



American
Floral
Endowment

1996/1997-Annual Report

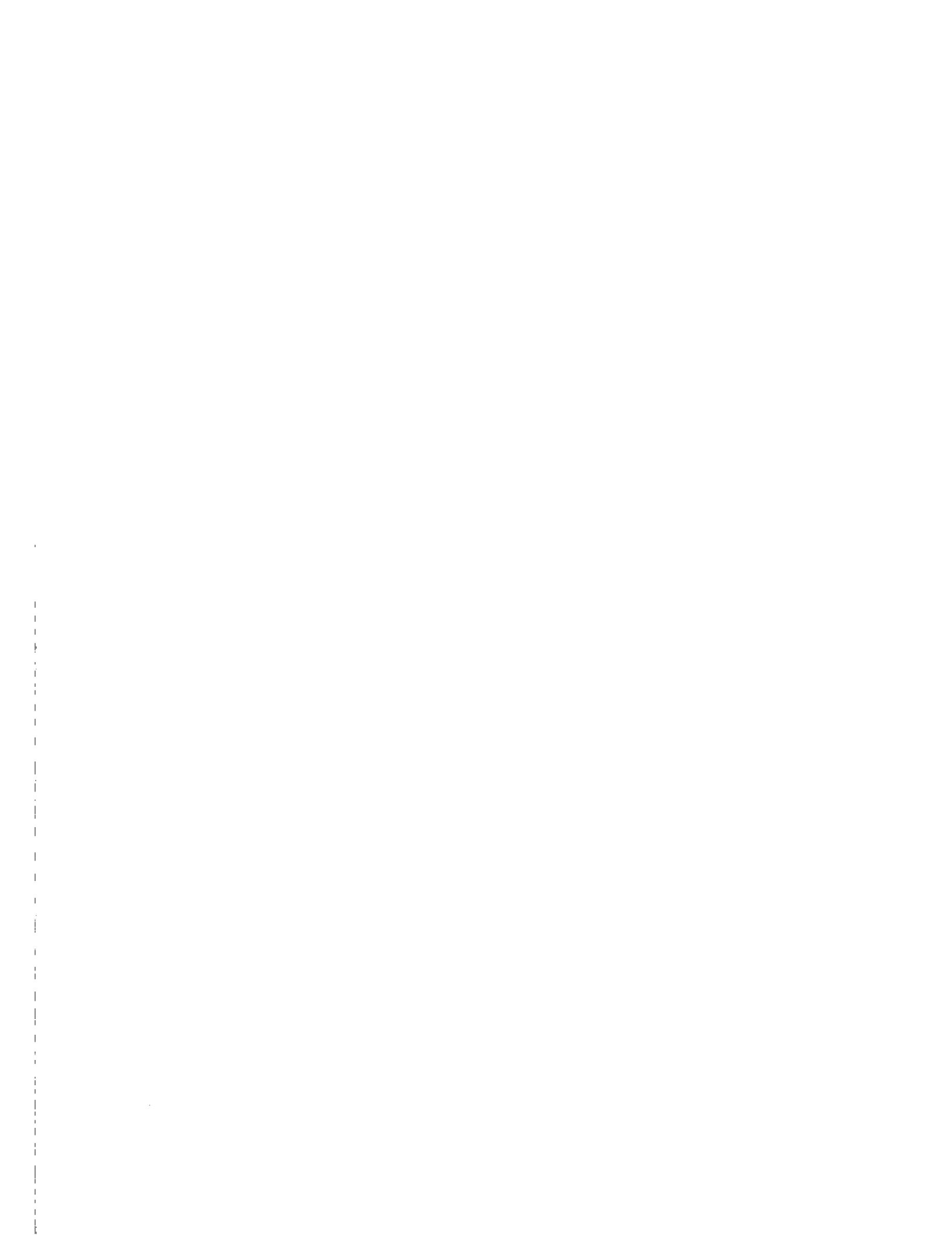


TABLE OF CONTENTS

Chairman's Message.....	Page 1
Board of Trustees.....	Pages 2-3
Financial.....	Page 4
1996/1997 Highlights.....	Pages 5-8
Tributes.....	Pages 9-12
Contributor Recognition.....	Pages 13-23
Projects & Grants.....	Pages 24-25
Education.....	Pages 26-28
Total Grants.....	Pages 29-30

MISSION

The American Floral Endowment is a not-for profit corporation established to secure contributions for funding research and education relevant to floriculture and environmental horticulture, the results of which will benefit the industry and the general public.

American Floral Endowment
11 Glen-Ed Professional Park
Glen Carbon, Illinois 62034 USA
618-692-0045
FAX: 618-692-4045
www.endowment.org
E-mail: bstoeckl@endowment.org

Historical Snapshot

Over 36 Years of Industry Development

The Idea

The late Charles Pennock of The Pennock Co., Philadelphia, PA is credited with the conceptual idea of developing an industry-wide research and educational endowment through a not-for-profit foundation supported by united industry giving.

During 1960, industry leaders committed to the endowment gathered for planning sessions. The purpose would be to fund university and research teams for studies in floriculture and environmental horticulture.

On January 31, 1961, the Endowment was incorporated under the laws of the District of Columbia. The name was originally the "Society of American Florists Endowment."

Pioneering Leadership

Six trustees were named to administer the newly created industry organization.

Founding Trustees

Charles Pennock, Chairman
Gurney Mann, Vice-Chairman
John Henry Dudley, Treasurer
Granville Gude, Secretary
William DeLoache
Colonel Walter Mosmiller, Jr.

First Base: Penn Hill Farm

From 1961 to 1965 Charles Pennock, Chairman and John Henry Dudley, Treasurer primarily maintained the Endowment on a volunteer basis with the founding trustees. The Endowment's first base of operation was Charles Pennock's home in Pipersville, PA, where he managed administrative functions. John Henry Dudley maintained all contributor records at the offices of The John Henry Co., Lansing, MI.

Second Base: Wholesale Florists and Florist Suppliers of America

Late in 1965, Erma Houston (Cook), then executive director of the Wholesale Florists and Florist Suppliers of America (WF&FSA) took over secretarial duties and corporate record maintenance. The Endowment board appointed her assistant secretary. She held this position until 1968 when she moved to Norfolk, VA.

Third Base: Society of American Florists

In 1968, the Endowment contracted to maintain secretarial functions and corporate record maintenance with the Society of American Florists (SAF) under the direction of John Walker, then SAF executive director. The Endowment paid an annual fee for services to SAF as agreed to by both organizations' boards. Walker appointed Betty Seitz (Abrams) as liaison and she remained in this position until 1974 when she left SAF and moved from the Washington area.

Although the Endowment operated out of the WF&FSA and SAF offices in its early years, it was never part of either organization. The Endowment has always been a separate not-for-profit foundation serving the research and educational development needs of the entire industry.

Home Base: Edwardsville, IL

In 1978, Florists' Mutual Insurance Co., Edwardsville, IL, offered to put all Endowment contributor records on the company's computer as an industry service. The Endowment board accepted the offer that ultimately provided the impetus to headquartered the Endowment in Edwardsville. During the spring of 1979, the Endowment board decided to centralize all of the organization's functions.

On August 1, 1979, the Endowment board named Betty Abrams the executive director. By September 1, 1979, the Endowment found a permanent home and moved all records to its location in Edwardsville.

In June 1993, the Endowment board purchased a small office building to house its headquarters. Betty Abrams retired in November 1993. Bob Stoeckl became Executive in October 1993 and continues to administer Endowment operations today.

CHAIRMAN'S MESSAGE

Dear Industry Friends,

I'm pleased to provide this 1996/97 American Floral Endowment Annual Report. You'll see that our industry's Endowment continues to grow, it continues to generate more and more dollars for our industry's development and your support continues to be a direct and important investment in our industry's future. Please take a few minutes to read through this publication.

The end of fiscal year 1996/97 finds the Endowment in its strongest financial position ever. Corpus market value exceeds \$9 million dollars. Corpus growth means little, however, unless it translates into a positive impact for industry research and educational development... and it has. The Endowment allocated over \$730,000 in funding for research and educational development in 1996/97—a record amount!

Funding for fiscal 1997/98 will exceed \$800,000. This means allocations of more than \$1.5 million dollars in just two years translating into real strength to tackle industry challenges.

No matter your industry segment, you can be sure that Endowment programs and projects positively affect your business either directly or indirectly.

Endowment research funding at universities throughout this country is developing the new knowledge and technology providing better quality floral products affecting you whether you grow, wholesale, retail or operate an allied business related to flowers.

Educational funding annually targets youth at the high school and college level in an effort to develop interest and attract young people to flowers and plants ultimately drawing talented people to our industry.

Statistical/marketing research and data collection programs continue to help provide opportunities for industry companies to join together, leverage the high cost of data gathering and gain tools to fill a great information void.

The Endowment has always turned to the industry to identify needs and priorities. We used surveys in 1996/97 to gain your feedback and help us identify the direction for funding dollars. Thanks for taking time to respond. Your input provided extremely valuable information to help our efforts to further concentrate our focus and develop research initiatives impacting your product and livelihood from farm or greenhouse to consumer.

Just keep in mind that this organization's entire purpose is to develop a stronger and better industry for you and the floral consumer. Your contributions literally translate into an investment in the future. Thank you very much for your continued support of the Endowment's industry development work.

