# Table of Contents

Chairman’s Message ................................................................. Page 1

Board of Trustees ................................................................. Pages 2-3

Financial ................................................................. Page 4

1997/1998 Highlights ................................................................. Pages 5-8

Tributes ................................................................. Pages 9-12

Contributor Recognition ................................................................. Pages 13-22

Projects & Grants ................................................................. Pages 23-24

Education ................................................................. Pages 25-26

Total Grants ................................................................. Pages 27-28

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# 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 37 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
Garnet Mann, Vice-Chairman
John Henry Dudley, Treasurer
Gravey Gude, Secretary
William Deloache
Colonel Walter Maxmiller, 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 establish the Endowment headquarters in Edwardsville, Illinois. 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.
Dear Industry Friends,

I am pleased to provide the 1997/98 American Floral Endowment Annual Report. I hope you'll take a few moments to review this material.

You'll notice that AFE continues to grow financially and continues to generate more and more dollars for floral industry research and educational development. Assets exceed $11 million dollars as of June 30, 1998. During the fiscal year represented in this report, AFE allocated over $870,000 for industry R&D efforts. If the designated dollars for the consumer study are included the total is over $1 million!

In addition, the AFE board used information provided by you and your fellow industry members to narrow and strategically focus funding on key priority areas addressing your most important challenges. We further revised our funding application process to allow multi-year funding commitments that offer researchers an opportunity to design projects to reach identifiable milestones. It also helps ensure accountability for projects and give industry usable results.

In addition, AFE's new process continues to favor team approaches to research helping to involve more researchers in floriculture while ensuring work is complimentary rather than duplicative.

We think these new approaches will continue to make sure that the contributed dollars entrusted to AFE will work to address and find the solutions we need to continually strengthen and improve the floral industry for the retailer, wholesaler, grower, allied company and the ultimate consumer. And, we thank you all very much for your support of this important work.

One final note. Fiscal year 1998/99 is the final year for those who made a five-year pledge during our national phone-a-thon in 1994. We will hold our next five-year phone-a-thon on June 2 and 3, 1998. As an industry leader and supporter of AFE, we invite you to join us to make calls and solicit new five-year pledges. We also hope you will continue to generously support industry R&D efforts with a pledge.

Once again, on behalf of our entire board of trustees and a grateful industry, thank you for your dedication to a stronger industry through AFE research and educational development.

Sincerely,

Ole Nissen
Chairman
Board of Trustee
Three Industry Leaders Elected To American Floral Endowment Board.

The American Floral Endowment Board elected three new trustees: Jo Lynn Gustin is chairman & CEO of Jones the Florist, Inc., Cincinnati, Ohio; Gustavo Moreno is founder of Floral Trading Corporation, Miami, Florida; and Kenneth Tagawa is president of Tagawa Greenhouses, Inc., Brighton, Colorado. They took office at the Endowment’s board meeting in September. Each brings a wealth of knowledge, experience and talent to the board.
Board of Trustees 1997-98

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

Jo Lynn Gustin, Jones the Florist, Inc., Cincinnati, OH

Gustavo Moreno, Floral Trading Corp., Miami, FL

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

Kenneth Tagawa, Tagawa Greenhouses, Inc., Brighton, CO

Wanda Weder, Highland Supply Corporation, Highland, IL

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

Ex-Officio, Gary C. Gallup, Gallup & Stribling Orchids Inc., Carpiniema, CA

Executive Vice President, Bob Stoechl, American Floral Endowment, Glen Carbon, IL
American Floral Endowment
Financial Status
June 30, 1998

**Assets**

<table>
<thead>
<tr>
<th></th>
<th>6/30/98</th>
<th>6/30/97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Short Term Investment</td>
<td>$2,045,878</td>
<td>$1,193,298</td>
</tr>
<tr>
<td>U.S. Government &amp; Agency Bonds (Cost)</td>
<td>2,916,068</td>
<td>2,656,230</td>
</tr>
<tr>
<td>Corporate Bonds (Cost)</td>
<td>108,760</td>
<td>184,265</td>
</tr>
<tr>
<td>Common Stocks (Cost)</td>
<td>3,980,384</td>
<td>3,841,449</td>
</tr>
<tr>
<td>Equipment (Net Depreciation)</td>
<td>35,872</td>
<td>42,779</td>
</tr>
<tr>
<td>Building &amp; Land (Note 1)</td>
<td>123,032</td>
<td>123,032</td>
</tr>
<tr>
<td>Fund Balance (Cost)</td>
<td>$9,209,994</td>
<td>$8,041,053</td>
</tr>
<tr>
<td>Fund Balance (Market Value)</td>
<td>$11,152,259</td>
<td>$9,874,098</td>
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</table>

**Support & Revenue**

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

<table>
<thead>
<tr>
<th></th>
<th>6/30/98</th>
<th>6/30/97</th>
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</thead>
<tbody>
<tr>
<td>Investments</td>
<td>$370,351</td>
<td>$355,981</td>
</tr>
<tr>
<td>Designated Contributions &amp; Administrative Revenue</td>
<td>322,806</td>
<td>311,336</td>
</tr>
<tr>
<td>Direct Reimbursed Revenue</td>
<td>33,731</td>
<td>58,513</td>
</tr>
<tr>
<td>Total</td>
<td>$726,888</td>
<td>$725,830</td>
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</tbody>
</table>

