Dear Industry Friends,

I am pleased to provide the American Floral Endowment’s Annual Report for fiscal year 2001.

The following pages will demonstrate how your gifts have strengthened the industry. Your contributions have opened doors to new possibilities, enabled the discovery of new scientific research facts to improve the post-harvest care of flowers, provided vital floral consumer purchasing behavior, nurtured students and enriched their learning experience, encouraged young people to be involved in the industry, and prepared students to be future leaders, responsible citizens and exceptional employees in our global community.

As the industry continues to change, the Endowment programs become more important to ensure a strong industry well into the future. Your involvement is more critical, and valued, than ever before.

Through your donations, the Endowment was able to sustain one of its most successful fundraising years. The 2000 National Phone-A-Thon brought a total commitment of one and one-half million dollars, and the Endowment has received 94% of the first year’s pledges. We had a sell-out crowd at the 2000 Century Dinner, and have received major gifts from Mabel Simmons (past Board of Trustees Chairman), Jim Botsis, Asocolflora and floriculture professor Dr. Harold Wilkins.

These major gifts enabled several new educational programs to be implemented. The Jim Botsis Wholesalers Educational Wholesalers Program is an annual program to directly aid Wholesalers, and the Harold Wilkins Scholarship Program will enable students to travel to a foreign country for a floriculture internship and/or a floriculture symposium.

The Scientific Research Program is continuing to yield strong returns. This past year, research has continued on flower longevity, as well as floral insects, diseases, production technology and genetics.

In closing, your gifts make a difference, and the Endowment thanks you. Together we are building a stronger industry!

Sincerely,

Herman Meinders, Chairman, Board of Trustees
# American Floral Endowment
## Financial Status
June 30, 2001

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Net change in assets: -248,495 51,323

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<td>1,483,163</td>
<td>$1,319,460</td>
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RECEIPTS OVER DISBURSEMENTS: -240,347 59,996 926,397

DEPRECIATION: 8,148 8,673 9,199

NET CHANGE IN ASSETS: $-248,495 $51,323 $917,198
2000-2001 HIGHLIGHTS

EDUCATION

■ HAROLD F. WILKINS SCHOLARSHIP PROGRAM
  Established through a major gift from Dr. Harold Wilkins; a scholarship program to aid students who would like to travel abroad

■ JIM BOTSI'S WHOLESALER'S EDUCATIONAL PROGRAM
  Established through a special memorial fund to educate wholesalers throughout the industry

RESEARCH

Scientific

■ 3 C'S ARE THE KEYS TO FLORAL LONGEVITY
  Drs. Terril Nell, University of Florida, Gainesville and Michael Reid, University of California, Davis, have unlocked the secret to floral longevity of fresh cut flowers

■ 2001 FLORAL RESEARCH SURVEY
  Floral survey reveals important scientific research funding areas.

■ SPECIAL REPORT NOTEBOOK DISTRIBUTED TO ENDOWMENT DONORS
  Important reference tool filled with the most recent scientific research, written in consumer-friendly terms by the industry's most prominent researchers.

Statistical

■ IMPROVED VISIBILITY FOR CONSUMER TRACKING STUDY
  New partnership established with industry publications

■ INCREASED VISIBILITY THROUGH WEB SITE
  Powerful communication tool continually updated to provide consumer friendly features, such as the addition of a search function

FUNDRAISING

■ CENTURY DINNER
  Raised $43,000 and attracted over 320 industry leaders

■ NATIONAL PHONE-A-THON 2000
  Highest annual income and collection rate in Endowment history

■ MAJOR GIFTS FROM INDUSTRY ICONS
  • Jim Botsi's Wholesaler's Educational Program - $25,000 Memorial Fund
  • Harold F. Wilkins Scholarship Program – A trust established to fund floriculture internships and educational study outside the United States
  • Mabel Simmons $100,000 gift by Will
  • Asocolfiores $100,000 gift to scientific research
The end of fiscal year 2000/2001 marks a special milestone for American Floral Endowment contributors. With their 2000/2001 contribution(s), the following companies and individuals have moved to a higher designated giving level within the Endowment. We extend our deepest gratitude to all for their strong support and industry leadership.