Sincerely,

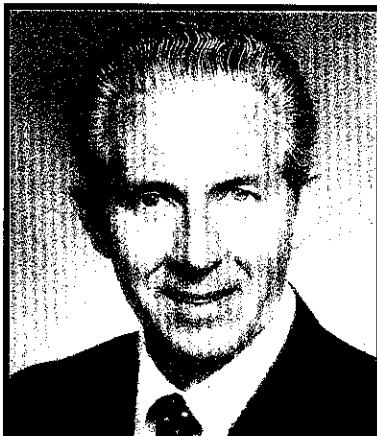
Todd Bachman
Chairman
American Floral Endowment

BOARD OF TRUSTEES 1996-97

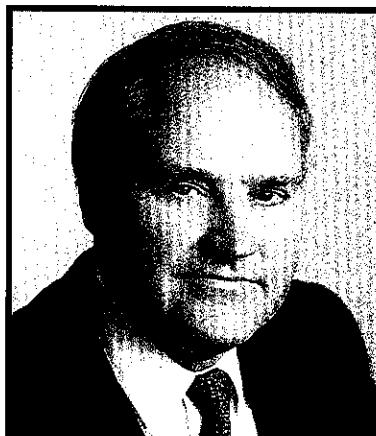


Chairman, Todd L. Bachman,
Bachman's, Inc., Minneapolis, MN

Industry-wide,
industry based...
service and
dedication



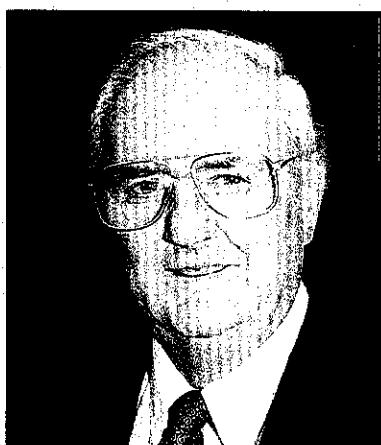
Chairman-Elect, Vice Chairman/
Fund Raising, Ole Nissen,
Sunshine State Carnations, Inc.,
Hobe Sound, FL



Vice Chairman/Projects & Grants
M. James Leider, Leider
Horticultural Companies, Inc.,
Buffalo Grove, IL



Secretary, Jacob Van Namen,
Vans, Inc., Alsip, IL



Treasurer, William C. Belden,
Oscar G. Carlstedt Co.,
Jacksonville, FL



Chairman/FloraStats Committee,
Herman Meinders, American
Floral Services, Inc., Oklahoma
City, OK

Trustees
participate in
Endowment
related
meetings and
activities at
their own
personal
expense.

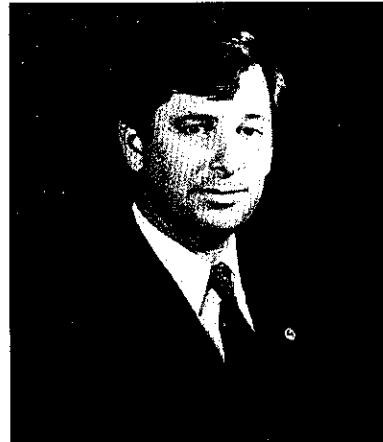
BOARD OF TRUSTEES 1996-97



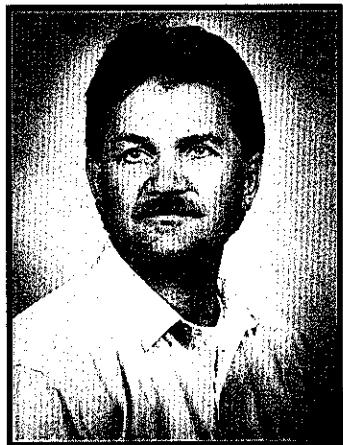
Bob Carbone, R.J. Carbone
Company, Cranston, RI



Tony Fiannaca, Sparks Florist, Inc.,
Sparks, NV



Bill Gouldin, Strange's Florists,
Greenhouses & Garden Centers,
Richmond, VA



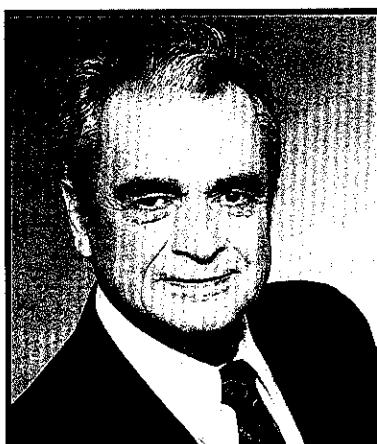
Jacob Mast, Henry Mast
Greenhouses, Inc.,
Byron Center, MI



Mike Suyeyasu, Bill Suyeyasu
Wholesale Florist Inc.,
Fremont, CA



Wanda Weder, Highland Supply
Corporation, Highland, IL



Norman White, White's Nursery
& Greenhouses, Inc.,
Chesapeake, VA



Ex Officio, Charles F. Kremp 3rd,
Charles F. Kremp 3rd Florist,
Willow Grove, PA



Executive Vice President,
Bob Stoeckl, American Floral
Endowment, Glen Carbon, IL

FINANCIAL REPORT

American Floral Endowment Financial Status June 30, 1997

<u>Assets</u>	<u>6/30/97</u>	<u>6/30/96</u>
Cash and Short Term Investment	\$ 1,193,298	\$ 1,010,796
U.S. Government & Agency Bonds (Cost)	2,656,230	2,756,097
Corporate Bonds (Cost)	184,265	457,850
Common Stocks (Cost)	3,841,449	3,521,876
Equipment (Net Depreciation)	42,779	28,534
Building & Land (Note 1)	<u>123,032</u>	<u>123,032</u>
Fund Balance (Cost)	\$ 8,041,053	\$ 7,898,185
 Fund Balance (Market Value)	 \$ 9,874,098	 \$ 8,724,511

<u>Support & Revenue</u>		
Investments	\$ 355,981	\$ 315,667
Designated Contributions &		
Administrative Revenue	311,336	746,539
Direct Reimbursed Revenue	<u>58,513</u>	<u>6,836</u>
Total	\$ 725,830	\$ 1,069,042

<u>Capital Additions</u>		
Contributions	\$ 241,706	\$ 234,601
Realized Capital Gains	<u>415,692</u>	<u>381,352</u>
Total	\$ 657,398	\$ 615,953

<u>Disbursements</u>		
Management		
Investments	\$ 105,662	\$ 99,098
Administration	193,197	188,673
Direct Reimbursed Expense	58,513	6,836
Grants	875,328	701,028
Depreciation	7660	6,174
Foreign Tax/Interest	<u>-0-</u>	<u>-0-</u>
Total	\$ 1,240,360	\$ 1,001,809

<u>Summary</u>		
Receipts Over Disbursements	\$ 142,868	\$ 683,186
Beginning Fund Balance (Cost)	<u>7,898,185</u>	<u>7,214,999</u>
Ending Fund Balance (Cost)	\$ 8,041,053	\$ 7,898,185

*Corpus
growth
assures
funding
now and
for the
future.*

Note 1: Building investment listed on a cost basis.
Depreciation is applied to equipment only.

1996/97 HIGHLIGHTS

Century Dinner -- An Industry Celebration

Century Dinner XX raised more than \$45,000 at the Ritz-Carlton in Naples, Florida-a new record! Bob Costin, Costin's Flowers, chaired the affair that drew 305 industry members together. The dinner was held in October 1996 at the Society of American Florists' convention. Industry support was incredible with 11 hosts and 23 sponsors for the annual dinner and fundraiser. Thanks to all who supported this event.



Todd Bachman, Vice Chairman/Fundraising and Don Flowers, Chairman, congratulate Century Dinner Chairman Bob Costin.

*Century
Dinner-
a tradition
of outstanding
industry
camaraderie
and support.*



Robert McClellan and the Florists' Mutual Insurance, Co. group.



Gregg Coccaro and the Teleflora party.



Tom Butler and the AFS, Inc. gathering



Jim Jordan, FTDA, with the Coleys and Fiannacas

Hosts

American Floral Services, Inc. (AFS)
Bill Suyeyasu Wholesale Florist, Inc.
Colombia Flower Council
Florists' Mutual Insurance Company
Florists' Transworld Delivery (FTD)
Highland Supply Corporation
Garcia Group, Inc.
Redbook Florist Services
Teleflora
The John Henry Company
Vans, Inc.

Sponsors

Armellin Express Lines, Inc.
Bay City Flower Company
Carbone Floral Distributors
Delaware Valley Wholesale Florist, Inc.
Floralife, Inc.
Floral & Nursery Times
Flower Trading Corporation
Glad-A-Way Gardens, Inc.
Greenleaf Wholesale Florists, Inc.
Henry Mast Greenhouses, Inc.
Manatee Fruit Company
Mellano & Company
McGinley Mills, Inc.
Ocean View Flowers
Oscar G. Carlstedt, Company
Paul Ecke Ranch
Pennock Company
Robert Mann Company
Smithers-Oasis U.S.A.
Sunburst Farms, Inc.
Syndicate Sales Inc./Aquafoam
White's Nursery and Greenhouses, Inc.
Wilsey Bennett Company

Wine Sponsor

Bachman's, Inc.

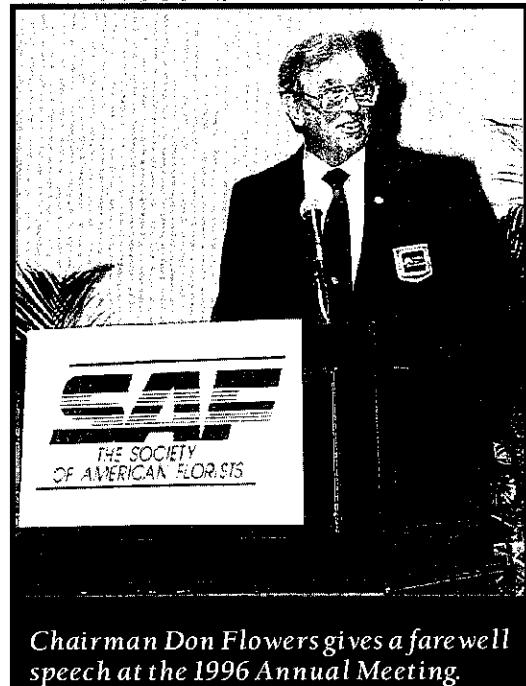
Product Contributors

Bangkok Orchids
Brand Flowers, Inc.
Brody Glass Co.
Candle Artisans
CFX, Inc.
Charles Murphy Fernery
Continental Farms
Four Farmers, Inc.
Gardens America, Inc.
Lomey Manufacturing Corp.
Mellano & Company
Ocean View Flowers
Oscar G. Carlstedt Company
Pete Garcia Company
Pyramid Flowers Inc.
Ron Peterson Ferneries
Smithers-Oasis U.S.A.
Sun Valley Floral Farms
Syndicate Sales, inc.
Terra Nigra Inc.
XL Group, Inc.

1996 ANNUAL MEETING

Fall 1996 Brings Endowment Annual Luncheon, and Thirty-Nine Industry Members Attain Next Giving Level For 1995/96 Support

*Three Industry Leaders
Reach Gold Level...
contributing more than
\$50,000 to the
Endowment's work in
research and educational
development:
Smithers-Oasis U.S.A.
Highland Supply Corp.
Vans, Inc.*



Chairman Don Flowers gives a farewell speech at the 1996 Annual Meeting.