**Capital Additions**

<table>
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<tr>
<th></th>
<th>6/30/98</th>
<th>6/30/97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$223,939</td>
<td>$241,706</td>
</tr>
<tr>
<td>Realized Capital Gains</td>
<td>1,668,894</td>
<td>415,692</td>
</tr>
<tr>
<td>Total</td>
<td>$1,892,833</td>
<td>$657,398</td>
</tr>
</tbody>
</table>

**Disbursements**

<table>
<thead>
<tr>
<th></th>
<th>6/30/98</th>
<th>6/30/97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$109,992</td>
<td>$105,662</td>
</tr>
<tr>
<td>Administration</td>
<td>216,676</td>
<td>193,197</td>
</tr>
<tr>
<td>Direct Reimbursed Expense</td>
<td>33,731</td>
<td>58,513</td>
</tr>
<tr>
<td>Grants</td>
<td>1,083,474</td>
<td>875,328</td>
</tr>
<tr>
<td>Depreciation</td>
<td>6,907</td>
<td>7,660</td>
</tr>
<tr>
<td>Total</td>
<td>$1,450,780</td>
<td>$1,240,360</td>
</tr>
</tbody>
</table>

**Summary**

<table>
<thead>
<tr>
<th></th>
<th>6/30/98</th>
<th>6/30/97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receipts Over Disbursements</td>
<td>$1,168,941</td>
<td>$142,868</td>
</tr>
<tr>
<td>Beginning Fund Balance (Cost)</td>
<td>8,041,053</td>
<td>7,898,185</td>
</tr>
<tr>
<td>Ending Fund Balance (Cost)</td>
<td>$9,209,994</td>
<td>$8,041,053</td>
</tr>
</tbody>
</table>

Note: Building investment listed on a cost basis. Depreciation is applied to equipment only.
Century Dinner XXI Attracts Over 315
Raises More Than $40,000

The American Floral Endowment's Century Dinner raised more than $40,000 for the third straight year as industry members gathered together for dinner, dancing and a first peek at Florists' Review's new book the "Centennial History of the American Florist."

More than 315 attended the twenty-first annual fundraiser to support the Endowment's research and educational development work for the floral industry. Twelve companies hosted the event with $2,200 contributions. Eighteen companies sponsored the event with $1,200 contributions.

The Endowment wants to thank all those who supported the evening that celebrated our industry's rich past while looking to an exciting future.

Florists' Review Pledges Percentage from Book Sales to the Endowment

The new book produced and published by Florists' Review called the "Centennial History of the American Florist" chronicles the rich history of the floral industry. In addition to preserving the past, sales from the book impact the floral industry's future.

Florists' Review announced that a contribution would be made to the American Floral Endowment every time the book is sold. Francis Porterfield Dudley, Florists' Review made a check presentation at the Century Dinner initially pledging $2,500 for research and educational development.

Century Dinner XXI guests dance to the music of "Wildlife."

Ole Nissen, Chairman-Elect, congratulates Cathy Hickman, A Beautiful California Florist, for a wonderful job as Century Dinner Chairperson.

Ole Nissen, Chairman-Elect, congratulates Talmage McLaurin, Florists' Review Magazine, for a great job as Century Dinner Decorations Chairman.

Hosts
American Floral Services, Inc. (AFS)
Bill Suvegaya
Wholesale Florist, Inc.
Colombia Flower Council
Denver Wholesale Florist
Florists’ Mutual Insurance Company
Florists’ Transworld Delivery (FTD)
Highland Supply Corporation
Pete Garcia Company
Garcia Group, Inc.
Redhook Florist Services
Teleflora
Vans, Inc.
Wilsey Bennet Company

Sponsors
Armelini Express Lines, Inc.
Carbone Floral Distributors
Delaware Valley Wholesale Florist, Inc.
Floral & Nursery Times
Floralife, Inc.
Flower Trading Corporation
Greenleaf Wholesale Florists, Inc.
Manatee Fruit Company
McGinley Mills, Inc.
Mellano & Company
Ocean View Flowers
Oscar G. Carlsedt, Company
Paul Ecke Ranch
Pennock Company
Robert Mann Packaging, Inc.
Smithers-Oasis
Syndicate Sales Inc./Aquafom
White's Nursery and Greenhouses, Inc.

Wine Sponsor
Bachmati's, Inc.
Research Funding Targeting Specific Needs — Process Changes

The Endowment board approved a plan to establish more specific and fewer priority areas for research funding. The new approach is designed to better concentrate funding efforts to impact industry needs.

Contributors and industry members were surveyed to identify the key priority areas. The following resulted:

- Thrips — TSWV/INSV Control Systems
- Post Harvest Systems For Fresh Cut Flowers
- Air/Soil Borne Disease Control Systems For Potted Plants
- Development of Production Protocols for Minor Crops — potted plants, cut flowers and/or bedding plants
- Statistical/Marketing Research
- Educational/Professional Industry Development

Research proposed for other needs will be considered but these priority areas will take precedence in funding decisions.

