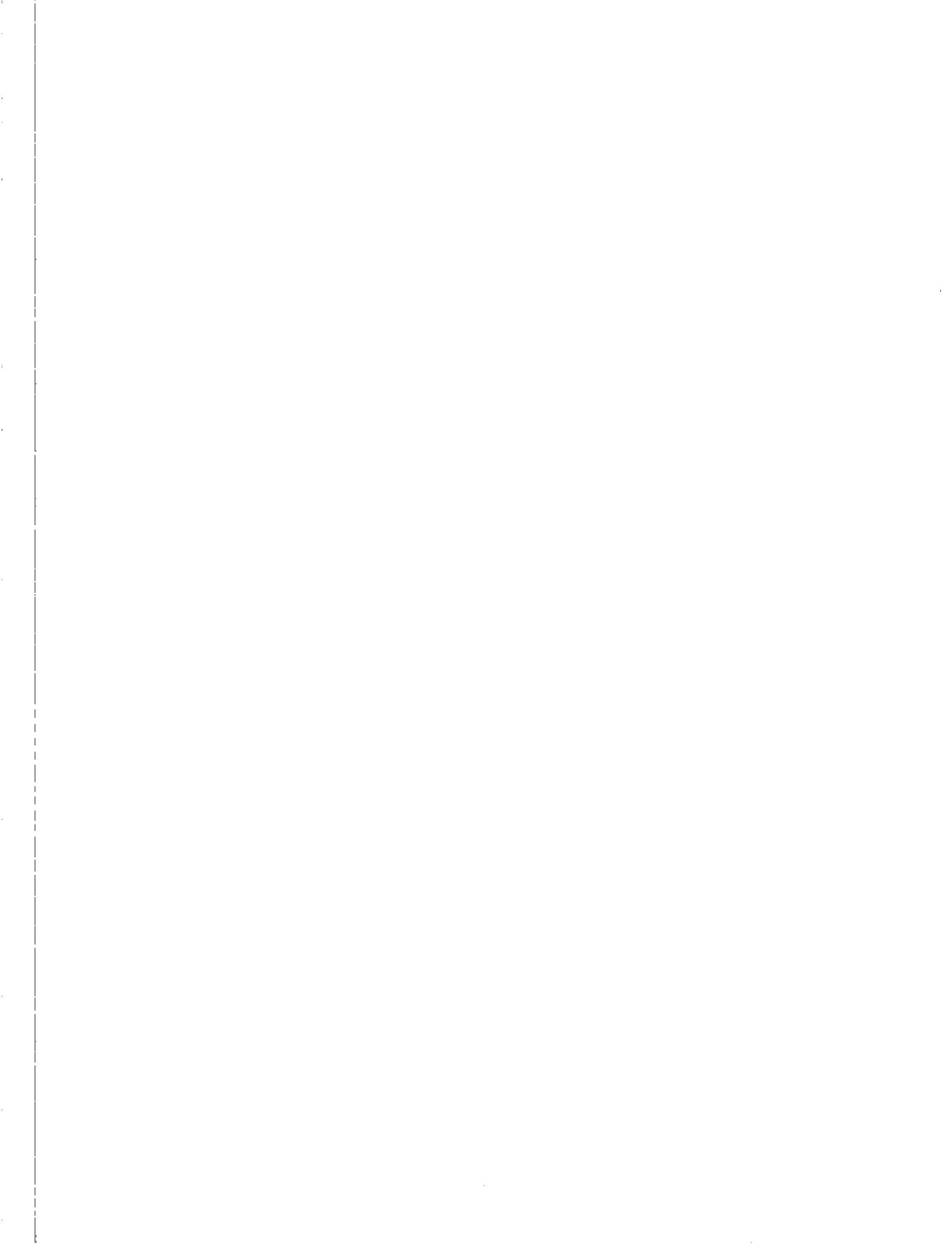




American  
Floral  
Endowment

---

1997/1998-Annual Report



## 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

## 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](http://www.endowment.org)  
E-mail: [bstoeckl@endowment.org](mailto: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  
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 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.

## CHAIRMAN'S MESSAGE

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



*Chairman, Ole Nissen,  
Sunshine State Carnations, Inc.,  
Hobe Sound, FL*

**Three Industry Leaders Elected To American Floral Endowment Board.**

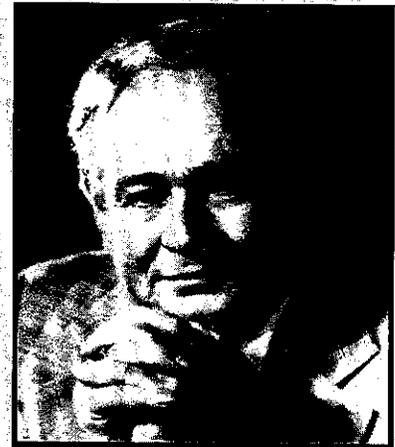
The American Floral Endowment Board elected three new trustees: Jo Lynn Gustin is chairman & CEO of Jones the Florist, Inc., Cincinnati, Ohio; Gustavo Moreno is founder of Floral Trading Corporation, Miami, Florida; and Kenneth Tagawa is president of Tagawa Greenhouses, Inc., Brighton, Colorado. They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



*Chairman-Elect, Vice Chairman/  
Fund Raising, William C. Belden,  
Oscar G. Carlstedt Co.,  
Jacksonville, FL*



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



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



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



*Chairman/FloraStats Committee,  
Bill Gouldin, Strange's Florists,  
Greenhouses & Garden Centers,  
Richmond, VA*



*Chairman/Education Committee,  
Bob Carbone, R.J. Carbone  
Company, Cranston, RI*

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., Carpintena, CA*



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

# FINANCIAL REPORT

## American Floral Endowment Financial Status June 30, 1998

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

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

<b>Support &amp; Revenue</b>		
Investments	\$ 370,351	\$ 355,981
Designated Contributions & Administrative Revenue	322,806	311,336
Direct Reimbursed Revenue	<u>33,731</u>	<u>58,513</u>
Total	\$ 726,888	\$ 725,830
<b>Capital Additions</b>		
Contributions	\$ 223,939	\$ 241,706
Realized Capital Gains	<u>1,668,894</u>	<u>415,692</u>
Total	\$ 1,892,833	\$ 657,398
<b>Disbursements</b>		
Management		
Investments	\$ 109,992	\$ 105,662
Administration	216,676	193,197
Direct Reimbursed Expense	33,731	58,513
Grants	1,083,474	875,328
Depreciation	<u>6,907</u>	<u>7,660</u>
Total	\$ 1,450,780	\$ 1,240,360