The Gold Award for contributions totalling between \$50,000 and \$74,999 was presented to Chuck Johnson, Smithers-Oasis U.S.A.



Donald Weder, Highland Supply Corporation, accepted the Gold Award for contributions between \$50,000 and \$74,999.



The Gold Award for contributions totalling between \$50,000 and \$74,999 was presented to Jacob Van Namen, Vans, Inc.

MORE 1996 ANNUAL MEETING PHOTOS...



On hand to receive the Builders Plaque for contributions between \$25,000 and \$49,999 were (l-r) Jules Armellini, Armellini Express Lines, Inc. and Bill Gouldin, Strange's Florists, Greenhouses & Garden Centers.



On hand to receive the Benefactors Plaque for contributions between \$20,000 and \$24,999 were (l-r) Bob Carbone, Carbone Floral Distributors and Bob Weatherford, Southern Floral Company.

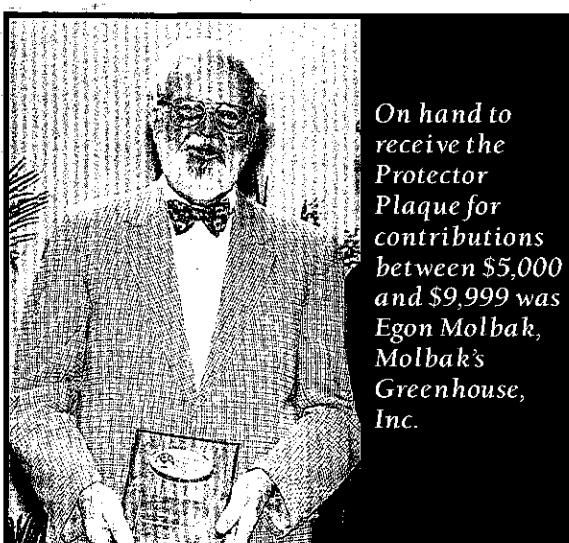


Investing in the discovery of new knowledge and technology for a strong floral industry future.

On hand to receive the Patrons Plaque for contributions between \$15,000 and \$19,999 were (l-r) Tom DiCanio, Floral & Nursery Times; Ramon Garcia, Garcia Group, Inc.; Michael Mellano Sr., Mellano & Company and Jacob and Rita Van Namen, Vans, Inc.



On hand to receive the Founders Plaque for contributions between \$10,000 and \$14,999 were (l-r) Norm White, White's Nursery & Greenhouses, Inc., and Jack Kaufman, Jr., Estate of Jack Kaufman.



On hand to receive the Protector Plaque for contributions between \$5,000 and \$9,999 was Egon Molbak, Molbak's Greenhouse, Inc.



Charles F Kremp 3rd, Charles F Kremp 3rd Florist, accepted the Guardian Plaque for contributions between \$2,500 and \$4,999.

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 established with a contribution of \$500 or more and allow special recognition of floral industry firms and corporations. All honoree names are inscribed on a Corporate Tribute plaque at the Endowment office.

Since its inception in 1986, the following organizations have been so recognized:

*Special
recognition of
floral industry
companies.*

Bay City Flower Co. Half Moon Bay, CA	Mazzanti Carnations South San Francisco, CA
Clackamas Greenhouse Aurora, OR	H. Nakano & Sons Redwood City, CA
Frank Clesen & Sons, Inc. Evanston, IL	Park Floral Co. Englewood, CO
R.O. Cowley Wholesale Florist Pittsburgh, TX	Rough Brothers, Inc. Cincinnati, OH
Burdette Coward & Co., Inc. Punta Gorda, FL	Tietze Wholesale Dallas, TX
Cremer Florist Hanover, PA	Weber's Greenhouses Milwaukie, OR
Dillon Floral Corporation Bloomsburg, PA	Wolfe the Florist Waco, TX
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	

*The Corporate
Tribute Plaque at
the Endowment
office was provided
through a generous
gift from Ramsey
Yoder.*

TRIBUTES

Living Tributes

Living Tributes are established with a contribution of \$500 or more and allow fellow workers and associates to honor the outstanding achievement and regard of living industry members. All honoree names are inscribed on a Living Tribute plaque at the Endowment office.

Living tributes recorded within the Endowment as of June 30, 1997 follow:

*A special way
of honoring
individuals,
families and
companies.*



*The Living Tribute
Plaque at the
Endowment Office
was provided
through a generous
gift from Betty and
Bob Abrams.*

Betty Abrams	R.H. "Hank" Sciaroni
Arthur J. Baisch	Yoshimi Shibata
Carl Baldesare, Sr.	Kenneth F. Short
Charles Barr	+ E.G. Thornton
I.W. Bianchi	Jacob Van Namen
Z.D. Blackistone	+ Alvi O. Voigt
Louis J. Brand	Erwin H. Weder
Albert H. Burki	Louise Graham Weder
Neil Canine	Milton M. Weiss
M. Patricia Cronin	Olin A. Wetzel
Delmar E. Demaree, Jr.	+ J.F. Wilcox Family
Robert C. Dewey	Eiichi Yoshida
John Henry Dudley	+ Deceased
Paul Ecke, Sr.	* Tribute established July 1, 1996
George Elliott	through June 30, 1997
John O. Finn	
Don Flowers	
Frank Fredenhagen	
Pete Garcia	
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	
Eulalah Overmeyer	
Samuel S. Pennock III	
Gustav H. Poesch	
Jack W. Redditt	
Kenneth Royer	
Mel Schwanke	

TRIBUTES

Memorial Tributes

Memorial Tributes are established with a contribution of \$500 or more and provide a way to remember friends and family in perpetuity. All honoree names are inscribed on a Memorial Tribute plaque at the Endowment office.

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
* Wilfred G. "Bill" Brown
Irma F. & W.E. Callaham



*Remembering
special friends
and family*

Robert Callaham
Oscar G. Carlstedt
Denis R. Celleghin Sr.
Roman J. & Florence A. Claprood
Bertha Spence Cook
William Coy Kendall
James Crissey
W.L. Crissey
Raymond B. Crowley
Annie H. Gooch Darbee
Robert Eugene Darbee
Rodger Davidson
William E. DeLoache
Mrs. Fern Demaree
Bette Deprez
Nicola & Pasquale DeSantis, Sr.
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
Joe & Lily Green
Joseph N. Gregoire, Sr.
Granville Gude
William F. Gude
Samuel & Hulda Hagen
Mr. & Mrs. Alexander Henderson
and Frederic Metcalf



E.G. Hill & Earl Mann
Joseph H. Hill
Albert J. 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
Elwood W. Kalin, Sr.
Ralph H. Kapp
Eileen Grace Kelly
Mary Jane Kennicott
Jack Rhodes Kervan
* L. Richard "Bud" Kintzele
Leland T. Kintzele
Louis Kintzele
D.C. Kiplinger
Kiyo Kitayama
Masuko Kitayama
John S. Knipe
Electa Koehler

Memorial Tributes

Jerome Kravit
 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 G. Minshall
 Jim Morrell
 Leon Moskatek
 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. Penhook
 S.S. Pennock III
 S.S. Pennock, Jr.
 S.S. Pennock, Sr.
 Harry I. Peters
 Peter B. Pfahl
 Priscilla Ferguson 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

*The Memorial
 Tribute Plaque
 at the
 Endowment
 office was
 provided
 through a
 generous gift
 from the Nissen
 Family in honor
 of their late son
 Christian B.
 Nissen.*



Ellsworth Simmons

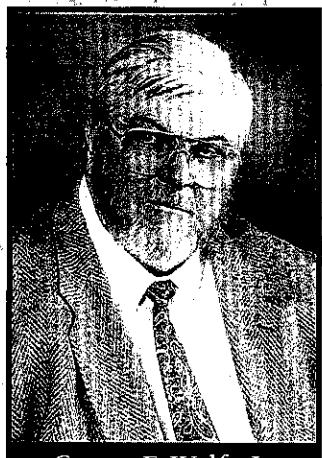
Fritz Roll, Jr.
 Hans Rosacker
 Harry W. Roth
 Robert O. Saunders
 Jack Savarese
 Joseph Shaner
 Muriel Sharon
 Joe Shinoda
 Peter Shinoda
 Yoshiko Shinoda
 Robert Q. Shoch
 Kenneth F. Short
 Ellsworth Simmons
 J.S. Skinner
 R. Earl Slye
 Vernon L. Smithers
 Harold H. Sorensen
 William H. Stimming
 William Strickland
 Albert Strumph
 Neil Wade Stuart
 Leo Stuhldreher
 Francis X. Stuppy
 Daniel V. Sugre
 Shizuo George Suyeyasu
 Walter F. Swartz
 Josephine & Anton Sykore
 Albert Tagawa
 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
 Charles "Chuck" Wilson
 Wilhemine (Willie) Wilson
 Hubert Wolfe
 * George E. Wolfe, Jr.
 Thomas J. Wolfe &
 George Wolfe, Sr.
 Luther Wright
 Harold F. Yoder

* Tribute Established Between
 July 1, 1996 and June 30, 1997.



**Charles "Chuck" Wilson
 Wilhemine (Willie) Wilson**



George E. Wolfe, Jr.

CONTRIBUTOR RECOGNITION

Cumulative Giving Levels

All individuals and organizations making a contribution to the Endowment are listed in this report.

Contributions are cumulative and provide a practical way of building individual and organizational participation. Recognition plaques are presented annually to those reaching each level beginning with the Guardian level.

Major Giving Levels

Three awards were established to recognize major giving levels.

Platinum.....\$100,000 and above

Diamond.....\$75,000 to \$99,999

Gold.....\$50,000 to \$74,999

Builders.....\$25,000 to \$49,999

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

Contributors

*Making an
Investment in the
Future by
Supporting Floral
Industry Research
and Educational
Development.*

**All contributions are
cumulative and never expire.
Recognition levels reflect
generosity and support
through June 30, 1997.**

CONTRIBUTORS

Platinum:

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

Gold:

Association of Floral Importers of Florida
Florafax International, Inc.
Highland Supply Corporation
Manatee Fruit Company
Ole & Eleanor Nissen
Smithers-Oasis U.S.A.
Vans Inc.