Regional Phone-a-thon a Hit

Last June, industry members gathered at 1-800-FLOWERS in Westbury, New York to try a new twist on an old standby — a phone-a-thon. Rather than a national focus, this event involved only those in the Northeastern United States. It also targeted industry members who were currently giving or even knowledgeable about the American Floral Endowment and its long history of work to improve the industry.

Over a six hour period, callers gained 191 new contributors and raised over $131,000 for R&D. "We felt this was a wonderful success," said Bill Belden, vice-chairman for fundraising. "Those contacted and solicited often knew little about how hard the Endowment works to support research and educational development. Now, they are part of one of the most effective organizations in our industry," he said.

"Our callers were great. They joined this effort at their own expense," Belden commented. "And I cannot say enough about the support from 1-800-FLOWERS, he said. "They provided the perfect environment for our event and Jim McCann and staff did everything possible to make this a great success."

1998 PAT Callers

Neil Bassin
Bill Belden
Neil Caggioano
Bob Carbone
Barbara Davis
Michael Downing
Ramon Garcia
Dean Georges
Bill Gouldin
Steve Hahn
Bob Heffernan
David Hicks
Don Hook
John Hutchinson

Len Levy
Jim Mistrretta
Mark Nance
Steve Neubauer
Ole Nissen
Robert Oglevee
George Proffitt
Al Riccardi
Bill Rudolph
Laurie Snow
Alan Spector
Jack Vandewetering
Al Vink
Lee Willhide

Assisting: Peter Moran & Wanda Weder

Living Plant Growers Association Liquidates Assets Gives $8,000 to Endowment

Members of the Living Plant Growers Association dissolved the organization recently. As part of the liquidation of funds, they contributed $8,029 to the American Floral Endowment.

The Living Plant Growers Association was formed to encourage interest and participation in the production and consumption of indoor living plants. Its membership consisted of horticultural firms, university faculty and students as well as related allied trade firms.

Colombia Flower Council/Asocoflores Contributes $100,000 for Industry Research

The Endowment Pest & Disease Management/Post Production Designated Fund received a $100,000 contribution from Colombia Flower Council/Asocoflores. This contribution comes on the heels of a $300,000 contribution made in 1995 to support projects in this designated fund area benefiting the entire floral industry.
1997 CHAIRMAN'S RECEPTION

Endowment Contributors Reaching A New Level Honored At Special Reception

The American Floral Endowment honored many of its contributors at a special Chairman's Reception. The reception immediately preceded the Century Dinner. Forty-one individuals and companies moved up a giving level within the Endowment in 1996/97. All are listed below. Many attended the reception where Endowment trustees were able to personally thank them for supporting industry research and educational development.

Many industry members were on hand to attend the American Floral Endowment Chairman's Reception and receive commemorative plaques from Todd Bachman.

Builders
Gertrude Banch
McGinley Mills, Inc.
Stuppy Family Foundation

Benefactors
CCC Associates
Continental Farms
Garcia Group, Inc.
Hall Affiliates, Inc.
Mellano & Company
Bill Syeyasu Wholesale Florist, Inc.
Weatherford Farms & Greenhouses, Inc.

Patrons
Lehrer's Flowers, Inc.
Leider Horticultural Co., Inc.
Lincoln Wholesale Florists Co.
Herman Meinders
White's Nursery & Greenhouses, Inc.

Builders for contributions between $25,000 and $49,999: Bob Boeler, Stuppy Family Foundation

Benefactors for contributions between $20,000 and $24,999: L-R: Ramon Garcia, Garcia Group, Inc.; Jim Tepfer, Continental Farms; Becky Syeyasu, Bill Syeyasu Wholesale Florist, Inc.; Michael Mellano, Mellano & Company

Patrons for contributions between $15,000 and $19,999: L-R: Norman White, White's Nursery & Greenhouses, Inc.; Arlene Scavuzzo, Lincoln Wholesale Florists; James Leider, Leider Horticultural Companies, Inc.
Founders
California Chrysanthemum Growers Association
Glass Corner Greenhouses Inc.
Herman Meinders
Shinoda Floral Inc.
Twin City Florist Supply, Inc.
Wilsey-Bennett Company

Protectors
Amlings Flowerland
Brand Flowers, Inc.
Green Point Nurseries, Inc.
Edward Jacobson, Inc.
J.R. Johnson Supply, Inc.

Guardians
AA Importing
Todd Bachman
California Flower Shippers
Duamex LLC
Everbloom Inc.
Florimex North America
Growing Systems, Inc.
Layser's Flowers, Inc.
Henry Mast Greenhouses, Inc.
Mast Greenhouses-Illinois
Pokon & Chrysal, USA
Resas del Monte/Ponte Tresa
Silver Lerner Schwartz & Fertel
US Flowers, Inc.
XL Group, Inc.

Founders for contributions between $10,000 and $14,999
L-R Robert Otsuka, California Chrysanthemum Growers; Bob Carr, Wilsey-Bennett Company.

Protectors for contributions between $3,000 and $9,999
L-R Wanda Weder, Endowment Trustee; Jennifer Chavez & Wilja Brand, Brand Flowers, Inc.

Guardians for contributions between $2,500 and $4,999
L-R Nick Hofman & Jim Kaplin, Pokon & Chrysal, LeRoy Franzoi, California Flower Shippers.

