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.

**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.

**Table of Contents**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>21-22</td>
<td>2</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>56</td>
<td>8-10</td>
<td>11-20</td>
</tr>
</tbody>
</table>
Dear Industry Friends,

There is something special about everything that happened during this fiscal year, a memorable year filled with significant events and accomplishments. Most certainly included is the tremendous financial support provided by our donors.

You were a vital part of this special year, and I would like to thank you on behalf of the entire Board of Trustees for your investment in the future of our industry.

Through the Endowment’s scientific research program, the best floriculture scientists in the world are working to make new discoveries to improve the profitability of your business. The Endowment’s educational programs are attracting young people to the industry by nurturing and enriching their learning experiences and encouraging them to be involved in the industry. The Floral Consumer Marketing Research Program is the industry’s only on-going study providing valuable floral consumer purchase data.

The gifts you made this past fiscal year have reached unprecedented heights. Your contributions provided the second largest fundraising amount in the history of the Endowment, and the support of the National Phone-A-Thon maintained a high collection rate for the second consecutive year. The Century Dinner was cancelled due to the events on September 11th, and thanks to the generosity of the Endowment’s donors, the event still raised over $45,000 - one of its highest amounts. Lastly, the Endowment was beneficiary of a major gift from a generous donor’s will.

I am pleased to present the following pages of highlights from this past year. I hope that after reading this report you will have a greater understanding of the far-reaching impacts of your gifts, as they stand alone, as well as in combination with those of others.

Again, thank you for your continued investment in the future of the industry.

Sincerely,

Bob Carbone
FY 2002 Chairman Board of Trustees
American Floral Endowment
American Floral Endowment
Financial Status
June 30, 2002

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>$8,722,113</td>
<td>$9,745,267</td>
<td>$9,782,896</td>
</tr>
<tr>
<td>Other Assets</td>
<td>257,307</td>
<td>51,868</td>
<td>254,587</td>
</tr>
<tr>
<td>Property and Equipment Net of Depreciation</td>
<td>117,597</td>
<td>124,709</td>
<td>132,856</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,097,017</strong></td>
<td><strong>9,921,844</strong></td>
<td><strong>10,170,339</strong></td>
</tr>
</tbody>
</table>

Net changes in assets -824,827 -248,495 51,323

<table>
<thead>
<tr>
<th>Receipts</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Gains</td>
<td>-610,964</td>
<td>142,621</td>
<td>490,593</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>296,016</td>
<td>395,046</td>
<td>422,184</td>
</tr>
<tr>
<td>Contributions</td>
<td>763,307</td>
<td>705,149</td>
<td>466,679</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>448,359</strong></td>
<td><strong>1,242,816</strong></td>
<td><strong>1,379,456</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disbursements</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>972,882</td>
<td>1,084,319</td>
<td>945,016</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>293,192</td>
<td>398,844</td>
<td>374,444</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,266,074</strong></td>
<td><strong>1,483,163</strong></td>
<td><strong>1,319,460</strong></td>
</tr>
</tbody>
</table>

Receipts Over (- under) Disbursements -817,715 -240,347 59,996

Depreciation 7,112 8,148 8,673

Net Changes in Assets -824,827 -248,495 51,323
Educational Programs

- Development of Floriculture Career Brochure
- Jim Botsis Wholesaler’s Educational Program Sponsored Session at the WF & FSA Convention
- Harold F. Wilkins Scholarship Program – 1st placement (Julianna Chapman placed in Cambridge, England for retail florist internship)
- Vic and Margaret Ball Internship Program – 16 students provided a paid internship and $65,000 paid in scholarships
- Mosmiller Scholar Program – 7 students provided a paid internship at a retail or wholesale florists and $14,000 paid in scholarships
- 2002 National Floriculture Forum Grant
- 2002 Intercollegiate Flowering and Crop Judge Contest Grant
- SAF Pest Management Grant
- National FFA Foundation-Floriculture Career Development Event & Proficiency Award Grant
Research Programs