Builders:

Armellini Express Lines, Inc.
Bachman's Inc.
Gertrude Bianchi
Arthur Blome Estate
Oscar G. Carlstedt Co.
Century Florist Supply Co.
The Claprod 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
The John Henry Company
Kennicott Brothers Company
McGinley Mills, Inc.
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.
Strange's Florists, Greenhouses & Garden Centers
Stuppy Family Foundation
Sunburst Farms, Inc.
Syndicate Sales, 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
CCC Associates
CFX, Inc.
Carbone Floral Distributors
Continental Farms
John Henry Dudley
Walter J. Engel, Inc.
Flower View Gardens
Garcia Group, Inc.
Bob Gilmore Company, Inc.
Hall Affiliates
Irwin Greenhouses, Inc.
Mellano & Co.
Northwest Florists' Association
Ribbon Narrow Fabric Co., Inc.
Southern Floral Company
Bill Suyeyasu Wholesale Florist, Inc.
Weatherford Farms & Greenhouses
Zelenople Greenhouses

Patrons:

American Oak Preserving Company, Inc.
Bay City Flower Co.
Gordon Boswell Flowers, Inc.
Cleveland Plant & Flower Co.
Robert C. Dewey
Fred C. Flipse
Floral & Nursery Times
Floralife, Inc.
Gelco Internacional, SA
Robert R. Hall, Inc.
E.G. Hill Co.
Lehrer's Flowers, Inc.
Leider Horticultural Companies
Lincoln Wholesale Florists Co.
Herman Meinders
L. Piazza Wholesale Florists
Rainbow Flowers, Inc.

Sunnyside Nurseries, Inc.
John L. Tomasovic, Sr. Florist, Inc.
United Wholesale Florists, Inc.
Jacob & Rita Van Namen
White's Nursery & Greenhouses, Inc.

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
California Chrysanthemum Growers Association
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 Orchid, Inc.
Pete Garcia Co. Sales Staff
Glass Corner Greenhouses, Inc.
Grace-Sierra Horticultural Products

Dr. David E. Hartley
The John Henry Co. Salesmen
Claude Hope
Roy Houff & Co., Inc.
Hungnong Seed Co., Ltd.
Estate of Jack Kaufman
McShan Florist, Inc.
William A. Maas
Mainland Nursery, Inc.
Malmborg's, Inc.
Matsui Nursery, Inc.
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
Shinoda Floral Co.
Sluder Floral Co.
Southern California Floral Association
Sunshine State Carnations, Inc.
Larry Teitel
Twin City Florist Supply, Inc.
Twyford Plant Laboratories, Inc.
Jerome Wagner
Washington Bulb Co.
MW, Inc.
Wilsey-Bennett Co.
N.H. Wright, Inc.

Protectors:

Jim Akin, Inc.
Aldershot of New Mexico, Inc.
Aldik Artificial Flower Co.
American Carnation Society
Amlings Flowerland
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
Brand Flowers, Inc.
Brody Company
California Association of Flower Growers & Shippers
California Cut Flower Commission
Candle Artisans, Inc.
Chicago Florist Supply Company
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
Flower Trading Corp.
Don Flowers Florist, Inc.
Foco, Inc.
Gardens America, Inc.
Glad-A-Way Gardens
Golden State Bulb Growers
Golden State Wholesale Florist
Green Leaf Enterprises, Inc.
Groen Rose Co.
Growers Wholesale Florists
Albin Hagstrom. & Son, Inc.
O. Ben Haley Jr.
Hillcrest Garden, Inc.
Green Point Nurseries
Mr. & Mrs. Donald Hook
Jacobson Floral Supply
Robert E. Johnson
J.R. Johnson Supply, Inc.
Ronald Jones Ferneries
Karthaus & Sons, Inc.
Wm. F. Kasting Co.
G.R. Kirk Co.
Ray Kitayama
Klepac Brothers Greenhouses, Inc.
Paul Krone Fellowship Fund
Lansing Florists Exchange
Victor Levy
Longview Fibre Co.
The Los Angeles Flower Market
Lubbock Wholesale Florist, Inc.
Lynchburg Wholesale Floral Corp
Neal Mast & Sons Greenhouses, Inc.
Jack Mayesh Wholesale Florist
Cloy M. Miller
Mischler's Florist
Molbak's Greenhouse, Inc.
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
Manufacturing Co.

Riverdale Farms, Inc.
Rojahn and Malaney Co.
Sakata Seed America, Inc.
Robert Saunders & Co.
Schaefer Greenhouses, Inc.
Southern California Flower Growers Association
Stimming Flowers
James Sykora
Tagawa Greenhouses, Inc.
Dr. Harry K. Tayama
Tennessee Florist Supply
Transamerica Floral Imports
Hero Tsukushi
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
Mrs. Georgia Yoder
Renato J. Zappettini
William Zappettini Co.

Guardians:

800 Flowers
AA Importing
Allied Florists Assn. of Baltimore
Allied Florists Assn. of Illinois
American Floral Arts School
American Nurseryman
Stanley & Georgia Bachman
Todd L. Bachman
Robert J. Bennett Wholesale Florist, Inc.
Tom Bergkamp
Berthold-Grigsby, Inc.
Berwick Industries, Inc.
John L. Bodette
Branch-Smith Publishing Co.
Bright's Florist Supply, Inc.
Buchbinder Brothers
California Florida Plant Co.
California Flower Market, Inc.
California Flower Shippers, Inc
California Pajarosa
Callahain Wholesale Florists, Inc.
Calvert Wholesale Florists, Inc.
Carson & Gebel Ribbon Co.
Celebrity, Inc.
Chicago Flower Exchange
Colorado Floral Products
Continental Floral Green
Burdette Coward & Co., Inc.
Crissey, Inc.
Deloache, Inc.

Duamex L.L.C.
 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
 Ferris Brothers, Inc.
 Flint Florist Exchange
 Floral Greens International
 Floral Resources/Hawaii, Inc.
 Florimex, Inc. New York
 Franklin China Co., Inc.
 Furrow & Company, Inc.
 Giftwares Company, Inc.
 L. Ginsberg, Inc.
 Dr. Carl F. and Jean L. Gortzig
 The Green Thumb, Inc.
 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.
 Jiffy Foam, Inc.
 Johnston Investments
 Jones The Florist.
 David L. Jones Wholesale Ltd.
 Keeline-Wilcox Nurseries, Inc.
 Keller Pottery Co.
 Kitayama Brothers Greenhouse,
 Union City, CA
 Kitayama Brothers Greenhouse,
 Brighton, CO
 Kitayama Brothers Greenhouse,
 Watsonville, CA
 Charles F. Kremp 3rd Florist
 Lafayette Florist &
 Greenhouses, Inc.
 Lakeland Florist Supply, Inc.
 Philip Lavalle
 Lemac Nurseries
 Norma A. Lineberger
 Lion Ribbon Co.
 Lomey Manufacturing Corp.
 M. J. Malloy Co.
 Robert Mann Packaging Co.
 Alex R. Masson, Inc.
 Bob Mears Wholesale Florist
 Meldrum Mfg. & Engineering
 Michigan Floral Association
 Betty Sapp Miles
 Miller's Wholesale Florist, Inc.
 Missouri State Florists' Assn.
 A.D. Mohr Greenhouses, Inc.
 Grace L. Moore
 NPI
 Navco International
 Ninomiya Nursery Co.
 North Central Florists Assn.
 Olson's Greenhouses
 Pennsylvania Florist Assn.
 S. Arthur Peterson
 Phillip's Flowers & Gifts
 Pikes Peak Wholesale Florist, Inc.
 Platz Flowers & Supply
 Premium Flowers Corp.
 A.B. Price, Inc.
 Regional Farms, Inc.
 Hans Rosacker Co.
 Ross Marketing
 S&S Wholesale Florist
 Sabana Farms
 Scott's Gladiolas Farms, Inc.
 Seagroatt Companies
 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

Ah Sam Floral Co.
 Ahern's, Inc.
 Allcities Allstates Flowers-By-
 Tele-Phone
 Ameri-Cal Floral
 American Clay Works &
 Supply Co.
 American Foliage Co.
 Americas Flower Dist Inc.
 Amling Brothers
 Anchor Hocking
 Apex-Neidinger, Inc.
 Sam Applebaum
 Aromas Nursery, Inc.
 Assoc. Florida Gladiolus
 Growers, Inc.
 Mr. & Mrs. Lloyd Bachman
 C.J. Baker Wholesale Florists
 Baldwin Wholesale Florist, Inc.
 J.A. Balistreri Farms
 Ballard Blossom Shop
 Barco Sons, Inc.
 Charles Barr Co.
 Beall's Roses
 A.G. Beiser Wholesale Floral Co.
 Bel-Air Flower Growers &
 Shippers, Inc.
 Glenna M. Benton
 Mr. & Mrs. Newt Beugen
 Biaggi's Evergreen Co.
 Billings Floral
 Blackwell Nurseries, Inc.
 Bonnett Wholesale Florist, Inc.
 Everflora Chicago, Inc.
 Boulevard Florist
 Mr. & Mrs. Ray Bozeman
 Monica Bramblett
 Brautigam Florist
 Bronx Florist Supply Co., Inc.
 G.R. Brown Co.
 Brown Floral Co.
 Buckingham Florist, Inc.
 H.M. Buckley & Sons, Inc.
 Buning The Florist
 Len Busch Roses
 California Flower Farms, Inc.
 Canton Wholesale Floral, Inc.
 Elaine L. Carbone
 Carlton Rose Nurseries
 Carolina Wholesale Florist
 A. Cavallaro & Son, Inc.
 Cedar Rapids Greenhouses
 Charlotte Florist Supply Co.
 G.C. Chastain Co., Inc.
 Chipola Nurseries, Inc.
 Frank Clesen & Sons, Inc.
 Collins Flowers, Inc.

