greenhouses     |
| Butterfields Mall             | Elizabethtown Florist          | George W. Radebaugh & Sons    |
| Cable Car Florist             | Elmwood Florist, Inc.          | Gig Morris Belmar Florist     |
| Casa Trias Florist            | Emily Jaynes Flowers, Inc.     | Gilliam's First of Greensboro |
| Cason's Flowers & Gifts       | Emling Florist                 | Ginza Florist & Gift Shop     |
|                               | Emma's Flowers & Gifts         | Girton's Flowers & Gifts      |
|                               |                                | Glen Terrace Flower Shop      |

Glidden Campus Florist  
 Gordon's Flowers  
 Grassi's Flowers & Gifts  
 Green Bay Floral & Greenhouse  
 Green Leaf Florist  
 Greenspoint Florist  
 Greewald's Greenhouses  
 H. J. Nielson Florist  
 H. Mormile & Sons  
 Haberkamp's Flowers  
 Hall & Di Maria Flower Shop  
 Halliwells Florist  
 Hamill Floral  
 Hanna's Florist  
 Hansens Flower Shop, Inc.  
 Harold A. Ryan, Inc.  
 Harold Hoogasian Flowers  
 Harold's Flowers  
 Harrison's Flowers  
 Harry Quint Greenhouse  
 Hart Floral  
 Hemmerly's Flowers & Gifts  
 Henry Weiland Co.  
 Heritage Flowers  
 Hibbard's Inc.  
 Hillside Florist  
 Hilltop Florist  
 Holmes-McDuffy Florist, Inc.  
 House of Flowers Greenhouse  
 Hrnak's Flowerland, Inc.  
 Hunkele  
 Hutchinson's Flowers, Inc.  
 Ice House Flowers, Inc.  
 Inglis University Florist  
 Issaquah Floral & Gift Shop  
 Jan's Flower Affair  
 Jean's Flower & Gift Jenks Flower & Gifts  
 Jim's Flowers  
 Johnnie's Floral Shoppe  
 Johnson's Flower Center  
 Joseph Thomas Flower Shop  
 Judd's Flowers & Plants  
 Jultak's Flowers  
 Karen's Flower Kottage  
 Keefe's Flowers, Inc.  
 Ken's Flowers & Gifts

Ken-Mar Flowers  
 Kingston Floral  
 Kitty's Flowers  
 Lafleurs Flower & Gift Shop  
 Lee Polites-Florist  
 Lee's Flower & Gift Shop  
 Lenores Florist  
 Leshers Flowers, Inc.  
 Lige Green Flowers & Gifts  
 Lilly's Flowers  
 Little Mountain Flowers  
 Log Cabin Florist  
 Lombard Floral Co.  
 Longmont Florist, Inc.  
 Lorbeer's Flower Shoppe  
 Lord's Flowers  
 Los Alamitos Florist  
 Lumberton Floral Co., Inc.  
 M'Lady's Flowers  
 M. J. Steiner Flower Shop  
 Mableton Flower Shop  
 Main Street Florist, Inc.  
 Marion Smith Florist  
 Markers University Florist  
 Mary Bell's Flowers  
 Mary Jane's Floral Basket  
 Matles Florist  
 Mc Kinney's Flowers, Inc.  
 McLean Flower Affair  
 McLeod's Flowers  
 Memorial City Florist  
 Miami Floral  
 Michler Florist, Inc.  
 Midway Florist  
 Midwest City Flowers Shop  
 Millard Greenhouses  
 Minton's Flowers  
 Mueller's Flower Shop  
 Murphy Florist & Gifts  
 Nature Nook Florist  
 Newtown Square Flower Shop  
 Norm Kesel Florist, Inc.  
 North Liberty Flower Shop  
 Northside Floral  
 Norwalk Florist  
 Novak Flowers, Inc.  
 Olympia Florist, Inc.

Osborne's Florist  
 Oscoda Floral  
 Owens Flower Shop, Inc.  
 Parmentier's 9th St. Floral  
 Paul's Flower and Plant Shop  
 Penfield Flower Shop, Inc.  
 Penny & Irene's Flowers  
 Petal Florist  
 Petal Patch  
 Petal Pusher Florist  
 Peter's Flowers  
 Phoenix Flower Shops  
 Placerville Flower Shop  
 Plaza Flowers  
 Pompton Lakes Florist  
 Posno Flowers  
 Pretty Flowers  
 Pugh's Floral Shop  
 Queen Anne Flowers & Gifts  
 R. Miller Florist  
 Ralph Dillon's Flowers  
 Riedel's Flowers, Inc.  
 Riverside Greenhouses, Inc.  
 Riverview Florist  
 Robbins Flowers  
 Robert A. Lehde Florist  
 Robert Rogers Florist  
 Rockcastle Florist  
 Rockville Florist  
 Rocky Ford Floral  
 Rosaia Brothers Floral  
 Rose Glen Florist, Inc.  
 Rose's Florist, Inc.  
 Rosie's Florist & Gift Shop  
 Rothermel Flowers & Gifts  
 Sam's Flower and Gift Shop  
 San Rafael Floral Company  
 Santa Rosa Flower Shop  
 Schmidt's Flowers  
 Scott Florist  
 Sea Tac Flowers  
 Seifert's Floral Co.  
 Shady Lawn Florist & Grnhs.  
 Silk's Flower Shop  
 Simi Valley Florist  
 Smith Floral Co.  
 Smith's Greenhouses, Inc.

Spencer Florist & Grdn Center  
 St. Cloud Floral, Inc.  
 Stanley's Flower Shop, Inc.  
 Stanleys Fl&Fr Baskets  
 State College Floral Shop  
 Steffy's Flowers  
 Stember Fashions in Flowers  
 Swanson The Florist, Inc.  
 Swartley's Florist  
 Taylor Floral Co., Inc.  
 Tehachapi Flower Shop  
 Thatchers Florist & Gifts  
 The Bouquet Shop  
 The Denville Plant Peddler  
 The Flower Cart, Inc.  
 The Flower Mill  
 The Green Scene  
 The Little Greenhouse  
 The Loraine Gardens  
 The Norwich Flower Shop  
 The Petal Pusher Florist  
 The Posey Patch Florist  
 Tucker Flower Shop, Inc.  
 Tulip Tree Floral  
 Valley Flowers  
 Vidor Florist Shop  
 Village Flower & Gifts  
 Village Green  
 Vincent's Greenhouse  
 Virginia's Flowers  
 Walker's Florist  
 Wayside Gardens, Inc.  
 Wayside Nurseries  
 Weinstock's Florists, Inc.  
 Welke's House of Roses  
 Western Florist  
 Westloop Floral  
 Whidden Florist, Inc.  
 William J. Franklin  
 William-Edward Florists  
 Williams Flower Shop  
 Winfield Flower Shoppe  
 Winter Floral Co.  
 Wirth Florist  
 Woodbridge Shoppe  
 Woodinville Florist  
 World of Flowers  
 Yazel's Colonial Flowers  
 York Flowers, Inc.  
 Yuess Gardens Company  
 Zimmer Floral, Inc.