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

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
Hancover, 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

Special recognition of floral industry companies.

The Corporate Tribute Plaque at the Endowment office was provided through a generous gift from Ramsey Yoder.
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 for 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, 1998 follow:

A special way of honoring individuals, families and companies.

Betty Abrams
Jules (Toots) Armellini
Arthur J. Baisch
Carl Baldesare, Sr.
Charles Barr
I.W. Bianchi
Z.D. Blackstone
Louis J. Brand
Albert H. Burki
Neil Canine
M. Patricia Cronin
Delmar E. Demaree, Jr.
Robert C. Dewey
John Henry Dudley
Paul Ecke, Sr.
George Elliott
John C. 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" Kimzeye
John S. Knipe
Leonard Koehler
Prof. Alex. Laurie
Elma Lundahl
Edward & Grace Lutey
Wally MacDonald
Edmund Niklas
Robert L. Orth
Eulah Overmeyer
Samuel S. Pennock III
Gustav H. Poesch
Jack W. Redditt
Kenneth Royer
Mel Schwank
R.H. "Hank" Sclaroni
Yoshimi Shibata
Kenneth F. Short
E.G. Thornton
Jacob Van Namen
Alvi O. Voigt
Erwin H. Weder
Louise Graham Weder
Milton M. Weiss
Olin A. Wetzel
J.F. Wilcox Family
Eiichi Yoshida

* Deceased
* Tribute established July 1, 1997 through June 30, 1998

The Living Tribute Plaque at the Endowment Office was provided through a generous gift from Betty and Bob Abrams.
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 Braughtam
Tommy Bright
Willfred G. “Bill” Brown
Irma F. & W.E. Callahan
Robert Callahan
Oscar G. Carlstedt
Denis R. Celleghin, Sr.
Roman J. & Florence A. Claproom
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 Franchetti, 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
Komaine Glisson
John G. Glodt
Stanley A. Goldman
Douglas R. Gordon
H. “Granny” Granovitz
Jee & 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
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
Kiyokita Kiyama
Masuko Kitayama
John S. Knipe
Electa Koehler
Jerome Krivit
Paul Krone
Yoko Kuromi
Kenneth Lawlor
John Liesveld
John R. McGinley
Bertrand G. McGinnis
Wake McElhanen
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. Mikuruya
William G. Minch Jr.
Stanley C. Minshall
Jim Morrell
Leon Moskatel
Col. Walter and
Barbara B. Mossmiller, Jr.
Frank, W.E. & P. Mossmiller
Rollo Mueller
G. Edwin Murphy
Albert J. Neill
Mr. & Mrs. H.D. Neve
Hannah Niday
Ross Nielsen
Christian B. Nissen
Kenneth Noppe
Hassel Nison Nyback
Seiji Obata
Mr. & Mrs. Albert Oelschig, Sr.
Pop Patterson
Charles F. Pennock
S.S. Perlock III
S.S. Pennock, Jr.
S.S. Pennock, Sr.
Harry L. Peters
Peter B. Fahlgren
Priscilla Ferguson Phelps
Leno Piazza, Sr.
Andrew A. Pierson
Albert Pochelon
Oswald Preuss
Peter Pugliese
Memorial Tributes

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
German R. Salazar
Robert O. Saunders
Jack Savarese
Joseph Sharing
Muriel Sharon
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Kenneth F. Short
Eilsworth Simmons
J.S. Skinner
R. Earl Slye
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Leo Stuhrdorfer
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Josephine & Anton Sykora
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Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles "Bob" Tryon
John Tuefel
Barbara Euser Van Nemen
Tony Van Nemen
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Erwin Wehr
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James C. Welch
Fred Wesemeyer
June Wesemeyer
Joseph C. Wetzel
Judy Wetzel
George V. Wienhaober &
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Roy F. Wilcox
George Wilke
Teresa B. Wilkins
Charles "Chuck" Wilson
William (Willie) Wilson
Hubert Wolfe
George J. Wolfe, Jr.
Thomas J. Wolfe
George Wolfe, Sr.
Luther Wright
Harold F. Yoder

* Tribute Established Between
July 1, 1997 and June 30, 1998.

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.
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:

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$100,000 and above</td>
</tr>
<tr>
<td>Diamond</td>
<td>$75,000 to $99,999</td>
</tr>
<tr>
<td>Gold</td>
<td>$50,000 to $74,999</td>
</tr>
<tr>
<td>Builders</td>
<td>$25,000 to $49,999</td>
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<tr>
<td>Benefactors</td>
<td>$20,000 to $24,999</td>
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<tr>
<td>Patrons</td>
<td>$15,000 to $19,999</td>
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<tr>
<td>Founders</td>
<td>$10,000 to $14,999</td>
</tr>
<tr>
<td>Protectors</td>
<td>$5,000 to $9,999</td>
</tr>
<tr>
<td>Guardians</td>
<td>$2,500 to $4,999</td>
</tr>
<tr>
<td>Vanguards</td>
<td>$1,000 to $2,499</td>
</tr>
<tr>
<td>Sentinels</td>
<td>$500 to $999</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$100 to $499</td>
</tr>
<tr>
<td>Givers</td>
<td>Under $100</td>
</tr>
</tbody>
</table>

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, 1998.
CONTRIBUTORS

Platinum:
American Floral Services, Inc.
AsoColFlores/Colombia Flower Council
G. Victor and Margaret Ball
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Albert H. Blunk Floundation
Andrew L. Darbee Estate
Paul Ecke Poinsettia
Florists' Transworld-Delivery Association
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Yoder Brothers, Inc.