Vanguards:

Milton Adler Co.
 Agrexco (USA) Ltd.
 Agriflora Corporation

Colorado Springs Wholesale Florist, Inc.	Floral Marketing Association
Condor Farms	Florida Fern Growers Association
Conklyn's, Inc.	Florida State Florists' Assn.
Continental Flowers	Florimex Chicago, Inc.
Coy Kendall Greenhouses	Florimex North America
Crowley Brothers, Inc.	Flowers By Esther
Crown Floral	Flowers By Sandy, Inc.
Cut Flower Exchange of Pennsylvania	Flowers First, Inc.
Daisy Hill Greenhouses, Inc.	Flowers Inc. Wholesale
Dakota Plastics Company	Four Star Greenhouse
Davidson-Uphoff, Inc.	Foxpoint Plant Growers
Dean's Designs, Inc.	Frampton's Greenhouses
Delaware County Wholesale Florist	Frank Fredenhagen
Bradley Deprez	Friesell Ranches
Diane Deprez-Harmon	Harry H. Fukutome Nursery, Inc.
Robert Deprez	Gainan's Flowers
DeSantis Florist	Garden City Floral
DeVor Nurseries, Inc.	Gassafy Wholesale Florist
Dey Brothers Greenhouses	Geneva Flower Farm
Didier Greenhouses, Inc.	George's Florist
Doherty Flowers	Ghilarducci's Florists, Inc.
Dos Pueblos Orchid Company	Gish's Pacific Flowers, Inc.
Lynn Doyle Flowers	Louis B. Glick & Son, Inc.
Carl Dreisbach, Inc.	Golden West Greenhouse
J.W. Dudley Sons Co.	Gordon's Greenhouse, Inc. of Bear Valley
Thomas Dean Dudley	Joan S. Gordon
East Coast Bulb Farm	Robert L. Graham
Edward's Florist	Grande Greenhouse
Edward's Florist Supply, Inc.	Greenwood Greenhouses
Elliott Rose Co. of Madbury, Inc.	Growing Systems, Inc.
Ellis Floral Co., Inc.	Don Hahlbeck Greenhouse
Endres Floral Co.	Hall's Flower Shop
Ensign Wholesale Florist, Inc.	Handy Floral Products
Erie Cut Flower & Supply Co., Inc.	Hanford's, Inc. Wholesale
Everbloom Inc.	Hardin's Wholesale Florist
Everflora, Inc.	Harrison Wholesale Floral, Inc.
Everflora Chicago, Inc.	Hastings, Inc.
FTD District I-G&H	Hauge's Flower Store, Inc.
FTD District 5-A&B	Hausermann Orchids
FTD District 6-E	Hawkins Greenhouses
FTD District 6-F&G	Heap Greenhouses, Inc.
FTD District 7-D	Heeney Company, Inc.
FTD District 7-I	Henry's Plant Farm
FTD District 9-H	Hermes Floral Company
FTD District I-L	Herman J. Heyl Florists, Inc.
Fenton Art Glass Co.	Billy Heroman's Flowerland, Inc.
Louis Figone Nursery	Heyl Roses, Inc.
Fiksdal's Flowers	Hiawatha, Inc.
Robert Fine Associates	Hirt's Wholesale Co.
Fisher Florist	Simon Hoekstra and Son
Flambeau Products Corp.	Hoogasian Flowers Inc.
Raymond A. Fleck, Inc.	Hub Floral Corp.
Fleming Wholesale, Inc.	IBC, Inc.
Floracraft Corp.	IBG International
Floral Acres, Inc.	Illinois Bronze Paint Co.
Floral Ave. Greenhouse Co.	INARCO
	Ironwood Evergreens, Inc.
	Ivy Acres, Inc.
	Jacksonville Whlse. Floral Co.
	Jacobsens Flowers
	Jednak Floral Co.
	Jetram Sales, Inc.
	Johnson's Roses, Inc.
	Johnston & McCallum, Inc.
	T. Larry Jones, Inc.
	Jones Wholesale Florist, Inc.
	J.V. Trading
	Laura Kantakis
	Henry J. Kaufman & Assoc., Inc.
	Kessler & Assoc.
	Keystone Ribbon & Floral Supply Co.
	King Wholesale
	Klenke Floral
	Klupenger Nursery & Greenhouse, Inc.
	Mark Knox Flowers
	Koehler & Damm, Inc.
	Kuhn Flowers, Inc.
	Kurt Weiss Florist, Inc.
	Frank Kuwahara
	Lakeland Florist Supply, Inc.
	Lakewood Greenhouse, Inc.
	Lamborn Floral Co.
	Lanman Flower Shop, Inc.
	Layser's Flowers, Inc.
	Herman Lederer Sons
	Lee Wholesale Floral, Inc.
	Ed Lenz Enterprises, Inc.
	Lindskoog Latham Flowers
	Lloyd's Wholesale Florist
	Ludy Greenhouse Mfg. Corp.
	Lynde Greenhouses, Inc.
	M & M Wholesale Florist, Inc.
	W.W. McAllister Co.
	H. Hunter McIntire
	Rod McLellan Co.
	McNamara - Broadripple Florist
	Maday Wholesale Greenhouses, Inc.
	Marshall St. Greenhouses
	Mary Jane Florist Gift Shop
	Andy Mast Greenhouses
	Henry Mast Greenhouses, Inc.
	Mast Greenhouse - Illinois
	Mazzoni Farms, Inc.
	Meskers'
	Ruth Messmer - Florist, Inc.
	Alice Metcalf
	Henry F. Michell Co.
	Middle Atlantic Florists Assn.
	Harry Miller Flowers
	Paul Minor, Inc.
	Minshall The Florist, Inc.
	Mountaineer Greenhouses
	H.R. Mueller Florist

Muennich Sales, Inc.
 Multiflora Import Co.
 A. Nagamine Nursery, Inc.
 H. Nakano & Sons
 Nanz & Kraft Florist
 Navlet's Florists
 Nettie's Flower Garden, Inc.
 Neubauers Flowers, Inc.
 Newton Greenhouse
 Hannah Niday Florist, Inc.
 Nouvette Trading, Ltd.
 Novacek Greenhouses
 Oak Grove Fernery
 Oelschig's Wholesale Nursery
 Oklahoma State Florists Assn.
 Robert L. Orth, Inc.
 Stephen Otte
 Pacific Coast Evergreens
 Panacea Products Corporation
 Panzer Nursery, Inc.
 Paradise Candles, Inc.
 Parmenter Florist, Inc.
 Dr. Michael Parrella
 Pennsylvania Cut Flower Co.
 Peoples Flower Shops
 Phoebe Floral Shop
 Phoenix Flower Shops
 William Pinchbeck, Inc.
 Mr. & Mrs. Gustav C. Poesch
 Pokon & Chrysal USA
 Poulsen Greenhouses, Inc.
 Pressells Flowers
 Harvey O. Preuss Florists
 Quality Gladiolus Gardens, Inc.
 Quality Wholesale Florist
 Quinlan Wholesale Florist, Inc.
 George W. Radebaugh & Sons
 Reliable Glassware & Pottery
 Co., Inc.
 Curtis W. Richardson, Inc.
 Steve Summers
 Rockwell Farms, Inc.
 Rosas Del Monte
 Royal Gorge Flower Farms, Inc.
 San Lorenzo of Texas
 Satow Growers, Inc.
 Schaafs, Inc.
 Mr. & Mrs. Israel Schneider
 Mr. & Mrs. Robert O. Schurke
 Select Ribbons, Inc.
 Selecta Farms, Inc.
 Delois C. Shelton
 Shenandoah Floral Mfg. Co., Inc.
 Shinoda Design Center, Inc.
 Ken Short
 Shreveport Flower Mart, Inc.
 Silver, Lerner, Schwartz & Fertel
 Delbert Smith, Inc.
 Southern Retail Florist Assn., Inc.
 Sparks Florist
 Stimming Flowers of California
 Stringer Whsle. Florist, Inc.
 Springfield Florists' Supply, Inc.
 Sunwest Wholesale Floral
 Susan's Florist
 Syracuse Pottery, Inc.
 Tayama Whsle. Florists
 Taylor's Flower Shop & Greenhouse
 The Taylors of Penny Hill
 Temkin International
 Tennessee Wholesale Florists, Inc.
 Texas State Florists' Assn.
 J.H. Thompson, Inc.
 Thompson Rose Sales, Inc.
 Tipton & Hurst, Inc.
 Tommy's Wholesale Florist, Inc.
 Ulery Greenhouse Co.
 United Floral Supply, Inc.
 United Whsle. Florists of California
 Vacuum Orna-Metal, Inc.
 Van Dyk Brothers Wholesale Florist
 Vanni Nursery, Inc.
 Vestal Woda Farms
 Victor The Florist
 Vinson & Fortiner
 Visaflor Group
 Vogt's Flowers, Inc.
 Wadsworth Control Systems, Inc.
 Curtis Wagner Co., Inc.
 Wagner Greenhouses, Inc.
 P.A. Washburn
 Welch Whsle. Florist, Inc.
 Westerlay Roses
 West Side Greenhouses
 Weston Trucking Co.
 Weyerhauser Tissue Culture Center
 Bruce Wheeler
 Virginia Wienhoeber
 J.F. Wilcox
 Wild Flowers Quality Wholesale
 Florist, Inc.
 Wilhide's Flowers
 Windler Whsle. Floral Co.
 World Flowers, Inc.
 Everett Wright
 XYZ Imports, Inc.
 G. Ramsey Yoder
 York Flowers, Inc.
 Zipperer Farms
 Allen Associates, Inc.
 Allied Florists of Delaware Valley
 Allied Flst. Assn. of Virginia
 Allied Flsts. Assn. of Greater
 Washington
 Allied Flsts. Assn. of Worcester
 County
 Amling Co.
 Clarence Amling Roses, Inc.
 Andre Greenhouses, Inc.
 Ansell Incorporated
 A-Roo Company
 Augusta Wholesale Florist
 B & K Tool Die Stamping Co., Inc.
 Harold L. Bachman
 Maud Baker Flower Shop
 Banner Flower Shop
 Barter Brothers Florist
 John P. Bartlett
 Henry Bass Greenhouses
 Baumgarten Krueger Floral
 Bell Greenhouses, Inc.
 Bens Transworld Imports
 Glenna Mt Benton
 H.G. Beming
 Hubert J. Beudert
 George's Wholesale Florist
 Boone Greenhouses, Inc.
 Bordine's Better Bloom's
 Louis J. Brand
 Frederick Brasco Florist
 Breitinger's Flowers, Inc.
 Brookview Floral, Inc.
 Brothers Brothers
 Buffalo Import Co.
 Busch Greenhouses, Inc.
 California Protea Management
 Callaway Florists & Greenhouses
 Callison's, Inc.
 Candle-lite
 Carey's Flowers, Inc.
 Carpenter's Flower Shop
 Cedar Bridge Nurseries
 T.S. Chan Nursery, Inc.
 Channel Islands Floral
 Chase' Gardens
 Archie Clapp
 Lester Coggins Trucking, Inc.
 D.S. Cole Growers
 Colman Florist, Inc.
 Colombian Carnations, Inc.
 Colonialware Wholesale, Inc.
 Colorado Gold Wholesale Florist
 Columbia Florist Club
 Connell's Bexley Greenhouse
 Harold Cook
 P.S. Cook