<b>Summary</b>		
Receipts Over Disbursements	\$ 1,168,941	\$ 142,868
Beginning Fund Balance (Cost)	<u>8,041,053</u>	<u>7,898,185</u>
Ending Fund Balance (Cost)	\$ 9,209,994	\$ 8,041,053

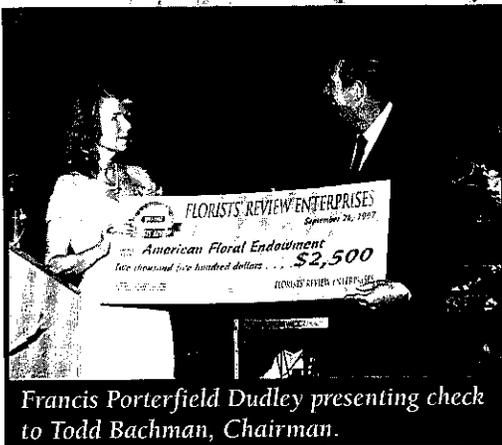
Note 1: Building investment listed on a cost basis. Depreciation is applied to equipment only.

## 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.



Francis Porterfield Dudley presenting check to Todd Bachman, Chairman.

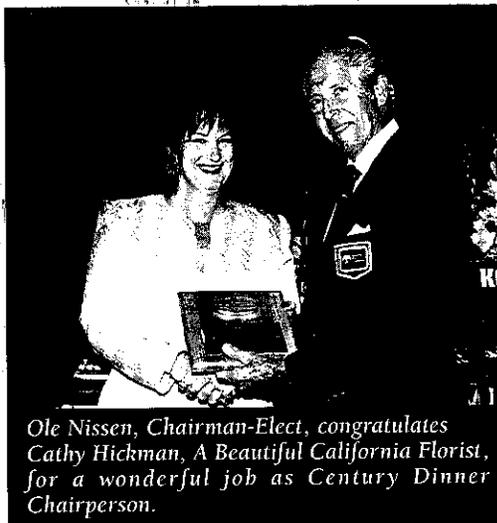
### Florists' Review Pledges Percentage from Book Sales to the Endowment

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 each 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 Suyeyasu  
 Wholesale Florist, Inc.  
 Columbia Flower Council  
 Denver Wholesale Florist  
 Florists' Mutual  
 Insurance Company  
 Florists' Transworld Delivery  
 (FTD)  
 Highland Supply Corporation  
 Pete Garcia Company/  
 Garcia Group, Inc.  
 Redbook Florist Services  
 Teleflora  
 Vans, Inc.  
 Wilsey Bennet Company

**Sponsors**  
 Armellini 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. Carlstedt, Company  
 Paul Ecke Ranch  
 Pennock Company  
 Robert Mann Packaging, Inc.  
 Smithers-Oasis  
 Syndicate Sales Inc./  
 Aquafoam  
 White's Nursery and  
 Greenhouses, Inc.

**Wine Sponsor**  
 Bachman'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 – pot ted 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.

## Endowment Establishes New Research Proposal Funding Process: Preproposals Due by August 15, 1998

The new process begins with preproposals submitted by August 15, 1998. Proposals should address needs in one of the Endowment's priority areas. Preproposals will be reviewed by the end of January. Some will be invited to complete the full proposal process.

Other key changes also accompany the process change. Multiple year proposals are now considered when necessary to accomplish the goals. Proposals may come from a single or multiple researcher. Projects incorporating multiple researchers at the same institution or at differing institutions are encouraged. In such cases, a team leader from the group should be recommended who coordinates the full proposal, implementation and reporting phase of any project.

## Colombia Flower Council/Asocolflores Contributes \$100,000 for Industry Research

The Endowment Pest & Disease Management/Post Production Designated Fund received an \$100,000 contribution from Colombia Flower Council/Asocolflores. 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.

## 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 not 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 Caggiano  
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 Mistretta  
Mark Nance  
Steve Neubauer  
Ole Nissen  
Robert Oglevee  
George Proffitt  
Al Riccardi  
Bill Rudolph  
Laurie Snow  
Alan Spector  
Jack Vandewetering  
Al Vink  
Lee Wilhide

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.

**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 for contributions between \$25,000 and \$49,999 Bob Beeler, Stuppy Family Foundation*

**Builders**

- Gertrude Bianchi
- McGinley Mills, Inc.
- Stuppy Family Foundation

**Benefactors**

- CCC Associates
- Continental Farms
- Garcia Group, Inc.
- Hall Affiliates, Inc.
- Mellano & Company
- Bill Suyeyasu 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.



*Benefactors for contributions between \$20,000 and \$24,999 L-R Ramon Garcia, Garcia Group, Inc.; Jim Teper, Continental Farms; Becky Suyeyasu, Bill Suyeyasu 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 Sorenson, Lincoln Wholesale Florist; James Leider, Leider Horticultural Companies, Inc.*

**MORE 1997 CHAIRMAN'S RECEPTION PHOTOS...**

**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 L.L.C.  
 Everbloom Inc.  
 Florimex North America  
 Growing Systems, Inc.  
 Laysen's Flowers, Inc.  
 Henry Mast Greenhouses, Inc.  
 Mast Greenhouses Illinois  
 Pokon & Chrysal USA  
 Rosas Del Monte/Ponte Tresa  
 Silver Lerner Schwartz & Fertil  
 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 \$5,000 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 Nic Hofman & Jim Kaplin, Pokon & Chrysal, LeRoy  
 Franzoia, 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 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:

Bay City Flower Co.  
Half Moon Bay, CA

Clackamas Greenhouse  
Aurora, OR

Frank Clesen & Sons, Inc.  
Evanston, IL

R.O. Cowley Wholesale Florist  
Pittsburgh, TX

Burdette Coward & Co., Inc.  
Punta Gorda, FL

Cremer Florist  
Hanover, PA

Dillon Floral Corporation  
Bloomsburg, PA

Hardin's Wholesale Florist Supply  
Liberty, NC

Hartzell Flowers, Inc.  
Dayton, OH

Irwin Greenhouses Inc.  
Canyon, TX

John Klaus & Sons Greenhouses  
Greenwood, MO

Klepac Brothers, Inc.  
Blanco, TX

Mazzanti Carnations  
South San Francisco, CA

H. Nakano & Sons  
Redwood City, CA

Park Floral Co.  
Englewood, CO

Rough Brothers, Inc.  
Cincinnati, OH

Tietze Wholesale  
Dallas, TX

Weber's Greenhouses  
Milwaukie, OR

Wolfe the Florist  
Waco, TX

*Special  
recognition of  
floral industry  
companies.*

*The Corporate  
Tribute Plaque at the  
Endowment office was  
provided though 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.*



Jules Armellini

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

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>* Betty Abrams</li> <li>Jules (Toots) Armellini</li> <li>Arthur J. Baisch</li> <li>Carl Baldesare, Sr.</li> <li>+ Charles Barr</li> <li>I.W. Bianchi</li> <li>+ Z.D. Blackistone</li> <li>Louis J. Brand</li> <li>+ Albert H. Burki</li> <li>Neil Canine</li> <li>M. Patricia Cronin</li> <li>Delmar E. Demaree, Jr.</li> <li>Robert C. Dewey</li> <li>John Henry Dudley</li> <li>+ Paul Ecke, Sr.</li> <li>+ George Elliott</li> <li>John O. Finn</li> <li>Don Flowers</li> <li>+ Frank Fredenhagen</li> <li>Pete Garcia</li> <li>+ John W. &amp; LaVerne B. Giles</li> <li>Hazel Grill</li> <li>+ O. Ben Haley, Jr.</li> <li>Donald E. Hook</li> <li>+ Howard J. Hook</li> <li>+ Francis Hopper</li> <li>+ Joe Hopper</li> <li>Dan Irons</li> <li>Martha J. Keller &amp; Herbert Rothwell</li> <li>+ Harrison Kennicott, Jr.</li> <li>+ L.R. "Bud" Kintzele</li> <li>+ John S. Knipe</li> <li>+ Leonard Koehler</li> <li>+ Prof. Alex Laurie</li> <li>Elma Lundahl</li> <li>Edward &amp; Grace Lutey</li> <li>Wally MacDonald</li> <li>* Edmund Niklas</li> <li>Robert L. Orth</li> <li>Eulalah Overmeyer</li> <li>+ Samuel S. Pennock III</li> <li>Gustav H. Poesch</li> <li>+ Jack W. Redditt</li> </ul> | <ul style="list-style-type: none"> <li>Kenneth Royer</li> <li>Mel Schwanke</li> <li>R.H. "Hank" Sciaroni</li> <li>Yoshimi Shibata</li> <li>+ Kenneth F. Short</li> <li>+ E.G. Thornton</li> <li>Jacob Van Namen</li> <li>Alvi O. Voigt</li> <li>+ Erwin H. Weder</li> <li>Louise Graham Weder</li> <li>Milton M. Weiss</li> <li>Olin A. Wetzel</li> <li>J.F. Wilcox Family</li> <li>+ Eiichi Yoshida</li> </ul> |
|---|---|

+ Deceased

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



Dorothy & Edmund Niklas

## 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. Callahan  
 Robert Callahan  
 Oscar G. Carlstedt  
 Denis R. Celleguin Sr.  
 Roman J. & Florence A. Claprod  
 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 & 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

Kiyo Kitayama  
 Masuko Kitayama  
 John S. Knipe  
 Electa Koehler  
 Jerome Krivit  
 Paul Krone  
 Yoke Kuromi  
 Kenneth Lawlor  
 John Liesveld  
 John R. McGinley  
 Bertrand G. McGinnis  
 Wake McLellan  
 Melvin Mack  
 Ed Manda  
 George Mangel, Sr.  
 Gurney Mann  
 Joseph T. Markow  
 Mary Ann Markwood  
 Jack Mayesh  
 Joseph Merritt, Sr.  
 W.J. Messmer  
 Richard V. Mikesell  
 Mary M. Mikuriya  
 William G. Minich, Jr.  
 Stanley C. Minshall  
 Jim Morrell  
 Leon Moskatel  
 Col. Walter and  
 Barbara B. Mosmiller, Jr.  
 Frank, W.E. & F.J. Mosmiller  
 Rollo Mueller  
 G. Edwin Murphy  
 Albert J. Neill  
 Mr. & Mrs. H.D. Neve  
 Hannah Niday  
 Ross Nielsen  
 Christian B. Nissen  
 Kenneth Noppe  
 Hazel Ninon Nyback  
 Seiji Obata  
 Mr. & Mrs. Albert Oelschig, Sr.  
 Pop Patterson  
 Charles F. Pennock  
 S.S. Pennock III  
 S.S. Pennock, Jr.  
 S.S. Pennock, Sr.  
 Harry I. Peters  
 Peter B. Pfahl  
 Priscilla Fergusson 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 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. Sugren  
Shizuo George Suyeyasu  
Walter F. Swartz  
Josephine & Anton Sykora  
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, 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.*



*German R. Salazar*

## 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, 1998.**

**Platinum:**

American Floral Services, Inc.  
 Asocolores/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.

**Diamond:**

Florafax International, Inc.

**Gold:**

Association of Floral Importers  
 of Florida  
 Florists' Mutual Insurance Co.  
 Highland Supply Corporation  
 Manatee Fruit Company  
 Ole & Eleanor Nissen  
 Pennock Company  
 Smithers-Oasis U.S.A.  
 Sunburst Farms, Inc.  
 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  
 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.  
 Mikkelsen's 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  
 Bill Suyeyasu Wholesale Florist, 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  
 The Cleveland Plant & Flower Co.  
 Continental Farms  
 John Henry Dudley  
 Walter J. Engel, Inc.  
 Floralife, 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  
 Jacob & Rita Van Namen  
 Weatherford Farms &  
 Greenhouses  
 Zelenople Greenhouses

**Patrons:**

American Oak Preserving  
 Company, Inc.  
 Bay City Flower Co.  
 Larry Beck Company, Inc.  
 Gordon Boswell Flowers, Inc.  
 Robert C. Dewey  
 Fred C. Flipse  
 Floral & Nursery Times  
 Gelco Internacional, SA  
 Robert R. Hall, Inc.  
 E.G. Hill Co.  
 The Roy Houff Company  
 Lehrer's Flowers, Inc.  
 Leider Horticultural Companies  
 Lincoln Wholesale Florists Co.