**Scientific**

- **Proposal Evaluation Process Refined** – New forms, peer review implemented and shortened evaluation process
- **Proposal Writing Tips** – Written and implemented
- **Launched New Web Page for Floriculture Research** – [www.flora-links.org](http://www.flora-links.org)
- **Gordon Research Conference** – Granted $1,000
- **Brochures Developed** – Keys To Fresh Cut Flower Longevity-Improved Postharvest Practices for the Grower, Wholesaler and Retailer
- **Board of Trustees Makes Site Visit** to Texas A&M University Floriculture and Entomology Programs
- **Endowment Web Page Upgraded** – [www.endowment.org](http://www.endowment.org)

**Statistical/Marketing**

- **Two Articles Produced** – “How Important is Impulse Buying to the Floral Industry” and “A Profile of Consumers Floral Buying Habits at Garden Centers”
- **Improved Visibility** through media partners and the Endowment web sites

**Fundraising**

- **Century Dinner** – Event cancelled due to September 11th – Still Raised $45,000
- **Paul Ecke, Jr Fellowship Fund** – Established to provide Fellowships for students seeking a Master’s or Ph. D in floriculture or closely related field. Goal to raise $1M in the next three years.
- **National Phone-A-Thon** – Completed year two of a five year program. Collection rate maintained above 90%.
- **Asocolflores $100,000 Contribution** for Scientific Research Projects.
- **$100,000 Major Gift** from the Estate of Mabel Simmons, the first female Chairman of the American Floral Endowment Board of Trustees.
The end of the fiscal year 2001-2002 marks a special milestone for American Floral Endowment contributors. With their 2001/2002 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.

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Estate of Mabel C. Simmons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>Highland Supply Corporation</td>
</tr>
<tr>
<td></td>
<td>Pennock Company</td>
</tr>
<tr>
<td>Gold</td>
<td>Delaware Valley Wholesale Florist, Inc.</td>
</tr>
<tr>
<td></td>
<td>Greenleaf Wholesale Florist, Inc.</td>
</tr>
<tr>
<td></td>
<td>Hallmark Flowers</td>
</tr>
<tr>
<td>Builders</td>
<td>Bay City Flower Company, Inc.</td>
</tr>
<tr>
<td></td>
<td>Hill Floral Group</td>
</tr>
<tr>
<td></td>
<td>Leider Horticultural Companies, Inc.</td>
</tr>
<tr>
<td>Benefactors</td>
<td>Leher’s Flowers, Inc.</td>
</tr>
<tr>
<td></td>
<td>The Los Angeles Flower Market of the American Florists Exchange, Ltd.</td>
</tr>
<tr>
<td>Patrons</td>
<td>Bill Doran Company</td>
</tr>
<tr>
<td></td>
<td>Nurserymen’s Exchange</td>
</tr>
<tr>
<td>Founders</td>
<td>Green Point Nurseries, Inc.</td>
</tr>
<tr>
<td>Protectors</td>
<td>Berwick OFFRAY LLC</td>
</tr>
<tr>
<td></td>
<td>Blumex USA, Inc.</td>
</tr>
<tr>
<td></td>
<td>Esprit Miami, Inc.</td>
</tr>
<tr>
<td></td>
<td>Florists’ Review Enterprises, Inc.</td>
</tr>
<tr>
<td></td>
<td>Gary Gallup</td>
</tr>
<tr>
<td></td>
<td>Kremp Florist</td>
</tr>
<tr>
<td></td>
<td>Wadsworth Control Systems, Inc.</td>
</tr>
<tr>
<td>Guardian</td>
<td>Agriffora Corporation</td>
</tr>
<tr>
<td></td>
<td>American Clay Works &amp; Supply Company</td>
</tr>
<tr>
<td></td>
<td>Billy Heroman’s Flowerland, Inc.</td>
</tr>
<tr>
<td></td>
<td>Floracraft Corporation</td>
</tr>
<tr>
<td></td>
<td>Florist Magazine</td>
</tr>
<tr>
<td></td>
<td>G&amp;E Greenhouses, Inc.</td>
</tr>
<tr>
<td></td>
<td>Ivy Acres, Inc.</td>
</tr>
<tr>
<td></td>
<td>Kube-Pak Corporation</td>
</tr>
<tr>
<td></td>
<td>John R. Moore Greens Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Natural Flowers, Inc.</td>
</tr>
<tr>
<td></td>
<td>Pleasant Valley Flowers, Inc.</td>
</tr>
<tr>
<td></td>
<td>The Fred C. Gloeckner &amp; Company, Inc.</td>
</tr>
<tr>
<td></td>
<td>The Queens Flowers Corporation</td>
</tr>
<tr>
<td></td>
<td>Welby Gardens Company, Inc.</td>
</tr>
<tr>
<td></td>
<td>Harold F. Wilkins</td>
</tr>
</tbody>
</table>
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 contributions 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, 2002 are as follows:

- **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**
  Milwaukee, OR

- **Wolfe the Florist**
  Waco, TX
Living Tributes

Living Tributes are established with contributions of $1,000 or more and provide 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, 2002 are as follows:

Betty Abrams  
Jules (Toots) Armellini  
Arthur J. Baisch  
Carl Baldesare, Sr.  
† Charles Barr  
† I.W. Bianchi  
† Z.D. Blackistone  
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 Fredenhagen  
Pete Garcia  
† John W. & LaVerne B. Giles  
Hazel Grill  
† O. Ben Haley, Jr.  
Donald E. Hook  
† Howard J. Hook  
† Francis Hopper  
† Joe Hopper  
Dan Irons  
Martha J. Keller & Herbert Rothwell  
† Harrison Kennicott, Jr.  
† L.R. “Bud” Kintzele  
† John S. Knipe  
† Leonard Koehler  
† Prof. Alex Laurie  
† Elma Lundahl  
Edwards & Grace Lutey  
Wally MacDonald  
Edmund Niklas  
Robert L. Orth  
† Eulah Overmeyer  
† Samuel S. Pennock III  
† Gustav H. Poesch  
Walter L. Preston  
† Jack W. Redditt  
Kenneth Royer  
Carl Scharfenberg  
Mel Schwanke  
R.H. “Hank” Sciaroni  
Yoshimi Shibata  
† Kenneth F. Short  
Arlene Sorenson  
† E.G. Thornton  
Jacob Van Namen  
Alvi O. Voigt  
Don Weder  
† Erwin H. Weder  
Louise Graham Weder  
Milton M. Weiss  
Olin A. Wetzel  
J.F. Wilcox Family  
† Eiichi Yoshida

† Deceased.