Sentinels:
 Dick Adgate Florist
 Air Conditioned Roses

Cosmar Air Freight Service
 Costa Nursery Farms
 Costin's Flowers & Gifts
 Cottage Gardens Nursery, Inc.
 John W. Cox Wholesale Florist
 Craftex Wholesale Distributors
 Creative Marketing Concepts, Inc.
 Cronin Florist Shop
 Crown Import Corp.
 D & C Wholesale Florist, Inc.
 D & W Greenhouses
 Dalton's Flowers
 Danielson Floral Co.
 Kay Danzer Co.
 Daudelin's Flowers-Gifts
 Daufford Flower Growers
 Detroit Flower Growers, Inc.
 Dietert Wholesale Florist
 Gene M. Dodson and Associates
 Dramm International, Inc.
 John Dramm Sales
 Dunlap, Codding & Peterson
 Durban Greenhouses, Inc.
 Ralph Durst Rose Gardens
 Dusty's Flowers & Gifts
 DWF of Dallas
 DWF of Norfolk
 DWF of St. Louis
 DWF of Salt Lake City
 DWF of Tacoma
 Eastern Floral and Gift Shop
 Echter's Greenhouses, Inc.
 Elfrieda's Flowers, Inc.
 Elliott Greenhouses
 Entenmann's Florists
 Evergreen Wholesale Florist, 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 O & P
 FTD District 11-M
 Fantom & Gahs Greenhouses, Inc.
 Farm Fresh Flowers Inc.
 Fayette Wholesale Flst., Inc.
 Felly's Flowers
 The Fetzer Greenhouses
 Field of Flowers
 Dave Fischer Greenhouses
 Fischer's Flowers
 Floral Supply, Inc.
 Floralware by EPM

Florist Magazine
Florists' Review
 Flot Aire, Inc.
 Flowers by Dick & Son
 Flowers by Ford
 Flowers Direct, Inc.
 Flowers From Florida, Inc.
 Flowers Tommy Luke
 Forest Grove Ferneries
 The Forschner Group, Inc.
 William L. Foster Jr.
 Four Seasons Roses
 Fraser's Flowers
 Fredlo Farms
 Freeman's Flowers
 G&E Greenhouses, Inc.
 Galloway Florist, Inc.
 Gardenville Greenhouses
 Gardner's Westwood Flower Shop
 The Garland Company
 Garner Farms, Inc.
 Jim & Donna Gaunt
 Jerry Geary Flowers
 Genia's Wholesale, Inc.
 George M. Geralis
 Gerhart Greenhouses
 Germantown Greenhouses, Inc.
 Glass Wholesale Florist
 Glenn's Wholesale Florist, Inc.
 Golden Gate Flower Growers
 Gongaware & Parry Florist
 Graham Wholesale Floral, Inc.
 Grayce Floral Supplies, Inc.
 Greater St. Louis Flower
 Growers Assn.
 Green Circle Growers, Inc.
 Green Mountain Florist Supply
 Greenbrook Flowers, Inc.
 Helen Haley
 Halsema Greenhouses
 Harmar Products, Inc.
 Harrison Flowers
 Hartford Florist Supply
 Hertog Floral Co.
 Ed Heyden Greenhouse
 Hibco Plastics, Inc.
 A.B. Hill
 Hill's Imports
 Hixon's Floral School
 Hoo's Florist & Plant Shop
 Hopper's Wholesale Florist
 Hrnak's Flowerland, Inc.
 Huhn's Greenhouse
 Hungerford Farms, Inc.
 Ray Hunter Flowers, Inc.
 Illiana Unit of Teleflora
 Inglis Florist

 International Flower Exchange
 Ivandale Floral Co.
 J & E Wholesale Floral Co.
 Earle A. Johnson Florist
 Johnson Floral Co.
 Johnson Greenhouses, Inc.
 Johnston The Florist
 Robert Jones' Mt. Madonna Orchids
 Joy of Flowers
 KPT Wholesale Florist
 Kannapolis Wholesale Florist
 Kansas State Florists Assn.
 Kariya Nursery
 Kato Cut Flower
 Kearney Floral Co.
 Kel-Stan Products Co.
 Kervan Co., Inc.
 Norm Kesel Florist, Inc.
 Mrs. Leland T. Kintzele
 Koch Originals
 Kodama Sunnydale Greenhouse
 Kono & Sons, Inc.
 Lake Washington Greenhouses
 Lala Imports, Inc.
 Albert J. Lauer, Inc.
 Lebens Flowers, Inc.
 Merlin Leger
 Leo's Flowers
 Leonard Levy
 Lewis Brothers, Inc.
 Louisiana Wholesale Florists, Inc.
 Dave Lowenheim & Associates
 MGB Wholesale, Inc.
 McCallum Wholesale Floral
 Services, Inc.
 J.M. McConkey & Co., Inc.
 McLeod Florist
 Maekawa Brothers Greenhouses, Inc.
 Magicsilk Div. of Selo, Inc.
 Richard Malvern Florist
 Marche & Co.
 Joseph Markow Florist
 Massoni Wholesale, Inc.
 The R. Alexander Masson Foundation
 Mattern Floral, Inc.
 Mattern Wholesale
 Mattoon Flower Shop & Greenhouses
 Matzke Florists
 Meadows Brothers Nursery Equipment
 Memorial Drive Florist
 Joseph S. Merritt, Jr.
 Donald Metzger
 Edwin Michel, Inc.
 Mid Island Floral Supply Ltd.
 Kei Mikuriya
 Miller Floral Co.
 Don Miller Greenhouse Co.

Minneapolis Floral Co.
Mistletoe Wholesale Florist
Miyashita Nursery
Mobile Wholesale Floral Co.
Erwin Mojormier Enterprises
Montana State Florist Assn.
John R. Moore Greens Co., Inc.
Moore's Wholesale Florists
Morgan Guaranty Trust Co. of New York
Mosmiller Florist
Mountain View Wholesale Florist, Inc.
Nabeta Nursery, Inc.
K. Nakashima Nursery Co.
National Greenhouse Co.
James Naylor, Inc.
Neilson Orchids
Ness Flowers
Newports Flowers, Inc.
Niedens Hillside Floral, Inc.
Nishimoto Nursery
Norfolk Florist
Novelties By Premier Ltd.
G. Nutile, Inc.
Oakland Flower Shop, Inc.
The Oklahoma Flower Market
Orchid Isle Nursery
Orlander Florist, Inc.
Herman Orth Corp.
Ozark Wholesale Florist, Inc.
Pacific Flower Shippers, Inc.
C.P. Wagner Company
S. Arthur Peterson, Inc.
Pickrells Wholesale Flowers & Supplies
Pietrafeso Greenhouses
Pleasant Valley Flowers, Inc.
Pletschers Greenhouses, Inc.
Poets of WF&FSA
Pontiac Greenhouses
Priarie Flowers & Gifts
Princess Ribbon Carp.
S. Russell Prizer Florist
Reeds Flowers
Relles Florist
Henry T. Ritter
Riverside Wholesale Florist
Clarence Roberts
Rockville Florist
Rocky Mountain Wholesale Florists, Inc.
Dick Rosacker
The Rose Club
Rosedale Greenhouses, Inc.
Rosemont Gardens
Rough Brothers, Inc.

Rubens Originals
St. Louis Wholesale Plant Co.
Lucie Sable Imports Ltd.
San Diego Florist Supplies
San Diego Flowers
James Saunoris & Sons, Inc.
Savon Wholesale Florist Supply
Mrs. Cel Scherrer
Schlag's Gladiolus Farms
Mr. & Mrs. Melvin Schwanke
Sedan Floral, Inc.
Shady Hill Gardens
John D. Shanklin
Willis Shaw
John Shelton
Sheppard Enterprises, Inc.
Robert & Nancy Shibata
Sierra, Inc.
Siri Brothers Nursery, Inc.
The Gordon L. Smith Co.
Ray Smith Cut Flowers
Smith Floral Company
Smith's Flower Shop
Society of Iowa Florists
South Louisiana Co-op, Inc.
Southern Cut Wholesale Flowers
Specialty Wood Products
Spokane Flower Growers, Inc.
Spurlock's Flowers
St. Cloud Floral, Inc.
Stadium Flowers
Stemson's
Stonehurst Wholesale Florists
Stonequarry Greenhouses, Inc.
Mr. & Mrs. Leo Stuhldreher
Suburban Wholesale Florist
Daniel Sugrue and Sons
Sunflowers Florist
Sun Coast
Sun Valley Bulb Farms, Inc.
Panacea Products Corporation
Panzer Nursery, Inc.
Paradise Candles, Inc.
Panacea Products Corporation
Panzer Nursery, Inc.
Paradise Candles, Inc.
Superior Florals, Inc.
Swanson the Florist, Inc.
T and W Sales Co.
George Teutel Holly Farm, Inc.
George Thomas Floral
Thornton Wholesale Florists
Tietze Wholesale Florist
Tobler's Flowers, Inc.
Todd's Flowers

Topstar Floral, Inc.
Tri City Florist Supply
Tropic Greenhouses
Tropical Foliage Plants, Inc.
Tulsa Flower Exchange, Inc.
Two-E Carnations, Inc.
Uniflor Limitada
Union County Florist Supply, Inc.
Uto's Greenhouse, Inc.
Val-Al Greenhouses, Inc.
Jack A. Van Namen
Van Zanten's, Inc.
Vans Floral Products of Indianapolis
Vaughan, Inc.
Vestal Wholesale Florist, Inc.
Viva's Flowers
Viviano Flower Shop
Wald Imports Ltd.
Clinton A. Wallace
The Wamego Floral Co.
Watsonville Nurseries
Weinstocks Flowers & Gifts
Ray Western
Wilch, Smith & Brock
Dr. Harold F. Wilkins
Willow Specialties
Wilmington Florists Exchange, Inc.
Winandy Greenhouse Construction Co.
Norman H. Winter, Inc.
Witmer's Greenhouses, Inc.
Hubert J. Wolfe
W.M. Woodruff's Son, Inc.
Yoshida Farms, Inc.
Youngstown Plant & Flower
Zimlich The Florist, Inc.