McShan Florist, Inc.  
 Herman Meinders  
 L. Piazza Wholesale Florists  
 Rainbow Flowers, Inc.  
 Royer's Flower Shops  
 Sunnyside Nurseries, Inc.  
 Sunshine State Carnations, Inc.  
 John L. Tomasovic, Sr. Florist, Inc.  
 United Wholesale Florists, Inc.  
 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.  
 California Chrysanthemum  
 Growers Association  
 Candle Artisans, Inc.  
 Clackamas Greenhouses, Inc.  
 Everett Lawson Conklin  
 Conroy Wholesale Florist  
 Creative Distributors, Inc.  
 Dillon Floral Corporation  
 Bill Doran Company  
 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  
 Hillcrest Garden, Inc.  
 Claude Hope  
 Hungnong Seed Co., Ltd.  
 Estate of Jack Kaufman  
 Klepac Greenhouses, Inc.  
 The Los Angeles Flower Market  
 William A. Maas  
 Mainland Nursery, Inc.  
 Malmberg'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  
 Reeves Floral Products, Inc.  
 Regency International Business Corp.  
 San Diego County Flower Association  
 Shinoda Floral Co.  
 Sluder Floral Co.  
 Southern California Floral Association  
 Tagawa Greenhouses, Inc.  
 Larry Teitel  
 Twin City Florist Supply, Inc.  
 Twyford Plant Laboratories, Inc.  
 Jerome Wagner  
 Washington Bulb Co.  
 Milton Weiss  
 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  
 Todd L. Bachman  
 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  
 Chicago Florist Supply Company  
 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.  
 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.  
 Green Point Nurseries, Inc.  
 Groen Rose Co.  
 Growers Wholesale Florists  
 Albin Hagstrom & Son, Inc.  
 O. Ben Haley Jr.  
 Mr. & Mrs. Donald Hook  
 Jacobson Floral Supply  
 Jiffy Foam, Inc.  
 Robert E. Johnson  
 J.R. Johnson Supply, Inc.  
 Ronald Jones Ferneries  
 Karthaus & Sons, Inc.  
 Wm. F. Kasting Co.  
 G.R. Kirk Co.  
 Ray Kitayama  
 Paul Krome Fellowship Fund  
 Lansing Florists Exchange  
 Victor Levy  
 Living Plant Growers Assoc.  
 Longview Fibre Co.  
 Lubbock Wholesale Florist, Inc.  
 Lynchburg Wholesale Floral Corp.  
 Robert Mann Packaging, Inc.  
 Henry Mast Greenhouses, Inc.  
 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.  
 N.C. Bulb Growers Assoc.  
 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  
 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  
 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  
 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  
 Continental Flowers and Florist Supply  
 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.  
 Ever-Bloom 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  
 Florimex North America  
 Florists' Review  
 Franklin China Co., Inc.  
 Furrow & Company, Inc.  
 Giftwares Company, Inc.  
 L. Ginsberg, Inc.  
 Dr. Carl F. and Jean L. Gortzig  
 The Green Thumb, Inc.  
 Growing Systems, 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.  
 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  
 Koehler & Dramm, Inc.  
 Charles F. Kremp 3rd Florist  
 Lafayette Florist &  
 Greenhouses, Inc.  
 Lakeland Florist Supply, Inc.  
 Philip Lavalle  
 Laysers Flowers, Inc.  
 Lemac Nurseries  
 Norma A. Lineberger  
 Lion Ribbon Co.  
 Lomey Manufacturing Corp.  
 M. J. Malloy 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.  
 Ocean View Flowers  
 Olson's Greenhouses  
 Pennsylvania Florist Assn.  
 S. Arthur Peterson  
 Phillip's Flowers & Gifts  
 Pikes Peak Wholesale Florist, Inc.  
 Platz Flowers & Supply  
 Pokon & Chrysal USA  
 Premium Flowers Corp.  
 A.B. Price, Inc.  
 Regional Farms, Inc.  
 Hans Rosacker Co.  
 Rosas Del Monte  
 Ross Marketing  
 S&S Wholesale Florist  
 Sabana Farms  
 Scott's Gladiolas Farms, Inc.  
 Seagroatt Companies  
 Harry A. Sharp  
 Shoch's Wholesale Florist  
 Leona Short  
 Silver, Lerner, Schwartz & Fertel  
 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  
 Van Bloem, Inc.  
 Veldkamp's Flowers  
 Alice Walker  
 Virginia R. Walter  
 Waterdale, Inc.  
 Weidner's Gardens, Inc.  
 Wilhide's Flowers, Inc.  
 Zeidler Floral Co.  
 Zieger & Sons, Inc.  
 Florence H. Zuegel

### Vanguards:

Milton Adler Co.  
 Agrexco (USA) Ltd.  
 Agriflora Corporation  
 Ah Sam Floral Co.  
 Ahern's, Inc.  
 Allcities Allstates Flowers-By-  
 Tele-Phone  
 Ameri-Cal Floral  
 American Clay Works &  
 Supply Co.

American Foliage Co.  
 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.  
 Colorado Springs Wholesale  
 Florist, Inc.  
 Condor Farms  
 Conklyn's, Inc.  
 Coy Kendall Greenhouses  
 Crowley Brothers, Inc.  
 Crown Floral  
 Cut Flower Exchange of Pennsylvania  
 Daisy Hill Greenhouses, Inc.  
 Dakota Plastics Company  
 Davidson-Uphoff, Inc.