Tribute established since last publication.
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 & Eva Abrams
Adamo-Loweke
Vincent Adamo
James Akin
Robert Alineus
Irving S. Allen
Clarence M. Amling
Otto Amling
Henry C.A. Alphee
Carmen Alpert
Irving S. Allen
Robert Alenius
Mirta Antu
Vincent Adamo
Adamo-Loweke
Joe Shinoda
Joe Shaner
Jack Savarese
German R. Salazar
Harry W. Roth
Hans Rosacker
Fritz Roll, Jr.
Jerry L. Robertson
Curtis W. Richardson, Jr.
Charles O. Reiff, Jr.
James Rathmell
Ronald J. Rasmussen
Harvey Radus
Jim Quigley
Peter Pugliese
Oswald Preuss
Albert Pochelon
Andrew A. Pierson
Leno Piazza, Sr.
Priscilla Fergusson Phelps
Leno Piazza, Sr.
Andrew A. Pierson
Albert Pochelon
Oswald Preuss
Peter Pugliese
Jim Quigley
Harvey Radus
A.L. Randall
Ronald J. Rasmussen
James Rathmell
Charles O. Reiff, Jr.
Curtis W. Richardson, Jr.
Rafael Ritual
Jerry L. Robertson
Arthur Robbins
Fritz Roll, Jr.
Hans Rosacker
Harry W. Roth
Hannah & Lester Royer
Gennaro R. Salazar
Robert O. Saunders
Jack Savarese
Joseph Shaver
Muriel Sharon
Joe Shinoda
Peter Shinoda
Yoshiko Shinoda
Robert Q. Shoich
Kenneth F. Short
Ellsworth Simmons
Mabel Simmons
J.S. Skinner
R. Earl Slye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimming
William Strickland
Albert Strumpf
Neil Wade Stuart
Leo Stuhldreher
Francis X. Stuppy
Daniel V. Sugre
Shizuo George Sueyasu
Walter F. Swartz
Josephine & Anton Sykora
Albert Tagawa
Fred M. Tayama
Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles “Bob” Tryon
John Tuelke
Barbara Euser Van Namden
Tony Van Namen
Vincent Vanni
John H. Walker
Adolph “Ade” Weber
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
Virginia Weible
Roy F. Wilcox
George Wilke
Teresa B. Wilkins
Charles “Chuck” Wilson
Wilheminie “Willie” Wilson
Hubert Wolfe
George E. Wolfe, Jr.
Thomas J. Wolfe & George Wolfe, Sr.
Luther Wright
Harold F. Yoder
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>Level</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$100,000 AND ABOVE</td>
</tr>
<tr>
<td>Diamond</td>
<td>$75,000 TO $99,999</td>
</tr>
<tr>
<td>Gold</td>
<td>$50,000 TO $74,999</td>
</tr>
<tr>
<td>Builders</td>
<td>$25,000 TO $49,999</td>
</tr>
<tr>
<td>Benefactors</td>
<td>$20,000 TO $24,999</td>
</tr>
<tr>
<td>Patrons</td>
<td>$15,000 TO $19,999</td>
</tr>
<tr>
<td>Founders</td>
<td>$10,000 TO $14,999</td>
</tr>
<tr>
<td>Protectors</td>
<td>$5,000 TO $9,999</td>
</tr>
<tr>
<td>Guardians</td>
<td>$2,500 TO $4,999</td>
</tr>
<tr>
<td>Vanguards</td>
<td>$1,000 TO $2,499</td>
</tr>
<tr>
<td>Sentinels</td>
<td>$500 TO $999</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$100 TO $499</td>
</tr>
<tr>
<td>Givers</td>
<td>UNDER $100</td>
</tr>
</tbody>
</table>