Sponsors

A Beautiful California Florist
A to Z Wholesale Floral Supply
Acme Florist Supply, Inc.
Ades and Gish Nursery
America's Florist
Bloom-Rite Flowers, Inc.
Blumex USA Inc.
Bradley's Flowers
Bright's Florist Supply, Inc.
CCI Farms
California Cut Flower Commission
California Protea Management
Calvert Wholesale Florists, Inc.

Cathy Cowgill Flowers, Inc.
Chicago Florist Supply Company
Conroy Wholesale Florist
Dahlstrom & Watt Bulb Farms, Inc.
Dickerson's Greenhouse
Dixon Products, Inc.
Dunlap & Codding
Engwall Florist & Greenhouses, Inc.
Entenmann's Florist, Inc.
Farm Fresh Flowers Inc.
Field of Flowers
Flora Fresh International
Florist Magazine
Flower Cart
Flower View Gardens Inc.
Flowers International, Inc.
G.M. Floral Company
Gainan's Floral & Greenhouses
Georgia State Wholesale Florist, Inc.
Dr. Carl F. Gortzig
Great Plains Wholesale Florists, Inc.
Greenbrook Inc.
Hampshire Paper Corp.
Hauge's Flower Store, Inc.
Holm & Olson, Inc.
Hudson and Associates, Inc.
Hutchinson's Flowers, Inc.
IFC Miami
Irene Hayes, Wadley & Smythe
LeMoult Inc.
Jennie's Flower Shop Inc.
Johnnay's Flower Shop
Karthauser & Sons, Inc.
Kendal Floral Supply
Lewis Flower Shop, Inc.
Lubbock Wholesale Florist, Inc.
M.J. McCall Co., Inc.
Main Wholesale Florist
Marlowe's Flowers & Gifts
Martin Flowers, Inc.
Maxima Farms, Inc.
Meister Publishing Company
Memorial Drive Florist
Michell's
Miller's Wholesale Florist, Inc.
Minneapolis Floral Company
Moehring-Woods Flowers
Moore Greens, Inc.
Muennich Sales, inc.
Mutual Cut Flower Co., Inc.
Dr. Terril Nell
Ninomiya Nursery Company
Norfolk Florist
Olson's Greenhouses, Inc.
Oregon Roses Inc.
Pacific Plant Farm Inc.
Paul Minor, Inc.

Pleasant Valley Flowers, Inc.
Prairie Flowers & Gifts
Rancho Del Mar Wholesale Florist
Ray Hunter Flowers, Inc.
Relles Florist
San Diego Flowers by Coley
Satake Nursery, Inc.
Sauisa S.A.
Schaefer Greenhouses, Inc.
Schroeder's Flowers, Inc.
Springfield Florists' Supply Inc.
Sunbay Inc.
Sunlet Nursery, Inc.
Sweetwater Tropicals
Swiss Army Brands, Ltd.
Timbuk Farms Inc.
Tommy's Wholesale Florist, Inc.
Tulsa Greenhouse, Inc.
Uniflor Limitada
Van Bloem, Inc.
Vogue Flowers & Gifts, Ltd.
Dr William Woodson
Fusae Yoshida

New Nursery, Inc.
Nickeson Greenhouses
Norben Import Corp.
Palisade Greenhouse, Inc.
Partyline Florist and Plantery, Inc.
Paul's Unique Creations
Robbins Flower Shop Inc.
Shotwell Floral Co.
Sproule's Florists, Inc.
Wholesale Florists of Colorado

Contributors Through FTD Clearing House

A Little Something
A Sweet Touch Florist
A. W. Seeley & Son
Acacia Flower Shop, Inc.
Accent Florist
Adam's Florists, Inc.
Aiea Florist
Albert's Flowers & Greenhouse
Aldrich Floral Studio
Aloha Florist
Altman's Flower & Gift Box
Altus Floral Co.
Ann's Florist & Greenhouse
Annandale Florist & Nursery
Anthony's Florist & Gifts
Arlene's Flowers
Audrey's Flower Shop, Inc.
Aurora Village Florist
Backmann Florist
Ball Park Floral
Barbara's Blossom Shop, Inc.
Bart's Florists
Beatty & Sons Florist
Becks East Peoria Florist
Bill O'Shea's Florist
Blossom Shop Florist
Bortmas the Butler Florist
Boulevard Florist & Grnhs.
Bouquet Boutique Flowers
Bouquet Boutique, Inc.
Boynton's Greenhouse
Brandywine Flower, Inc.
Broadmoor Florist
Brown's Flowers
Buckingham Florist, Inc.
Buds 'n Bees
Buell Florist & Greenhouse
Burgevin Florist
Burns Floral Co. & Greenhouse
Burns Florist
Busse & Rieck Sunnyside Greenhouses

Givers

American Lamp Company
Associated Florist Supplies, Inc.
Becks Florist, Inc.
Bice's Florist
Bonnie Brae Flowers
Brown's Flowers and Gifts Inc.
Colorado Floriculture Foundation
Cottage Flowers Inc.
Cypress Hills Florist, Inc.
D'McLeod Inc. - Florist
Erickson's Flowers
Fairview Greenhouse, Inc.
Floralware by E.P.M. Inc.
Flower Boutique, Inc.
Flower Gallery, Inc.
Flower Pak, Inc.
Flowertree Nursery, Inc.
Flowerwood, Inc.
Fred's & Son Flowers & Gifts, Inc.
Garden Centers of Colorado
Hemmrich & Associates
Horizon Farms, Inc.
Indio Florist
Johnsen's Wholesale Florists, Inc.
Knaup Floral Co.
Lopshire Flowers Inc.
Lucy Little Flower Shop, Inc.
Mac Lennan's Flowers, Inc.
Mt. Vernon Florist, Inc.
Murdoch Gardens, Inc.

Butterfields Mall
Cable Car Florist
Casa Trias Florist
Cason's Flowers & Gifts
Charles The Florist
Chars Flowers, Inc.
Chester's Flower Shop & Grnhs
Christensen the Florist
Christoffers Custom Flowers
Chula Vista Florist Co.
Cinderella Flower Shop
City Floral Shop
Clair's Flower Shop, Inc.
Clark Kennedy Florist
Clark Street Florists, Inc.
Clark's Flowers
Clarks San Luis Obispo
Clayton's Floral & Garden
Cleveland The Florist
Coalinga Floral
Colonial Florist
Colonial Flower Shop
Colonial House of Flowers
Conway Palms Florist
Cooke's Flowers, Inc.
Cottage Flowers, Inc.
Country Thickets, Ltd.
Crevasse's, Inc.
Crouthamel Flower Shop
Crown Heights Florist
Cupertino Nursery & Florist
Cypress Gardens Flower Shop
Dahl's Floral Gardens
Dalsimer, Inc.
David's University Florist
Davis Florist
Demmie Blackstone & Assoc.
Dicks Flowers, Inc.
Dunwoody Flowers, Inc.
E. L. Rocquin Florist & Grnhs.
E. R. Adgate & Son Florist
Edmonds Flower Shop
Elaine's Flowers
Elizabeth's Flowers
Elizabethtown Florist
Elmwood Florist, Inc.
Emily Jaynes Flowers, Inc.
Emling Florist
Emma's Flowers & Gifts
Empire Florist
Erickson's, Inc.
Eve's Flowers, Inc.
Evelyn's Flowers
Everett Mall City Floral
Eveleth Floral Co.
Feeney Florist
Fellys Flowers Inc.

Ferrari Florist Gifts
Festus Flower Shoppe
Fields Flower Shop
Floden's Florist
Floral Arts
Floral Creations, Inc.
Floristically Yours Flowers
Flower Basket
Flower Basket Greenhouses
Flower Bowl & Gift Shop
Flower Lane Florists, Inc.
Flower Parlour
Flowerland
Flowerland Florist
Flowers Galore
Flowers and Gifts by Barbara
Flowers by Colette
Flowers by Dick Lee, Inc.
Flowers by Goz, Inc.
Flowers by Hansen
Flowers by Jean Ann
Flowers by Voyer, Inc.
Forte's Flower Patch
Foster's Flowers
Fran's Florist
Frances Flower Shop
Fred's Flowers and Gifts
Freeman's Florist, Inc.
Fussell Florist, Inc.
Galeton Greenhouses
Gali's Flower & Garden Center
Garden City Florist
Garrison Hill Greenhouses
George W. Radebaugh & Sons
Gig Morris Belmar Florist
Gilliam's Flrst of Greensboro
Ginza Florist & Gift Shop
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
Hanna's Florist
Hansens Flower Shop, Inc.
Harold A. Ryan, Inc.
Harold Hoogasian Flowers
Harold's Flowers

Harrisons' 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
Jenks Flower & Gifts
Jim's Flowers
Johnnie's Floral Shoppe
Johnson's Flower Center
Joseph Thomas Flower Shop
Judd's Flowers & Plants
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
Lesher's Flowers, Inc.
Lige Green Flowers & Gifts
Lilly's Flowers
Little Mountain Flowers
Log Cabin Florist
Lombard Floral Co.
Longmont Florist, Inc.
Lorbeer's Flower Shoppe
Lord's Flowers
Los Alamitos Florist
Lumberton Floral Co., Inc.
M'Lady's Flowers
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
Scmidt'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
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.