**GOLD**
- Paul Ecke Ranch
- Pete Garcia Company
- Syndicate Sales

**BUILDER**
- Herman Meinders
- Hall Affiliates
- Jim Botsis Wholesaler’s Educational Program

**PATRON**
- Tagawa Greenhouses, Inc.
- Wilsey Bennett Company

**FOUNDER**
- Ashland Addison Florist Company
- Brody Company

**PROTECTOR**
- Crissey Flowers & Gifts
- Irene Hayes, Wadley & Smythe LeMoult, Inc.
- Pyramid Flowers, Inc.
- World Commerce Online

**GUARDIAN**
- AmeriCal Floral
- Dole Fresh Flowers
- E.C. Geiger Company
- Gainan’s Floral & Greenhouses
- Gassafy Wholesale Florist, Inc.
- General Reinsurance
- Grande Greenhouse, Inc.
- Green Glo Products
- Herman Lederer Sons
- Pearlstein Family Foundation
- San Diego Flowers by Coley
- Wagner Greenhouses, Inc.
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 $1,000 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 $1,000 or more and provides special recognition of floral industry companies and corporations. All honoree names are inscribed on a Corporate Tribute plaque at the Endowment office.

Corporate Tributes recorded within the Endowment as of June 30, 2001 are as follows:

- Bay City Flower Co.
  Half Moon Bay, CA
- John Klaus & Sons Greenhouses
  Greenwood, MO
- Clackamas Greenhouse
  Aurora, OR
- Klepac Brothers, Inc.
  Blanco, TX
- Frank Clesen & Sons, Inc.
  Evanston, IL
- Mazzanti Carnations
  South San Francisco, CA
- R.O. Cowley Wholesale Florist
  Pittsburgh, TX
- H. Nakano & Sons
  Redwood City, CA
- Burdette Coward & Co., Inc.
  Punta Gorda, FL
- Park Floral Co.
  Englewood, CO
- Cremer Florist
  Hanover, PA
- Rough Brothers, Inc.
  Cincinnati, OH
- Dillon Floral Corporation
  Bloomsburg, PA
- Tietze Wholesale
  Dallas, TX
- Hardin's Wholesale Florist Supply
  Liberty, NC
- Weber's Greenhouses
  Milwaukie, OR
- Hartzell Flowers, Inc.
  Dayton, OH
- Wolfe the Florist
  Waco, TX
- Irwin Greenhouses, Inc.
  Canyon, TX
LIVING TRIBUTES

Living Tributes are established with a contribution of $1,000 or more and provides fellow workers and associates an opportunity to honor 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, 2001 are as follows:

Betty Abrams  
Jules (Toots) Armellini  
Arthur J. Baisch  
Carl Baldessare, 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 O. Finn  
Don Flowers  
† Frank Friedenhagen  
Pete Garcia  
† John W. & LaVerne B. Giles  
Hazel Grill  
† O. Ben Haley, Jr.  
Donald E. Hook  
† Howard J. Hook  
† Francis Hopper  
† Joe Hopper  
Dan Irons  
Martha J. Keller & Herbert Rothwell  
† Harrison Kennicott, Jr.  
† L.R. “Bud” Kintzele  
† John S. Knipe  
† Leonard Koehler  
† Prof. Alex Laurie  
† Elma Lundahl  
Edward & Grace Lutey  
Wally MacDonald  
Edmund Nikolaus  
Robert L. Orth  
Eulahah Overmeyer  
† Samuel S. Pennock III  
† Gustav H. Poesch  
Walter L. Preston  
† Jack W. Redditt  
Kenneth Royer  
Mel Schwankes  
R.H. “Hank” Sciaroni  
Yoshimi Shibata  
† Kenneth F. Short  
Arlene Sorenson  
† E.G. Thornton  
Jacob Van Nemen  
Alri O. Voigt  
† Don Weder  
† Ervin H. Weder  
Louise Graham Weder  
Milon M. Weiss  
Olin A. Wetzel  
J.E. Wilcox Family  
† Eiichi Yoshida  
† Deceased  
†† Tribute established since last publication.

Don Weder
JIM BOTSIS' MEMORY LIVES THROUGH WHOLESALER'S EDUCATION PROGRAM

A special memorial fund has been established in Jim Botsis' name through the American Floral Endowment. The Jim Botsis Wholesale's Educational Program will benefit wholesalers throughout the industry.

Jim passed away peacefully on January 3, 2001, at age 60 after a courageous battle against bone cancer. Born in Holland, Michigan, he served in the Navy at age 17 and went on to many successful business ventures.

One of his most notable contributions to the floral industry was the founding of the Diamond Line Container Company. The company specialized in container shipments and dealt directly with many floral wholesalers throughout the industry.

His special interests included being a general aviation pilot and flying his own Mooney 305. Jim also was an avid golfer and a member of both Firestone and Prestwick Country Clubs in Akron, Ohio.

The American Floral Endowment Board of Trustees approved the $25,000 contribution and the proposed guidelines at its January 2001 Board Meeting.