Dean's Designs, Inc.  
 Delaware County Wholesale Florist  
 Bradley Deprez  
 Diane Deprez-Harmon  
 Robert Deprez  
 DeSantis Florist  
 DeVor Nurseries, Inc.  
 Dey Brothers Greenhouses  
 Didier Greenhouses, Inc.  
 Doherty Flowers  
 Dos Pueblos Orchid Company  
 Lynn Doyle Flowers  
 Carl Dreisbach, Inc.  
 J.W. Dudley Sons Co.  
 Thomas Dean Dudley  
 East Coast Bulb Farm  
 Edward's Florist  
 Edward's Florist Supply, Inc.  
 Elliott Rose Co. of Madbury, Inc.  
 Ellis Floral Co., Inc.  
 Endres Floral Co.  
 Ensign Wholesale Florist, Inc.  
 Erie Cut Flower & Supply Co., Inc.  
 Everflora, Inc.  
 Everflora Chicago, Inc.  
 FTD District I-G&H  
 FTD District 5-A&B  
 FTD District 6-E  
 FTD District 6-F&G  
 FTD District 7-D  
 FTD District 7-I  
 FTD District 9-H  
 FTD District I-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.  
 Floracraft Corp.  
 Floral Acres, Inc.  
 Floral Ave. Greenhouse Co.  
 Floral Marketing Association  
 Florida Fern Growers Association  
 Florida State Florists' Assn.  
 Florimex Chicago, Inc.  
 Flowers By Esther  
 Flowers By Sandy, Inc.  
 Flowers First, Inc.  
 Flowers Inc. Wholesale  
 Four Star Greenhouse  
 Foxpoint Plant Growers  
 Frampton's Greenhouses  
 Frank Fredenhagen  
 Friesell Ranches  
 Harry H. Fukutome Nursery, Inc.  
 Gainan's Flowers  
 Garden City Floral  
 Gassafy Wholesale Florist  
 Geneva Flower Farm  
 George's Florist  
 Ghilarducci's Florists, Inc.  
 Gish's Pacific Flowers, Inc.  
 Louis B. Glick & Son, Inc.  
 Golden West Greenhouse  
 Gordon's Greenhouse, Inc. of  
 Bear Valley  
 Joan S. Gordon  
 Robert L. Graham  
 Grande Greenhouse  
 Greenwood Greenhouses  
 Don Hahlbeck Greenhouse  
 Hall's Flower Shop  
 Handy Floral Products  
 Hanford's, Inc. Wholesale  
 Hardin's Wholesale Florist  
 Harrison Wholesale Floral, Inc.  
 Hastings, Inc.  
 Hauge's Flower Store, Inc.  
 Hausermann Orchids  
 Hawkins Greenhouses  
 Heap Greenhouses, Inc.  
 Heeney Company, Inc.  
 Henry's Plant Farm  
 Hermes Floral Company  
 Herman J. Heyl Florists, Inc.  
 Billy Heroman's Flowerland, Inc.  
 Heyl Roses, Inc.  
 Hiawatha, Inc.  
 Hart's Wholesale Co.  
 Simon Hoekstra and Son  
 Hoogasian Flowers Inc.  
 Hub Floral Corp.  
 IBC, Inc.  
 IBG International  
 Illinois Bronze Paint 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  
 Kuhn Flowers, Inc.  
 Kurt Weiss Florist, Inc.  
 Frank Kuwahara  
 Lakeland Florist Supply, Inc.  
 Lakewood Greenhouse, Inc.  
 Lamborn Floral Co.  
 Lanman Flower Shop, 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  
 Mast Greenhouse - Illinois  
 Mazzoni Farms, Inc.  
 Meskers'  
 Ruth Messmer - Florist, Inc.  
 Alice Metcalf  
 Henry F. Mitchell 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.  
 Nouvelle 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  
 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.  
 Royal Gorge Flower Farms, Inc.  
 San Lorenzo of Texas  
 Satow Growers, Inc.  
 Schaafs, Inc.  
 Mr. & Mrs. Israel Schneider  
 Mr. & Mrs. Robert O. Schürke  
 Select Ribbons, Inc.  
 Selecta Farms, Inc.  
 Delois C. Shelton  
 Shenandoah Floral Mfg. Co., Inc.  
 Shinoda Design Center, Inc.  
 Ken Short  
 Shreveport Flower Mart, Inc.  
 Delbert Smith, Inc.  
 Southern Retail Florist Assn., Inc.  
 Sparks Florist  
 Stimming Flowers of California  
 Stringer Whlse. Florist, Inc.  
 Springfield Florists' Supply, Inc.  
 Sunwest Wholesale Floral  
 Susan's Florist  
 Syracuse Pottery, Inc.  
 Tayama Whlse. 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 Flowers by Wire Canada  
 United Whlse. Florists of  
 California  
 Vacuum Orna-Metal, Inc.  
 Van Dyk Brothers Wholesale  
 Florist  
 Vanni Nursery, Inc.  
 Vestal Woda Farms  
 Victor The Florist  
 Vinson & Fortiner  
 Visaflo Group  
 Vogt's Flowers, Inc.

Wadsworth Control Systems, Inc.  
 Curtis Wagner Co., Inc.  
 Wagner Greenhouses, Inc.  
 P.A. Washburn  
 Welch Whlse. Florist, Inc.  
 Westerlay Roses  
 West Side Greenhouses  
 Weston Trucking Co.  
 Weyerhauser Tissue Culture Center  
 Bruce Wheeler  
 Virginia Wienhoeber  
 J.E. Wilcox  
 Wild Flowers Quality Wholesale  
 Florist, Inc.  
 Windler Whlse. Floral Co.  
 World Flowers, Inc.  
 Everett Wright  
 XYZ Imports, Inc.  
 G. Ramsey Yoder  
 York Flowers, Inc.  
 Zipperer Farms

## Sentinels:

A to Z Wholesale Floral Supply  
 Ades and Gish Nursery  
 Dick Adgate Florist  
 Air Conditioned Roses  
 Allen Associates, Inc.  
 Allied Florists Assn. of Virginia  
 Allied Florists of Delaware Valley  
 Allied Florists Assn. of Greater Washington  
 Allied Florists Assn. of Worcester  
 County  
 America's Florist  
 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  
 Banner Flower Shop  
 Barter Brothers Florist  
 John P. Bartlett  
 Henry Bass Greenhouses  
 Bell Greenhouses, Inc.  
 Bens Transworld-Imports  
 Glenna M. Benton  
 Berger, Newmark & Fenchel  
 H.G. Beming  
 Hubert J. Beudert  
 Binley Florist, Inc.  
 Blumex USA Inc.  
 Bordine's Better Blooms  
 Bradley's Flowers  
 Louis J. Brand  
 Briarwood Florist