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Patrons:
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Bay City Flower Co.
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Gordon Boswell Flowers, Inc.
Robert C. Dewey
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Floral & Nursery Times
Gelco International, SA
Robert R. Hall, Inc.
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Erie Cut Flower & Supply Co., Inc.
Everflora, Inc.
Everflora Chicago, Inc.
FNB District 1-GCH
FNB District 3-ASB
FNB District 6-E
FNB District 6-F&G
FNB District 7-D
FNB District 9-H
FNB District 1-L
Fenton Art Glass Co.
Louis Figone Nursery
Fiksdal’s Flowers
Robert Fine Associates
Fisher Florist
Flambeau Products Corp.
Raymond A. Fleck, Inc.
Fleming Wholesale, Inc.
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Floral Ave. Greenhouse Co.
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Frampton's Greenhouses
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Friesell Ranches
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Daudelin's Flowers-Gifts
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G.M. Floral Company
Galloway Florist, Inc.
Gardenville Greenhouses
Gardner's Westwood Flower Shop
The Garland Company
Genna's Wholesale, Inc.
George's Wholesale Florist
George M. Gerald
Gerhard's Greenhouses
Germanow Greenhouses, Inc.
Glacier Mountain Floral Suppliers
Glasse Wholeale Florist
Glenn's Wholesale Florist, Inc.
Gold Circle Growers
Golden Gate Flower Growers
Gongaware & Perry 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
Halsena Greenhouses
Harman Products, Inc.
Harrison Flowers
Hartford Florist Supply
Hertog Floral Co.
Ed Heyden Greenhouse
Hibco Plastics, Inc.
Hixon's Floral School
Holland Flower Express
Hoo's Florist & Plant Shop
Hopper's Wholesale Florist
Hudson and Associates, Inc.
Huhn's Greenhouse
Ingle's Florist
International Flower Exchange
Ivancale Floral Co.
J & E Wholesale Floral Co.
Jennie's Flower Shop, Inc.
Johnny's Flower Shop
Johnson Floral Co.
Johnson Greenhouses, Inc.
Robert Jones' Mt. Madonna Orchids
Joy of Flowers
KFT Wholesale Florist
Kanapaggio Wholesale Florist
Kansas State Florists Assn.
Kariya's Nursery
Kato Guir Flower
Kearney Floral Co.
Kell-San Products Co.
Kendall Floral Supply
Kester Wholesale Floral Company
Key-Garnett Farms
Mrs. Lelond T. Kintzele
Knaup Floral Growers
Koch Originals
Kocher Flower Growers
Kodama Sunnydale Greenhouse
Kono & Sons, Inc.
Lake Washington Greenhouses
Lary's Florist, Inc.
Albert J. Lauer, Inc.
Lebans Flowers, Inc.
Leo's Flowers
Leonard Light
Lewis Brothers, Inc.
Leopold's Flowers
MBA Wholesale, Inc.
McCallum Wholesale Floral Services, Inc.
J.M. McConkey & Co., Inc.
McLeod Florist
Maekawa Brothers Greenhouses, Inc.
Main Wholesale Florist
March & Co.
Joseph Markow Florist
Matern Floral, Inc.
Matton Flower Shop & Greenhouses
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Meadows Brothers Nursery Equipment
Joseph S. Meffitt, Jr.
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Midway Wholesale Florist Supply, Inc.
Kei Mikuriya
Miller Floral Co.
Don Miller Greenhouse Co.
Minneapolis Floral Co.
Mistletoe Wholesale Florist
Miyashita Nursery
Montana State Florist Assn.
John R. Moore Greens Co., Inc.
Moore's Wholesale Florists
Morgan Guaranty Trust Co. of New York
Mosmiller Florist
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K. Nakashima Nursery Co.
National Greenhouse Co.
Nelson Orchids
Ness Flowers
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Orchid Isle Nursery
Ozark Wholesale Florist, Inc.
Pacific Flower Shippers, Inc.
Picklerells Wholesale Flowers & Supplies
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Pioneer Worldwide
Fletschers Greenhouses, Inc.
Poets of WF&FSA
Pontiac Greenhouses
Prairie Flowers & Gifts
Princess Ribbon Carp.
S. Russell Prizer Florist
Reeds Flowers
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Henry T. Ritter
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Clarence Roberts
Robertson of Chesnut Hill Florist
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Sedan Floral, Inc.
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John D. Shanklin
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Robert & Nancy Slubata
Sierra, Inc.
Siri Brothers Nursery, Inc.
Sleepy Hollow Wholesale, Inc.
The Gordon L. Smith Co.
Ray Smith Cut Flowers
Smith's Flower Shop
Society of Iowa Florists
South Louisiana Co-op, Inc.
Southern Cut Wholesale Flowers
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St. Cloud Floral, Inc.
St. Louis Wholesale Plant Co.
Stonehurst Wholesale Florists
Mr. & Mrs. Leo Stuhlreher
Suburban Wholesale Florist
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Sun Coast
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Superior Florals, Inc.
Swanson the Florist, Inc.
T and W Sales Co.
Takara International Inc.
George Teutel Holly Farms, Inc.
Georges Thomas Florist
Thornton Wholesale Florists
Tietze Wholesale Florist
Timbuk Farms Inc.
Toilet's Flowers, Inc.
Todd's Flowers
Topstar Floral, Inc.
Tropic Greenhouses
Tropical Foliage Plants, Inc.
Two-E Carnations, Inc.
Uto's Greenhouse, Inc.
Val-Al Greenhouses, Inc.
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Jack A. Van Naren
John Van Naren
John Van Naren
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Vestal Wholesale Florist, Inc.
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Waid Imports Ltd.
Clinton A. Wallace
The Wamego Floral Co.
Wasonville Nurseries
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West Texas Floral Co., Inc.
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Dr. Harold F. Wilkins
Willis Shaw Express
Willow Specialties
I.V. Wilson Florist