The Jim Botsis Wholesale's Educational Program will consist of the Endowment annually identifying and funding a program and/or project that will directly benefit wholesalers. The first project will be the sponsorship of an educational session at the Wholesale Florist and Florist Suppliers of America's (WF & FSA) Annual Convention titled, "Facing the Forces of Change: Future Scenarios for Wholesale Distributors - Part 2."

HAROLD F. WILKINS SCHOLARSHIP ESTABLISHED

The Harold F. Wilkins Scholarship Program was established in 2001 through a major gift from Dr. Wilkins. Throughout his career as a Professor of Floriculture at the University of Minnesota, he promoted educational opportunities to students for non-domestic travel. He is an avid believer that foreign travel provides students with unique, lasting floricultural experiences.

PROGRAM OBJECTIVES

- To aid and encourage students to have an internship or a floricultural experience outside the United States. The student is responsible for meeting requirements pertaining to traveling/working abroad such as obtaining a visa, passport, and/or work permit.

- To aid students who wish to travel to a foreign country to study the floriculture industry, attend an international floricultural symposium, and/or engage in other intellectual pursuits.

ELIGIBILITY

The applicant must be a citizen of the United States. Scholarships are available to any undergraduate or graduate student who is currently enrolled or recently graduated from a university or college with a degree in horticulture and/or a closely related course of study and who intends to further a career in floriculture. The student are encouraged to be exited from the United States for at least 90 days.

DEADLINES/SELECTION – MARCH 1 & NOVEMBER 1

The applicant must complete the application form and submit it to the Endowment office. The Wilkins Scholarship Committee will review all applications, and notify each applicant within 30 days.

GRANT ALLOCATION

Funding allocations vary depending on the length of the program and anticipated expenses. Eighty percent of the funds will be disbursed in advance, with the remaining twenty percent being held until a brief report (minimum 500 words) has been submitted within 30 days after the completion date.

APPLICATION

The application form must be completed in its entirety and must include a detailed budget for travel as well as a personal statement and all materials listed in the Application Material section of the form.
MEMORIAL TRIBUTES