Brookview Floral, Inc.  
 Brothers Brothers Inc.  
 Buffalo Import Co.  
 Busch Greenhouses, Inc.  
 California Protea Management  
 Callaway Florists & Greenhouses  
 Callison's, Inc.  
 Candle-lite  
 Carpenter's Flower Shop  
 Cedar Bridge Nurseries  
 T.S. Chan Nursery, Inc.  
 Chase Gardens  
 Chesapeake Wholesale Florist  
 Archie Clapp  
 Lester Coggins Trucking, Inc.  
 D.S. Cole Growers  
 Colman Florist, Inc.  
 Colonialware Wholesale, Inc.  
 Colorado Gold Wholesale Florist  
 Columbia Florist Club  
 Connell's Bexley Greenhouse  
 Harold Cook  
 P.S. Cook  
 Cosmar Air Freight Service  
 Costa Nursery Farms  
 Costin's Flowers & Gifts  
 Cottage Flowers Inc.  
 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.  
 Dalton's Flowers  
 Danielson Floral Co.  
 Kay Danzer Co.  
 Daudelin's Flowers-Gifts  
 Designer Dispatch  
 Detroit Flower Growers, Inc.  
 Dickerson's Greenhouse  
 Dietert Wholesale Florist  
 Gene M. Dodson and Associates  
 Dramm International, Inc.  
 Durban Greenhouses, Inc.  
 Dusty's Flowers & Gifts  
 DWF of Dallas  
 DWF of Norfolk  
 DWF of St. Louis  
 DWF of Salt Lake City  
 DWF of Tacoma  
 Elfrieda's Flowers, Inc.  
 Elliott Greenhouses  
 Engwall Florist & Greenhouses, Inc.  
 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  
 Fairview Greenhouse, Inc.  
 Fantom & Gahs Greenhouses, Inc.  
 Farm Fresh Flowers Inc.  
 Fayette Wholesale Flst., Inc.  
 Felly's Flowers  
 The Fetzer Greenhouses  
 Dave Fischer Greenhouses  
 Fischer's Flowers  
 Floral Fresh International  
 Floral Supply, Inc.  
 Floralware by EPM  
 Florist Distributing, Inc.  
 Flor Aire, Inc.  
 Flower Boutique, Inc.  
 Flowers by Dick & Son  
 Flowers by Ford  
 Flowers Direct, Inc.  
 Flowers From Florida, Inc.  
 Forest Grove Ferneries  
 William L. Foster Jr.  
 Four Seasons Roses  
 Fraser's Flowers  
 Fredlo Farms  
 Freeman's Flowers  
 French & Johnsons  
 G&E Greenhouses, Inc.  
 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. Geralis  
 Gerhart Greenhouses  
 Germantown Greenhouses, Inc.  
 Glacier Mountain Floral Suppliers  
 Glass Wholesale Florist  
 Glenn's Wholesale Florist, Inc.  
 Gold Circle Growers  
 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.  
 Hixon's Floral School  
 Holland Flower Express  
 Hoo's Florist & Plant Shop  
 Hopper's Wholesale Florist  
 Hudson and Associates, Inc.  
 Huhn's Greenhouse  
 Inglis Florist  
 International Flower Exchange  
 Ivandale 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  
 KPT Wholesale Florist  
 Kannapolis Wholesale Florist  
 Kansas State Florists Assn.  
 Kariya Nursery  
 Kato Cut Flower  
 Kearney Floral Co.  
 Kel-Span Products Co.  
 Kendal Floral Supply  
 Kester Wholesale Floral Company  
 Key-Garner Farms  
 Mrs. Leland T. Kintzele  
 Knaup Floral Growers  
 Koch Originals  
 Kocher Flower Growers  
 Kodama Sunnysdale Greenhouse  
 Kono & Sons, Inc.  
 Lake Washington Greenhouses  
 Lary's Florist, Inc.  
 Albert J. Lauer, Inc.  
 Lebens Flowers, Inc.  
 Leo's Flowers  
 Leonard Levy  
 Lewis Brothers, Inc.  
 Lopshire Flowers, Inc.  
 Dave Lowenheim & Associates  
 MGB Wholesale, Inc.  
 McCallum Wholesale Floral  
 Services, Inc.  
 J.M. McConkey & Co., Inc.  
 McLeod Florist  
 Maekawa Brothers Greenhouses, Inc.  
 Main Wholesale Florist  
 Marche & Co.  
 Joseph Markow Florist  
 Mattern Floral, Inc.  
 Mattoon Flower Shop & Greenhouses  
 Matzke Florists  
 Meadows Brothers Nursery  
 Equipment  
 Joseph S. Merritt, Jr.  
 Donald Metzger  
 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  
 Mountain View Wholesale  
 Florist, Inc.  
 Nabeta Nursery, Inc.  
 K. Nakashima Nursery Co.  
 National Greenhouse Co.  
 Neilson Orchids  
 Ness Flowers  
 Netcong Village Florist  
 Nishimoto Nursery  
 Novelties By Premier Ltd.  
 G. Nutile, Inc.  
 Oakland Flower Shop, Inc.  
 Orchid Isle Nursery  
 Ozark Wholesale Florist, Inc.  
 Pacific Flower Shippers, Inc.  
 Pickrells Wholesale Flowers  
 & Supplies  
 Pietrafeso Greenhouses  
 Pioneer Worldwide  
 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  
 Robertson of Chestnut Hill Florist  
 Rockville Florist  
 Rocky Mountain Wholesale  
 Florists, Inc.  
 Dick Rosacker  
 Rosedale Greenhouses, Inc.  
 Rosemont Gardens  
 Rough Brothers, Inc.  
 Rubens Originals  
 Carl Russo Wholesale Florist, Inc.  
 Mr. & Mrs. Arnold Ryde  
 Lucie Sable Imports Ltd.  
 San Diego Florist Supplies  
 James Saunoris & Sons, Inc.  
 Mrs. Cel Scherrer  
 Schlag's Gladiolus Farms  
 Schroeder's Flowers, Inc.  
 Mr. & Mrs. Melvin Schwanke  
 Sedan Floral, Inc.