Winandy Greenhouse
Construction Co.
Witmer's Greenhouses, Inc.
Hubert J. Wolfe
W.M. Woodruff's Son, Inc.
Yoshida Farms, Inc.
Fusaie Yoshida
Youngstown Plant & Flower
Zinlich The Florist, Inc.

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Bodger Seeds, Ltd.
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Coloflink
Continental Flowers and Florist
Supply, Inc.
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Eastern Floral and Gift Shop
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San Diego Flowers by Coiley
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Union Bank
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Brown's Flowers and Gifts Inc.
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Eugene's Flower Home
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Johnson's Wholesale Florists, Inc.
Nancy C. Joyner
Phyllis D. Kaiser
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Walter & Mary Knap
Knap's Floral Co.
Knox Flower Shop, Inc.
Joel and Lura Lamplough
Mary Taylor Lawson
Lucy Little Flower Shop, Inc.
Mac Lennan's Flowers, Inc.
Joseph Markow Florist, Inc.
Charles & Lois McCauley
Wilbur & Yvonne McElroy
John Mercer
Midway Wholesale Florist
Supply, Inc.
Mt. Vernon Florist, Inc.
Vudash Gardens, Inc.
Emil J Nigengast Florist
O.F. Nelson & Sons Nursery
New Nursery, Inc.
Nicksen Greenhouses
Nancy Ochs
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Santa's Forest Nursery
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Smith's Flower Shop, Inc.
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Ian & Gladys Stevenson
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Hero Tsukushi
Val-Al Greenhouses, Inc.
Tom & Judy Wall
Wholesale Florists of Colorado
Eunice Wahler
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Richard Zeerb

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Ann's Florist & Greenhouse
Annandale Florist & Nursery
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Arlene's Flowers
Audrey's Flower Shop, Inc.
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Buds 'n Bees
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Burgevin Florist
Burns Floral Co. & Greenhouse
Burton's Florist
Butte & Riek Sunnyside Greenhouses
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Cable Car Florist
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Charles The Florist
Chars Flowers, Inc.
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Christensen the Florist
Chrisoffers Custom Flowers
Chula Vista Florist Co.
Cinderella Flower Shop
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Clair's Flower Shop, Inc.
Clark Kennedy Florist
Clark Street Florists, Inc.
Clark's Flowers
Clarks San Luis Obispo
Cleveland's Floral & Garden
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Emily Jaynes Flowers, Inc.
Emlyn Florist
Emma's Flowers & Gifts
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Everett Mall City Floral
Evaleth Floral Co.
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Flower Parlour
Flowerland
Flowerland Florist
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Flowers & Gifts by Barbara
Flowers by Colette
Flowers by Dick Lee, Inc.
Flowers by Goz, Inc.
Flowers by Hansen
Flowers by Jean Ann
Flowers by Vetter, Inc.
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Freeman's Florist, Inc.
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Garden City Florist
Garrison Hill Greenhouses
George W. Radebaugh & Sons
Gig Morris Belmar Florist
Gillian's First of Greensboro
Ginza Florist & Gift Shop
Girton's Flowers & Gifts
Glenn Terrace Flower Shop
Glicthen Campus Florist
Gordon's Flowers
Grassler's Flowers & Gifts
Green Bay Floral & Greenhouse
Green Leaf Florist
Greenspoint Florist
Greewald's Greenhouses
H.J. Nielsen Florist
H. Mornile & Sons
Haberkamp's Flowers
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Halliwell's Florist
Hanna's Florist
Hansens Flower Shop, Inc.
Harold A. Ryan, Inc.
Harold Hooagopian Flowers
Harold's Flowers
Harrisons' Flowers
Harry Quint Greenhouse
Hart Floral
Hemmerly's Flowers & Gifts
Henry Welland 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.
Inghs 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 Cottage
Keefe's Flowers, Inc.
Ken's Flowers & Gifts
Ken-Mar Flowers
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Laflleurs Flower & Gift Shop
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Mc Kinney's Flowers, Inc.
McLean Flower Affair
McLeod's Flowers
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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 Kessel Florist, Inc.
North Liberty Flower Shop
Northside Floral
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Olympia Florist, Inc.
Osborne's Florist
Oscoda Floral
Owens Flower Shop, Inc.
Parmentier's 9th St. Floral
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Penny & Irene's Flowers
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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. Lehide Florist
Robert Rogers Florist
Rockcastle Florist
Rockville Florist
Rocky Ford Floral
Rosas Brothers Floral
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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
Smit Valley Florist
Smith Floral Co.
Smith's Greenhouses, Inc.
Spencer Florist & Grdn Center
St. Cloud Floral, Inc.
Stanley's Flower Shop, Inc.
Stevens Flkrs 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
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Whidden Florist, Inc.
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William Edward Florists
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Winterfield Flower Shoppe
Winter Floral Co.
Wirth Florist
Woodbridge Shoppe
Woodinville Florist
World of Flowers
Yaziel's Colonial Flowers
York Flowers, Inc.
Yuress Gardens Company
Zimmer Floral, Inc.
1997/98 Research and Educational Development Funding Exceeds $870,000