Memorial Tributes are established with a contribution of $1,000 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 Abram
Adams-Lovelette
James Acton
Robert Allen
Irving S. Allen
Clarence M. Amling
Otto Amling
Henry A. Aumick, Jr.
Carl B. Auer
Mr. & Mrs. Dewitt Barber
Clair Barrett
John Baxter
Matthew Barrett
Andrew Benson
Richard L. Bennett
Harry Bennett
Henry J. Betts, Sr.
L. W. Bianchi
Clarence B. Bickes
Deborah Anne Billings
Daryl Bolding
Jim Bollas
Frank Bozick
James Brandt
Tommy Brabin
Wilfred G. "Bill" Brown
Jerry R. & W. L. Callahan
Robert Callahan
Joseph Carbone
Cesar G. Cattarelli
Dennis R. Cellingham Sr.
Roman J. & Florence A. Cleghorn
Bertha Spence Cook
William C. Crandall
James Crissy
W. C. Crissy
Raymond B. Crowe
Annie H. Crouch Darbee
Robert Eugene Darbee
Rodger Davidson
William E. DeLoach
Mrs. Fern Demaree
Bette Deppe
Nicolle & Pasquale DeSantis, Sr.
William J. Dore
Ira Doud
Eugene D. Drumm
Eugene R. Drumm
Floyd B. Dreher
John Henry Dudley
Donald Dunbar
Magdalena Ecke
Paul Ecke, Sr.
Clyde Epperson
Linda Eric Falk
Albert Ferris
Barnard "Barney" Finger
M. Truman Fossum
Pete Franco
John Farren, Sr.
Irving B. Gable
Joseph A. Garcia, Sr.
Michael C. Garie
Walter Gardner
D.S. Geddin, Sr.
John H. & LaVerne Giles
Walter Gilby
John Patrick Glass, Jr.
Louis B. Glicic
Romaine Glisson
John G. Gluck
Stanley A. Goldstein
Douglas R. Gordon
H. "Granny" Grant
Joe & Lily Green
Joseph N. Griswold, Sr.
George Guest
William F. Guza
Samuel & Huldah Ewing
Mr. & Mrs. Alexander Henderson
and
Frederic Mercel
R.G. Hill & Earl Mann
Joseph H. Hill
Albert J. Hirschy
Simon Hoekstra
Jay Hoyt
Herman Hollingsworth
Leo Hollingsworth
Herbert Holm
D.E. Hopkins
Charles V. Hunt
Otto G. & Anna M. Hupfel
Walter M. Hupfel
Arthur Irion, Jr.
Edward Jacobson
Robert E. Johnson
Joseph Johnson, Jr.
David L. Jones
Pauline Medlin Jones
Tom Joy
Elwood W. Kallin, Sr.
Ralph H. Kapp
Eileen Grace Kelly
Mary Jane Kennicott
Jack Rhoades Kersten
L. Richard "Bud" Kintzele
Molad T. Kintzele
Louis Kintzele
D.C. Klipper
Kyo Kiyama
Matsuko Kitayama
John S. Knipe
Educa Kuchler
Jerome Kutz
Paul Krone
Yoko Kuremi
Kenneth Lawlor
John Liebold
Bud Lipinski
John R. McGinty
Bertrand G. McGlinchey
Walter McKean
Mervin Malet
Ed Manda
George Mangold, Sr.
Gurney Mann
Joseph T. Markey
Mary Ann Markewich
Jack Mayers
Joseph Merritt, Jr.
W.J. Messamer
Richard V. Mikesell
Mary M. Miltzen
William G. Minchak, Jr.
Stanley G. Mitchell
John R. "Bob" Moore
Jim Marrell
Leon Moskaitis
Col. Walter & Barbara Moultoner
Frank, W.E. & F.J. Moultoner
Rolfe Moeller
G. Edwin Murphy
Albert J. Neill
Mr. & Mrs. H.D. Neve
Hannah Nilsby
Ross Nichols
Christian B. Nissen
Kenneth Nopp
Frederick Nyback
Seiji Obana
Mr. & Mrs. Albert Obuchowicz, Sr.
Adriann "Andy" Martha Olsheim
Pop Patterson
Charles F. Penney
S.S. Penney III
S.S. Penney, Jr.
S.S. Penney, Sr.
Harry J. Peters
Peter B. Pfaff
Priscilla Ferguson Phillips
Leno Piazza, Sr.
Andrew P. Pearson
Albert Pochelen
Oswald Pressus
Peter Pugslee
Jim Quigley
Harvey Radin
A.L. Randall
Ronald D. Rasmussen
James Rathbun
Charles O. Reiff, Jr.
Curtis W. Richardson, Jr.
Rafael Rigual
Jerry L. Robinson
Arthur Robbins
Prlz. Roll, Jr.
Hans Rosacker
Harry W. Roth
Hannah & Lester Royer
German R. Salazar
Robert D. Saunders
Jack Savarese
Joseph Shaver
Muriel Shatkin
Joe Shiraeda
Peter Shinoada
Yoshiko Shinoada
Robert Q. Shoich
Kenneth H. Short
Ellsworth Simmons
Mabel Simmons
J.S. Skinner
R. Earl Slay
Vernon L. Smith
Harold H. Sorangan
William H. Stamer
William Stickland
Albert Strumpf
Neil Wade Stuart
Leo Studdard
Francis X. Stuppy
Daniel V. Sugroo
Shiralee George Suyayusu
Walter F. Swartz
Josephine & Anton Sykorska
Albert Tagawa
Fred M. Taya
Mikuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles "Bob" Tryon
John Tusaie
Barbara Luzer Van Nage
Tony Van Nage
Vincenzo Vanni
John H. Walker
Adolph "Ade" Webberg
Erwin Weder
Herbert B. Weder
Robert Weidner
Henry Weidman
Paul E. Weiss
James C. Welch
Fred Westemeyer
Jane Westemeyer
Joseph C. Wetzel
Judy Wetsel
George V. Widenhofer &
Rudolph Scheffer
Virginia Wellbel
Roy D. Wilcox
George Wilke
Teresa B. Wilkins
Charles "Chuck" Wilson
Wilhemine (Willett) Wilson
Hubert Wolbs
George E. Wolfe, Jr.
Thomas J. Wolfe &
George Wolfe, Sr.
Luther Wright
Harold F. Yoder

*Tribute established since last publication.
CUMULATIVE GIVING LEVELS

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

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>Category</th>
<th>Contribution Range</th>
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<td>PLATINUM</td>
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All contributions are cumulative and never expire. Recognition levels reflect generosity and support through June 30, 2001.
PROGRAM ALLOCATIONS

2000/2001 RESEARCH AND EDUCATIONAL DEVELOPMENT FUNDING ALLOCATIONS

Scientific Research Projects

PRODUCTION TECHNOLOGY

IMPROVEMENT OF PLANT QUALITY WITH ALUMINA-BUFFERED PHOSPHORUS FERTILIZER .................................................................................................................. $20,000

Dr. Kathleen Brown, Penn State University; Dr. Terril Nell, University of Florida.