Shady Hill Gardens  
 John D. Shanklin  
 John Shelton  
 Sheppard Enterprises, Inc.  
 Robert & Nancy Shibata  
 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  
 Specialty Wood Products  
 Spurlock's Flowers  
 St. Cloud Floral, Inc.  
 St. Louis Wholesale Plant Co.  
 Stonehurst Wholesale Florists  
 Mr. & Mrs. Leo Stuhldreher  
 Suburban Wholesale Florist  
 Daniel Sugrue and Sons  
 Sun Coast  
 Sun Valley Bulb Farms, Inc.  
 Superior Florals, Inc.  
 Swanson the Florist, Inc.  
 T and W Sales Co.  
 Takara International Inc.  
 George Teutel Holly Farm, Inc.  
 George Thomas Floral  
 Thornton Wholesale Florists  
 Tietze Wholesale Florist  
 Timbuk Farms Inc.  
 Tobler'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.  
 Valley Floral Company, Inc.  
 Jack A. Van Namen  
 John Van Namen  
 Van Zanten's, Inc.  
 Vestal Wholesale Florist, Inc.  
 Viva's Flowers  
 Vogue Flowers & Gifts, Ltd.  
 C.P. Wagner Company  
 Wald Imports Ltd.  
 Clinton A. Wallace  
 The Wamego Floral Co.  
 Watsonville Nurseries  
 Weinstocks Flowers & Gifts  
 West Texas Floral Co., Inc.  
 Ray Western  
 Wilch, Smith & Brock  
 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.  
 Fusae Yoshida  
 Youngstown Plant & Flower  
 Zimlich The Florist, Inc.

## Sponsors

American Taki  
 Aromas Nursery, Inc.  
 J.P. Bartlett Co. Inc.  
 Bodger Seeds, Ltd.  
 Branch-Smith publishing Co.  
 CCI Farms  
 Robert & Terri Cohn  
 Coloflink  
 Continental Flowers and Florist  
 Supply, Inc.  
 Dunlap & Coddling  
 Eastern Floral and Gift Shop  
 Floral Innovations Inc.  
 Florist Magazine  
 Jim & Donna Gaunt  
 Goldsmith Seeds, Inc.  
 Indio Florist  
 Lala Imports, Inc.  
 Dwight Larimer  
 Robert C. Maddux  
 Memorial Drive Florist  
 Metrolina Greenhouses Inc.  
 Frank Mischler  
 Penny's Flowers  
 Pleasant Valley Flowers, Inc.  
 Powell Farms, Inc.  
 Ray Hunter Florists, Inc.  
 San Diego Flowers by Coley  
 Shotwell Floral Co.  
 Stadium Flowers, Inc.  
 Suncoast Greenhouses Inc.  
 Swiss Army Brands, Ltd.  
 Uniflor Limitada  
 Union Bank  
 James Van Namen

## Givers

Associated Florist Supplies, Inc.  
 Marlys Averill  
 Becks Florist, Inc.  
 Arnold Bisbee  
 Bonnie Brae Flowers  
 Briarwood Florist  
 The Florist Brierly Johnson  
 Brown's Flowers and Gifts Inc.  
 June I. Bruskewitz

Buffalo Import Company  
 Central Point Florist  
 D.S. Cole Growers  
 Colman Hott Florist &  
 Greenhouses, Inc.  
 Colorado Springs Wholesale  
 Florist, Inc.  
 Cottage Flowers Inc.  
 Crowley Brothers, Inc.  
 Cypress Hills Florist, Inc.  
 D. McLeod Inc. - Florist  
 Daudelin Flowers-Gifts  
 Eason Horticultural Resources, Inc.  
 Echter's Greenhouses, Inc.  
 Erickson's Flowers  
 Eugene's Flower Home  
 Fairview Farms  
 Wayne A. Farley  
 Dave Fischer Greenhouses  
 The Flower Basket  
 Flower Boutique, Inc.  
 Flowers by Dick & Son  
 Flowers, Inc. Wholesale  
 Flowertree Nursery, Inc.  
 Fred's & Son-Flowers and Gifts, Inc.  
 Garden Centers of Colorado  
 Germantown Greenhouses, Inc.  
 Marie Gonserkevis  
 Dorothy Habegger  
 Happiness Farms, Inc.  
 Alan & Deborah Harris  
 Harris Bank Batavia  
 Hemmrich & Associates  
 Hicks Nurseries, Inc.  
 G.D. & Rose Holliday  
 Horizon Farms, Inc.  
 Terry & Gail Humfeld  
 Charles & Elizabeth Joachim  
 Johnsen's Wholesale Florists, Inc.  
 Nancy C. Joyner  
 Phyllis D. Kaiser  
 John and Esther Kelly  
 Walter & Mary Knap  
 Knaup Floral Co.  
 Knox Flower Shop, Inc.  
 Joel & Laura 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.  
 Murdoch Gardens, Inc.  
 Emil J. Nagengast Florist  
 O.F. Nelson & Sons Nursery  
 New Nursery, Inc.  
 Nickeson Greenhouses

Nancy Ochs  
 Robert & Frances Olsen  
 Partyline Florist and Plantery, Inc.  
 Paul's Unique Creations  
 Robert Peterson, Sr.  
 Arthur Pfeil Smart Flowers, Inc.  
 Wendell & Anne Pitz  
 Joseph Radovich  
 Relles Florist  
 A. Repetto Nursery Inc.  
 Barrie & Mary Ann Ricketts  
 Randolph & Adelyn Riotto  
 Santa's Forest Nursery  
 Shady Hill Gardens  
 W.F. & JoAnn Sheehan  
 John Shelton  
 Smith's Flower Shop, Inc.  
 Mark Snyder  
 Barb & Tom Starshak  
 Ruth Stetzer  
 Ian & Gladys Stevenson  
 Taylor's Flower Shop &  
 Greenhouse, Inc.  
 Hero Tsukushi  
 Val-Al Greenhouses, Inc.  
 Tom & Judy Wall  
 Wholesale Florists of Colorado  
 Eunice Wohrer  
 Nell Wood  
 Rena Ziegler  
 Amos Zittel & Sons, Inc.  
 Richard Zoerb