PROJECTS FUNDED

PEST MANAGEMENT

DISEASE & NEMATODES

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

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

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

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

TOMATO SPOTTED WILT VIRUS RESISTANCE IN CHRISANTHEMUM, Dr. James W. Moyer, North Carolina State University.

EPIDEMIOLOGY AND CONTROL OF RANUNCULUS BACTERIAL BLIGHT, Dr. Donald Cooksey, University of California, Riverside.

ETIOLOGY, EPIDEMIOLOGY, AND MANAGEMENT OF FUSARIUM CROWN & STEM LOT OF LISIANTHUS, Dr. Robert McGovern, University of Florida.

DEVELOPING A MONITORING SYSTEM FOR TOPOVIRUS VECTORS, Dr. Diane Ellman, University of California, Davis.

INSECTS & MITES

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

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

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

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

EVALUATION OF TRANSGENES IN FLORAL CROPS FOR ARTHROPOD RESISTANCE, Dr. John P. Sanderson, Cornell University.
PROJECTS AND GRANTS

POST PRODUCTION STUDIES

IMPROVING THE VASE LIFE OF CUT FLOWERS, Dr. Michael Reid, University of California and Dr. Terril Nell, University of Florida, $85,000

A COMPREHENSIVE PROGRAM FOR INCREASING POST PRODUCTION LONGEVITY OF FLOWERING POTTED PLANTS, Dr. Terril Nell, University of Florida, $30,000

CONTROL OF ETHYLENE PRODUCTION IN FLOWERS, Dr. Kathleen Brown, Pennsylvania State University, $12,328

REGULATION OF GENE EXPRESSION IN SENESCING FLOWERS, Dr. William Woodson, Purdue University, $45,259

PRODUCTION TECHNOLOGY

THE RATIO OF RADIANT ENERGY TO THERMAL ENERGY, A KEY TO PRODUCTION OF HIGH-QUALITY PLANTS, Dr. Royal Heins, Michigan State University, $27,000

USE OF MYCORRHIZAL FUNGI IN HORTICULTURAL PRODUCTION, Dr. Roger T. Koide, Pennsylvania State University, $23,630

EFFECT OF A NOVEL N FERTILIZER ON PRODUCTION OF FLORIST AZALEA AND PYTHIUM RESISTANCE, Dr. Johnathan Lynch, Pennsylvania State University, $11,765

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, $110,000

EDUCATION

Vic and Margaret Ball Internships, $60,000

Moermiller Scholarships, $14,000

Research Dissemination Program, $30,000

American Horticultural Therapy Association, $500

National Junior Horticultural Association, $600

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

M.S. Specialist in Agriculture Scholarships, $10,000
Students Focusing on Floriculture
Vic & Margaret Ball Internship Program

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

<table>
<thead>
<tr>
<th>STUDENT</th>
<th>UNIVERSITY</th>
<th>PLACEMENT LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Steve Barlow</td>
<td>Michigan State University</td>
<td>Molbak's Greenhouse</td>
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<tr>
<td>Michele Donahue</td>
<td>Cal Polytech University</td>
<td>Ades &amp; Gish</td>
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<tr>
<td>Nate Frericks</td>
<td>University of Illinois</td>
<td>Heartland Growers</td>
</tr>
<tr>
<td>Vanessa Gage</td>
<td>University of Illinois</td>
<td>Veldkamp's Flowers</td>
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<tr>
<td>Sandy Hanretty</td>
<td>Southeast Tech Institute</td>
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<tr>
<td>Stephanie Hogan</td>
<td>Illinois State University</td>
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<tr>
<td>Rachel Hubbard</td>
<td>Iowa State University</td>
<td>Red Oak Greenhouses</td>
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<tr>
<td>Brian Krug</td>
<td>Cornell University</td>
<td>Yoder Brothers</td>
</tr>
<tr>
<td>Jason Ling</td>
<td>Cal Polytech University</td>
<td>Baker &amp; Chantry</td>
</tr>
<tr>
<td>Daniel McClure</td>
<td>New Mexico State University</td>
<td>Pleasant View Gardens</td>
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<tr>
<td>Keeley Muncrief</td>
<td>University of Florida</td>
<td>Alex R. Masson, Inc.</td>
</tr>
<tr>
<td>Jennifer Neujaehr</td>
<td>Bakersfield College</td>
<td>Glass Corner Greenhouses</td>
</tr>
<tr>
<td>Andrew Schmitz</td>
<td>Southeast Technical Institute</td>
<td>Alex R. Masson, Inc.</td>
</tr>
<tr>
<td>Cindy Wieland</td>
<td>Iowa State University</td>
<td>Tagawa Greenhouses</td>
</tr>
<tr>
<td>Rodney Wilkinson</td>
<td>University of Florida</td>
<td>Olive Hill Greenhouses</td>
</tr>
<tr>
<td>Dixie Williams</td>
<td>Cal Polytech university</td>
<td>Stutzman Greenhouse</td>
</tr>
<tr>
<td>Maureen Williams</td>
<td>* Photo not available.</td>
<td>Pikes Peak Greenhouses</td>
</tr>
</tbody>
</table>