PROJECTS AND GRANTS

1996/97 Research and Educational Development Funding Exceeds \$730,000

1996/97 PROJECTS FUNDED

PEST MANAGEMENT

DISEASE & NEMATODES

INTEGRATING CONTROL OF BOTRYTIS AND POWDERY MILDEW IN A GREENHOUSE CROP, Dr. Mary Hausbeck, Dr. Margery Daughtrey and Dr. Larry Barnes, Michigan State University, Cornell University and Texas A&M University. \$50,000

BIOLOGICAL CONTROL OF RHIZOCTONIA ROOT ROT, Dr. David J. Norman, University of Florida. \$15,000

Research and Educational Development

BIOLOGY OF PYTHIUM ROOT ROT, Dr. Gary W. Moorman, Pennsylvania State University. \$9,100

EVALUATING A NONIONIC SURFACTANT FOR THE CONTROL OF ROOT PATHOGENS IN EBB AND FLOW CULTURAL SYSTEMS, Dr. Michael E. Stanghellini, University of Arizona. \$20,000

IMPLEMENTATION OF INTEGRATED PEST MANAGEMENT SCOUTING PROGRAMS IN FLORICULTURE, Dr. Karen L. Robb, University of California Coop Ext. \$35,200

INTEGRATED BIOCONTROL STRATEGIES FOR DISEASE CONTROL ON ORNAMENTALS USING POINSETTIA AS A MODEL SYSTEM, Dr. D.M. Benson, North Carolina State University. \$20,650

A NOVEL APPROACH USING H-MUTANT BACTERIOPHAGES FOR THE BIOLOGICAL CONTROL OF BACTERIAL BLIGHT OF GERANIUM, Dr. B.K. Harbaugh, University of Florida. \$30,000

TOMATO SPOTTED WILT VIRUS RESISTANCE IN CHRYSANTHEMUM, Dr. James W. Moyer, North Carolina State University. \$42,266

INSECTS & MITES

EFFICIENT RELEASE STRATEGIES FOR APHID NATURAL ENEMIES IN FLOWER CROPS, Dr. Kevin Heinz, Texas A&M University. \$35,000

MANAGEMENT OF THRIPS AND WHITEFLIES WITH INSECT-KILLING FUNGI: GREENHOUSE SPRAY TRIALS, Dr. Michael Brownbridge, University of Vermont. \$21,000

DEVELOPMENT OF IPM STRATEGIES FOR FLORICULTURAL CROPS, Dr. Michael Parrella, University of California, Davis. \$58,560

EVALUATION OF CONTROLLED ATMOSPHERE ANOXIA TREATMENTS AS A POTENTIAL DISINFECTION TECHNIQUE FOR THRIPS & MITES IN GREENHOUSES, Dr. Daniel Potter, University of Kentucky. \$7,500

EVALUATION OF TRANSGENES IN FLORAL CROPS FOR ARTHROPOD RESISTANCE, Dr. John P. Sanderson, Cornell University. \$22,824

PROJECTS AND GRANTS

POST PRODUCTION STUDIES

INCREASING FLOWERING POTTED PLANT LONGEVITY, Dr. Terril Nell, University of Florida.	\$28,000
POST-GREENHOUSE EVALUATIONS OF FORCED BULBOUS PLANTS, Dr. August DeHertogh and Dr. Terril Nell, North Carolina State University and University of Florida.	\$25,500
CONTROL OF ETHYLENE PRODUCTION IN FLOWERS, Dr. Kathleen Evensen, Penn State University.	\$10,000
DEVELOPMENT OF PRACTICAL METHODS FOR APPLYING 1-MCP, Dr. M.S. Reid, University of California, Davis.	\$16,500
IMPROVING DROUGHT TOLERANCE IN BEDDING PLANTS WITH CONTROLLED PHOSPHORUS FERTILIZATION, Dr. Jonathan Lynch, The Pennsylvania State University.	\$10,000
EVALUATION OF CURRENT POSTHARVEST HANDLING PRACTICES ON DOMESTIC AND IMPORTED FRESH CUT FLOWERS, Dr. Terril Nell and Dr. Michael Reid, University of Florida and University of California, Davis.	\$20,000

PRODUCTION TECHNOLOGY

THE RATIO OF RADIANT ENERGY TO THERMAL ENERGY: A KEY TO PRODUCTION OF HIGH-QUALITY PLANTS, Dr. Royal Heins, Michigan State University.	\$22,700
USE OF MYCORRHIZAL FUNGI IN HORTICULTURAL PRODUCTION, Dr. Roger T. Koide, The Pennsylvania State University.	\$22,513

OTHERS

DOES BEING AROUND PLANTS REDUCE PEOPLE'S PERCEPTIONS OF PHYSICAL DISCOMFORT?, Dr. Virginia I. Lohr, Washington State University.	\$5,275
--	---------

DATA INFORMATION

FLORA-STATS, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study.	\$ 80,000
--	-----------

EDUCATION

Vic and Margaret Ball Internships	\$ 36,000
Mosmiller Scholarships	\$ 14,000
American Horticultural Therapy Association	\$ 500
National Junior Horticultural Association	\$ 500
SAF Floriculture Booth at National FFA Convention	\$ 2,200
FFA Collegiate Scholarship	\$ 1,000
FFA Floriculture Contest	\$ 7,000
FFA Floriculture Proficiency Award	\$ 5,250
Intercollegiate Flower Judging Contest	\$ 6,000
IR-4 Program	\$ 5,000
International Ethylene Conference Travel Award	\$ 1,200
M.S. Specialist in Agriculture Scholarships	\$ 10,000
Research Dissemination Program	\$ 30,000

EDUCATION

Students Focusing on Floriculture

Vic & Margaret Ball Internship Program

Internship experience for floriculture production students enrolled in either two or four year schools/universities. Ten (10) available annually. Paid training for 3 or 6 month periods and a cash award of either \$3000 or \$6,000 upon completion.

<u>STUDENT</u>	<u>UNIVERSITY</u>	<u>PLACEMENT LOCATION</u>
Lisa Baughman	Penn State University	Powell Plant Farm
Amy Briggs	Colorado State Univ	Robert R. Hall Inc.
Roger Davis	Clemson University	Bordine's Better Blooms
Matt Delisi	Michigan State University	Mid-American Growers
Alicia Kasper	Univ of Wis.-River Falls	Tagawa Greenhouses
Kerry King	University of Kentucky	Ivy Acres
Heather Lindley	Purdue University	White's Nursery & Grhses
Jennifer Runde	SIU at Carbondale	Knox Nursery, Inc.
Louis Smith	Texas A&M University	Brand Flowers, Inc.
Marie Westerhof	Iowa State University	Longwood Gardens



Lisa Baughman



Roger Davis



Matt Delisi



Alicia Kasper



Kerry King



Jennifer Runde



Louis Smith



Marie Westerhof

EDUCATION

Mosmiller Scholarship Program

Retail, wholesale or allied trade internship experience for floriculture or business students enrolled in either two or four year schools/universities. Seven (7) available annually. Paid training for 10-16 weeks and \$2,000 cash award upon completion.

<u>STUDENT</u>	<u>UNIVERSITY</u>	<u>PLACEMENT LOCATION</u>
Holly Lewis	Michigan State University	Nordlie, Inc.
Aimee Musselman	Penn State University	Country Market-Nursery
Jennifer Pieper	Univ. of Wis.-River Falls	Washington Floral Service
Laci Rocha	California Polytechnic State University	Mellano & Company

*Scholarships,
internships and
skill enhancing
programs attract
and train those
who will create
our industry's
future.*



Holly Lewis



Aimee Musselman



Jennifer Pieper



Laci Rocha

EDUCATION

Supporting National FFA Foundation Programs

Funding brings focus on floriculture to students already interested in agriculture.

Floriculture Proficiency Award

An annual \$5250 grant support competition designed to interest students in floral industry through practical experience by either establishing their own business or training with industry company. Local, state and regional competitions produce three finalists and national winner (See photos below).



1996 National FFA Proficiency Award Finalists
Matthew Alan Whitlock, Phillip Baker, Steven Sapp



1996 National Proficiency Award Winner
Steven Sapp

Floriculture Contest

An annual \$7000 grant supports high school team competition stimulating study of and interest in production and retailing flowers, plants and foliage. Local, state and regional competitions produce teams for final national competition.

Floriculture Scholarship

A \$1000 scholarship granted to a high school student pursuing four year degree in floriculture.

Floriculture Booth at National FFA Convention

An annual \$2,200 grant supports a booth for the Society of American Florists' at the FFA convention trade show drawing attention to floriculture opportunities.

American Horticultural Therapy Association

Annual \$500 grant support AHTA's work to develop horticultural therapy efforts both serving and training persons with disabilities or the disadvantaged.

National Junior Horticulture Association

Annual \$500 grant supports NJHA's efforts to help young people gain basic horticulture knowledge, understanding and develop leadership skills.

Intercollegiate Flower Judging Competition

Annual \$6,000 grant supports national university competition developing skills related to fresh flower, foliage and flowering plant production and floral design (See photos below for the Overall Team Competition).



University of Wisconsin-River Falls
First Place



Kansas State University
Second Place



University of Illinois
Third Place

TOTAL GRANTS 1961-1997

Research

University of Alaska	8,500
University of Arizona	63,200
Auburn University	9,000
California Polytechnic State University	36,320
University of California, Albany	12,500
University of California, Davis	660,412
University of California, Riverside	261,680
University of California Cooperative Extension	70,400
Clemson University	21,750
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	452,308
Flora-Stats	1,044,600
University of Florida	564,600
The Florida Agricultural Research and Education Center	65,000
University of Georgia	11,000
University of Hawaii	87,000
University of Idaho	3,500
University of Illinois	36,500
Iowa State University	11,000
Kansas State University	26,000
University of Kentucky	14,000
University of Massachusetts	53,674
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	568,930
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	348,632
The Ohio State University	121,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	280,114
Purdue University	74,500
Rutgers University	9,000
Society of American Florists	66,500
University of Tennessee	5,000
Texas A & M University	157,750
United States Department of Agriculture Florists & Nursery Crops Lab National Agricultural Library	407,500
University of Vermont	87,094
Virginia Polytechnic Institute & State University	57,500
Washington State University	44,750
University of Wisconsin	26,700
University of Wisconsin Medical College	15,000
WF&FSA	2,500

TOTAL GRANTS 1961-1997

Education

Academic Advisors for SAF Research Committee and Endowment	45,000
American Horticultural Therapy Association	7,500
ARS Program	5,000
ASHA Symposium	500
ASHS Floricultural Education Group Workshop	1,136
Vic & Margaret Ball Internship	177,000
Dr. H. Marc Cathey Publication	3,977
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	30,300
FFA Floriculture Scholarship	12,000
FFA Floriculture Proficiency Award	51,750
FFA Floriculture Contest	46,735
IR-4 Program	10,000
Intercollegiate Flower Judging Contest	77,050
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploration Trip to Holland	1,000
Mosmiller Scholar Program	208,800
National 4-H Council	10,000
National Junior Horticulture Assn.	8,000
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
Tomato Spotted Wilt Virus/Western Flower Thrips Symposium (3)	22,000

Total Research & Education Grants 1961-1997 - \$7,048,902