## 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.  
 Barth'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.  
 Boyntons 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  
 Butterfields Mall  
 Cable Car Florist  
 Casa Trias Florist  
 Cason's Flowers & Gifts  
 Charles The Florist  
 Char's 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 Florist 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  
Leshar'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  
Rosalia 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

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.	\$50,000
Research and Educational Development Impacting the Floral Industry Today and Tomorrow	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.	\$22,007
	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.	\$14,878
	EPIDEMIOLOGY AND CONTROL OF RANUNCULUS BACTERIAL BLIGHT, Dr. Donald Cooksey, University of California, Riverside.	\$23,162
	ETIOLOGY, EPIDEMIOLOGY AND MANAGEMENT OF FUSARIUM CROWN & STEM ROT OF LISIANTHUS, Dr. Robert McGovern, University of Florida.	\$25,000
	DEVELOPING A MONITORING SYSTEM FOR TOSPOVIRUS VECTORS, Dr. Diane Ullman, University of California, Davis.	\$35,000
	<u>INSECTS &amp; MITES</u>	
	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.	\$21,157
	DEVELOPMENT OF IPM STRATEGIES FOR FLORICULTURAL CROPS, Dr. Michael Parrella, University of California, Davis.	\$60,902
	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.	\$30,886

## 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 P 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
Mosmiller 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

## EDUCATION

### 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.

<u>STUDENT</u>	<u>UNIVERSITY</u>	<u>PLACEMENT LOCATION</u>
* Steve Barlow	Michigan State University	Molbak's Greenhouse
Michele Donahue	Cal Polytech University	Ades & Gish
Nate Frericks	University of Illinois	
Vanessa Gage	University of Illinois	Heartland Growers
Sandy Hanretty	Southeast Tech Institute	Veldkamp's Flowers
Stephanie Hogan	Illinois State University	
Rachel Hubbard	Southeast Technical Institute	Red Oak Greenhouses
Brian Krug	Iowa State University	Yoder Brothers
Jason Ling	Cornell University	Baker & Chantry
Daniel McClure	Cal Polytech University	Pleasant View Gardens
Keeley Muncrief	New Mexico State University	Alex R. Masson, Inc.
Jennifer Neujahr	Kansas State University	Glass Corner Greenhouses
Andrew Schmitz	Iowa State University	Alex R. Masson, Inc.
Cindy Wieland	University of Florida	Tagawa Greenhouses
Rodney Wilkinson	Bakersfield College	Olive Hill Greenhouses
Dixie Williams	Southeast Technical Institute	Stutzman Greenhouse
Maureen Williams	Cal Polytech university	Pikes Peak Greenhouses

\* Photo not available.



Michele Donahue



Nate Frericks



Vanessa Gage



Sandy Hanretty



Stephanie Hogan



Rachel Hubbard



Brian Krug



Jason Ling



Daniel McClure



Keeley Muncrief



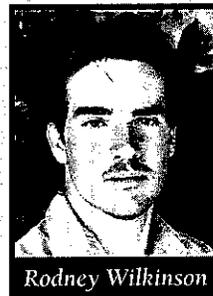
Jennifer Neujahr



Andrew Schmitz



Cindy Wieland



Rodney Wilkinson



Dixie Williams



Maureen Williams

## 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. Paid training for 10-16 weeks and \$2,000 cash award upon completion.

<u>STUDENT</u>	<u>UNIVERSITY</u>	<u>PLACEMENT LOCATION</u>
Paula Christ	Univ. of Wisconsin - River Falls	Baisch & Skinner
Renae Hartwig	Univ. of Wisconsin - Crookston	Memorial Florist & Greenhouses
Stephanie Hogan	Illinois State University	IFC Miami
Jason Ling	Cornell University	Baker & Chantry, Inc.
* Amy Riesselman	University of Missouri	Columbia Florist
Jennifer Schilling	Montana State University	Phillip's Flower
Kimberly Wuestwald	Southeast Technical	Ashland-Addison
James Wyatt	Kishwaukee College	
* Photo Not Available.		



Paula Christ



Renae Hartwig



Stephanie Hogan



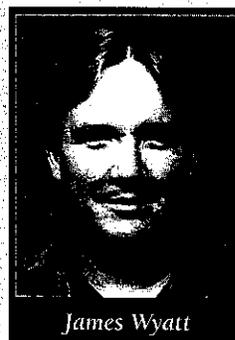
Jason Ling



Jennifer Schilling



Kimberly Wuestwald



James Wyatt

### 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 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 AHIA'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.

## TOTAL GRANTS 1961-1998

### 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	756,314
University of California, Riverside	284,842
University of California Cooperative Extension	105,600
Clemson University	21,750
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	488,194
Flora-Stats	1,144,600
University of Florida	692,100
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	21,500
University of Massachusetts	53,674
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	635,930
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	385,517
The Ohio State University	121,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	327,837
Purdue University	119,759
Rutgers University	9,000
Society of American Florists	66,500
University of Tennessee	5,000
Texas A & M University	197,750
United States Department of Agriculture Florists & Nursery Crops Lab National Agricultural Library	407,500
University of Vermont	108,251
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 1961-1998

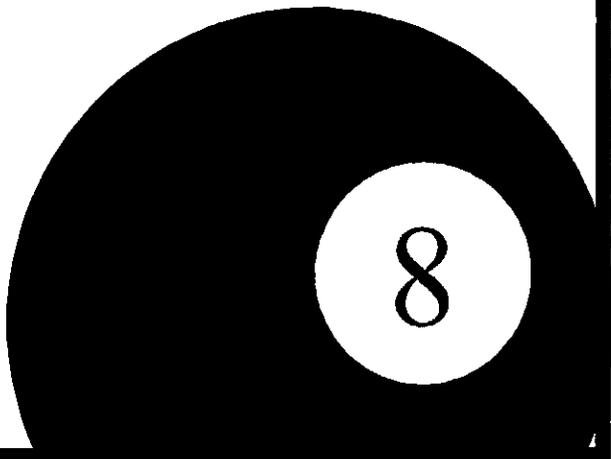
### Education

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
Mosmiller 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 ISIS-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 . . .



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.



American  
Floral  
Endowment