Michele Donahue  Nate Frericks  Vanessa Gage  Sandy Hanretty  Stephanie Hogan
Rachel Hubbard  Brian Krug  Jason Ling  Daniel McClure  Keeley Muncrief
Jennifer Neujaehr  Andrew Schmitz  Cindy Wieland  Rodney Wilkinson  Dixie Williams  Maureen Williams
Mosimiller Scholarship Program
Retail, wholesale or allied trade internship experience for floriculture or business students enrolled in either two or four year schools/universities. Paid training for 10-16 weeks and $2,000 cash award upon completion.

**STUDENT**
Paula Christ
Reena Hartwig
Stephanie Hogan
Jason Ling
*Amy Rieselman
Jennifer Schilling
Kimberly Wuestwald
James Wyatt
*Photo Not Available.

**UNIVERSITY**
Univ. of Wisconsin - River Falls
Univ. of Wisconsin - Crookston
Illinois State University
Cornell University
University of Missouri
Montana State University
Southeast Technical
Kishwaukee College

**PLACEMENT LOCATION**
Baisch & Skinner
Memorial Florist & Greenhouses
IPC Miami
Baker & Chantry, Inc.
Columbia Florist
Phillip’s Flower
Ashland-Addison

Annually Funded Personal Development/Education Programs
Supporting National FFA Foundation Floriculture Training Highlighting Floriculture to Students Already Interested in Agriculture.

Floriculture Proficiency Award
An annual $5250 grant supports a competitive program designed to interest students in the floral industry through practical experience by either establishing their own business or training with an industry company. Local, state and regional competitions produce four finalists and national winner.

Floriculture Contest
An annual $7000 grant supports a high school team competition program 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 a four year degree in floriculture.

Floriculture Booth at National FFA Convention
An annual $2,200 grant to the Society of American Florists' supports a booth at the FFA convention trade show designed to draw attention to floriculture opportunities.

Other Personal Development/Educational Funding Programs
American Horticultural Therapy Association
Annual $500 grant supports AHTA's work to develop horticultural therapy efforts both serving and training persons with disabilities or the disadvantaged.

National Junior Horticulture Association
Annual $600 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 competition attracting teams from all major universities with floriculture studies and designed to develop skills related to fresh flower, foliage and flowering plant production and floral design.
### Research

<table>
<thead>
<tr>
<th>Institution</th>
<th>Amount</th>
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<tbody>
<tr>
<td>University of Alaska</td>
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<td>University of Arizona</td>
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<td>Auburn University</td>
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<tr>
<td>California Polytechnic State University</td>
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<td>Floria-Stats</td>
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Total Grants 1961-1998

Education

Academic Advisors for SAF Research Committee and Endowment 45,000
American Horticultural Therapy Association 8,000
ARS Program 5,000
ASHA Symposium 500
ASHS Floricultural Education Group Workshop 1,136
Vic & Margaret Ball Internship 217,000
Dr. H. Marc Cathey Publication 3,977
DuPage Horticultural School Loan Fund 20,000
FFA Convention Booth 32,500
FFA Floriculture Scholarship 12,000
FFA Floriculture Proficiency Award 57,000
FFA Floriculture Contest 53,735
IR-4 Program 10,000
Intercollegiate Flower Judging Contest 83,050
International Energy Conference - Ohio 4,000
Kiplinger Chair Publications 11,500
Mechanization Exploration Trip to Holland 1,000
Momseller Scholar Program 222,800
M.S. Specialist in Agriculture Scholarship 10,000
National 4-H Council 10,000
National Junior Horticulture Assn 8,600
PostHarvest Symposium (2) 2,500
Profile objectives/guidelines for modeling 5,000
Publication ISHS-Floricultural Workshop Paper 850
Research Dissemination Program 30,000
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 1961-1998 - $7,846,626
Does the **COST** of finding solutions to **floral industry challenges** make you feel like we’re behind this?

Try getting behind this . . .

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*American Floral Endowment*
Why is AFE Funding So Effective?

The answer is easy...

AFE is industry driven. Wholesalers, growers, retailers and allied member’s feedback and input establish funding direction and priorities. AFE’s board considers this approach the only true way to make sure that R&D is responsive to industry needs.