NEW FLOWERING POTTED PLANT DEVELOPMENT ................................................................. $10,000

Dr. Jeff Kuehny, Louisiana State University

POST PRODUCTION STUDIES

A COMPREHENSIVE PROGRAM FOR INCREASING POSTPRODUCTION LONGEVITY OF FLOWERING POTTED PLANTS .................................................................................. $27,000

Dr. Terril Nell, University of Florida

DEVELOPING PROTOCOLS FOR CUT FLOWER LONGEVITY .................................................. $70,000

Dr. Terril Nell, University of Florida; Dr. Michael Reid, University of California, Davis

GENETIC TRANSFORMATION OF PETUNIA FOR DELAYED LEAF AND FLOWER SENESCENCE .............................................................................................................. $40,000

Dr. Michelle Jones, Colorado State University; Dr. David Clark, University of Florida

FLORAL ANTI-SENESCENCE AGENTS FOR THE ETHYLENE RECEPTOR ........................................... $28,000

Dr. Michael Purrung, Duke University

IMPROVING FLORAL SCENT PRODUCTION IN FLOWERS ......................................................... $25,000

Dr. Natalia Dudareva, Purdue University

PEST MANAGEMENT

THRIPS / TOSPOVIRUS CONTROL SYSTEMS ........................................................................... $147,000

Dr. Michael Parrella, University of California, Davis; Dr. Kevin Heinz, Texas A&M University;
Dr. Michael Brownbridge, University of Vermont

ASSESSING THE IMPACT OF FLORAL CROP SPECIES AND CONTROL STRATEGIES ON TSWV/INSW POPULATIONS IN COMMERCIAL PRODUCTION ...................................................... $29,796

Dr. James Moyer, North Carolina State University
DISEASE MANAGEMENT

CHANGING PRODUCTION TECHNOLOGY TO PROTECT ORNAMENTAL AROIDS FROM BACTERIAL BLIGHT ............................................... $ 15,000
Dr. Anne Alvarez, University of Hawaii

FIGHTING FOLIAR DISEASE USING NEW TOOLS: FORECASTERS AND ENVIRONMENTALLY-FRIENDLY FUNGICIDES .................. $ 45,000
Dr. Mary Hausbeck, Michigan State University; Dr. Larry Barnes, Texas A & M University; Margery Daughtrey, Cornell University

BIOLOGY, EPIDEMIOLOGY, AND INTEGRATED MANAGEMENT OF DISEASES CAUSED BY FUSARIUM IN POTTED ORNAMENTALS .......... $ 60,000
Dr. R. J. McGovern, University of Florida; Dr. W. H. Elmer, Connecticut Agriculture Experiment Station; Dr. D. M. Geiser, Penn State University

PYTHIUM SPECIES AND POPULATION IDENTIFICATION USING DNA MARKERS .................. $ 25,000
Dr. Gary Moorman, Pennsylvania State University

NEW CROPS

DEVELOPMENT OF HERBACEOUS PERENNIAL PROTOCOLS FOR NEW FLOWERING POTTED PLANTS ........................................ $ 29,268
Dr. Arthur Cameron, Michigan State University

OTHER-SPECIAL PROJECTS

DEVELOPMENT OF AN ONLINE LITERATURE DATABASE COVERING MANAGEMENT OF INVERTEBRATE PESTS OF ORNAMENTAL CROPS .......... $ 29,500
Dr. Kevin Heinz, Texas A & M University

EDUCATIONAL PROGRAMS

Vic and Margaret Ball Internships ........................................ $ 45,500
Mossmiller Scholarships .................................................. $ 19,000
Research Dissemination Program ....................................... $ 20,314
Intercollegiate Flower Judging Contest ............................... $ 5,000
National Floriculture Forum ............................................. $ 5,000
SAF Pest Management .................................................... $ 4,000
IR-4 Ornamental Workshop ............................................... $ 2,500
Society of American Florists Booth at FFA Convention .......... $ 2,200
National FFA ................................................................. $ 15,000

CONSUMER MARKETING RESEARCH

*Consumer Tracking Study .............................................. $ 280,000
*Industry subscriptions total $215,000

THANK YOU TO OUR SUBSCRIBERS:
Ball Horticultural Company, Columbia Flower Council, Extra Touch Florist Association, FTD®, Inc., Hallmark Flowers, Society of American Florists, Teleflora

American Floral Endowment

The only industry-wide, industry-based, not-for-profit organization totally dedicated to research and education development benefiting the entire floral industry.

11 Glen-Ed Professional Park
Glen Carbon, Illinois 62034 USA
PHONE: 618-692-0045 • FAX: 618-692-4045

www.endowment.org
E-mail: afe@endowment.org