All contributions are cumulative and never expire. Recognition levels reflect generosity and support through June 30, 2002.
<table>
<thead>
<tr>
<th>Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Coast Evergreens</td>
</tr>
<tr>
<td>Oklahoma State Florist's Assn.</td>
</tr>
<tr>
<td>Jones Wholesale Florist, Inc.</td>
</tr>
<tr>
<td>K. C. Browne, Inc.</td>
</tr>
<tr>
<td>Laura Kantaki</td>
</tr>
<tr>
<td>Kaufman &amp; Assoc., Inc.</td>
</tr>
<tr>
<td>Henry J Kendal Floral Supply</td>
</tr>
<tr>
<td>Kessler &amp; Assoc.</td>
</tr>
<tr>
<td>Keystone Ribbon &amp; Floral Supply Co.</td>
</tr>
<tr>
<td>King Wholesale</td>
</tr>
<tr>
<td>Kriner Floral</td>
</tr>
<tr>
<td>Klug Foods &amp; Greenhouses</td>
</tr>
<tr>
<td>Knox - Personal, Mark</td>
</tr>
<tr>
<td>Kono &amp; Sons Inc.</td>
</tr>
<tr>
<td>Kurt Weiss Greenhouse, Inc.</td>
</tr>
<tr>
<td>Frank Kuwahara</td>
</tr>
<tr>
<td>Lakewood Greenhouse, Inc.</td>
</tr>
<tr>
<td>Lala Imports, Inc.</td>
</tr>
<tr>
<td>Lamborn Florist Co.</td>
</tr>
<tr>
<td>Lammon Flower Shop, Inc.</td>
</tr>
<tr>
<td>Dwight Larimer</td>
</tr>
<tr>
<td>Lary's Florist, Inc.</td>
</tr>
<tr>
<td>Latif Farms</td>
</tr>
<tr>
<td>LBK Marketing</td>
</tr>
<tr>
<td>Lee Wholesale Floral</td>
</tr>
<tr>
<td>John Liesveld</td>
</tr>
<tr>
<td>Lindskoog Florist</td>
</tr>
<tr>
<td>Lloyds Wholesale Florist</td>
</tr>
<tr>
<td>Louis Glick &amp; Son, Inc.</td>
</tr>
<tr>
<td>Louisiana Wholesale Florist</td>
</tr>
<tr>
<td>Lucie Sable Imports Ltd.</td>
</tr>
<tr>
<td>Ludy Greenhouse Mfg Corp.</td>
</tr>
<tr>
<td>Lynde Greenhouse &amp; Nursery, Inc.</td>
</tr>
<tr>
<td>Lynn Doyle Flowers Inc.</td>
</tr>
<tr>
<td>Lynn-Ann Flowers &amp; Gifts M &amp; M Wholesale Florist</td>
</tr>
<tr>
<td>Maday's Wholesale Greenhouses, Inc.</td>
</tr>
<tr>
<td>Marshall St. Greenhouses</td>
</tr>
<tr>
<td>Mary Jane Gifts/Shop</td>
</tr>
<tr>
<td>Master Tag</td>
</tr>
<tr>
<td>O.A. Matkin</td>
</tr>
<tr>
<td>Mattem Wholesale Florist, Inc.</td>
</tr>
<tr>
<td>Mattoon Flower Shop &amp; Ghse.</td>
</tr>
<tr>
<td>Mazzoni Farms, Inc.</td>
</tr>
<tr>
<td>McCallum Wholesale Floral Service</td>
</tr>
<tr>
<td>McConkey Company H. McIntire</td>
</tr>
<tr>
<td>McNamara - Broadripple Florist</td>
</tr>
<tr>
<td>Memorial Florist and Greenhouse</td>
</tr>
<tr>
<td>Medley's Alice Metcalf</td>
</tr>
<tr>
<td>Michell's Mid Island Floral Supply Ltd.</td>
</tr>
<tr>
<td>Middle Atlantic Florists Assn.</td>
</tr>
<tr>
<td>Midwest Horticulture Supply Co Dr. Marvin Miller</td>
</tr>
<tr>
<td>Minshall The Florist, Inc.</td>
</tr>
<tr>
<td>Monterey Flowers, Inc.</td>
</tr>
<tr>
<td>Mountain State Greenhouse H. R. Mueller Florist</td>
</tr>
<tr>
<td>Muennich Sales, Inc.</td>
</tr>
<tr>
<td>Mulitiflora / Visitaflora Corporation</td>
</tr>
<tr>
<td>Nanz &amp; Kraft Florist National Floral Supply Of Maryland Inc.</td>
</tr>
<tr>
<td>Navlet's Flowers &amp; Gift Wholesale</td>
</tr>
<tr>
<td>Nettie's Flower Garden, Inc.</td>
</tr>
<tr>
<td>Newton Greenhouse Florist Home Sales, Inc.</td>
</tr>
<tr>
<td>Norfolk Florist Dr. August A. De Hertogh</td>
</tr>
<tr>
<td>Bob Norton</td>
</tr>
<tr>
<td>Nouveau Trading Ltd.</td>
</tr>
<tr>
<td>Novacek Greenhouses Oak Grove Fernery</td>
</tr>
<tr>
<td>Oelschig's Wholesale Nursery Oklahoma State Florist's Assn.</td>
</tr>
<tr>
<td>Oregon Flowers, Inc.</td>
</tr>
<tr>
<td>Stephen Otte</td>
</tr>
<tr>
<td>Pacific Coast Evergreens Pacific Floral Exchange, Inc.</td>
</tr>
<tr>
<td>Pacific Flower Shippers, Inc.</td>
</tr>
</tbody>
</table>
Givers

Natalia Abbott
Elmer Abrahamson
Jean Adamczak
Ahner Florists
Alabama Gladious Growers Assn.
Aiken's Wholesale Greenhouses
Ronald Allan
Allied Florists Supply, Inc.
Alpharetta Greenhouse
Amash Imports Inc.
Amerifloras 92
AML Leasing
Amling Bailey Flower Shop
Amos Zettl & Sons, Inc.
Anderson’s Greenhouse
Sami Arabian
Arcade Florist
Theodore Archer
Architectural Pottery Co.
Gregory Armi
Jody Armi
Philip Armi
Walter Arpke
Artistic Florist
Artsitic Florist & Gifts, Inc.
Ashcombe Farm & Greenhouse
Barbara Ashcraft
Augusta Florist
Avant Flowers
Maryl Avery

 contributors

Roger Weakland
Webb Greenhouses, Inc.
Weber’s Littleton Conservatory, Inc.
Weber Brothers Greenhouses
John Webster
Wanda Weder
Wedowee Wholesale Florist Inc.
Weiland Whisle, Florist, Inc.
Mary Weiland
Thomas C. Weiler
Westerfield, Stephanie & Bob
Western Colorado Floral Co.
Western Penn Unit of Teleflora
Western Pulp Products Co.
Western Whistle, Florist
Whistle Stop Florist
White Flower Farm
Whiteman’s Flower & Gift Shop
Whittington Company, Carl
Bob Whitman
Whisle Florist Protective Assn.
Of St. Louis
Wholesale Florist Of Huntsville
Wholesale Florist, Inc.
Wholesale Florists of Colorado
Wholesale Flower Market, Inc.
Wichman’s Flowers
Wickman Gardens, Inc.
William Dierdorf & Sons, Inc.
Williamette Industries
William And Ribb
Jack Williams
Wilson Florist, Inc.
Gayle Wilson
Wilson’s Hillview Farm
Winnipeg Whistle, Florist
Howard Winter
Wm. D. Reiniger & Sons
Wm. E. Babow & Sons
Wm. L. Schlechter, Inc.
Woott & Associates, Inc.
Wosnyer Flower Shop
Chip Wright
Wynans Florists
X. S. Smith, Inc.
Yamaguchi Greenhouse
Frank Yoshioka
Young’s Plant Farm, Inc.
Your Flower Shop & Greenhouse
Yuba City Florist
Alan Yunkes
Zechmeister
Richard C. Zoerb
Zorro Protea Farms
Virginia Zrebic

Azalealand Floral & Greenhouse
Azuma Nursery
Bagwell’s Flowers
Bailey Floral Supply, Inc.
Bakanas Enterprises
Bamboo Nurseries
The Bank Of Gloucester County
Barberton Beautification Comm.
Barkman’s Flower Shop
James E. Barrett
Steven & Sarah Barthfield
A Basket of Flowers, Inc.
Basaore & Associates
Karey Bassett
Mary Batcheller
Battle Creek Flower Exchange
Battle Creek Greenhouses, Inc.
Edward & Vivian Bauman
Baur’s Greenhouse Wholesale
Bay State Carnations/Framingham
Tenaya Becker
Bergen Cty. Corp.
BARRY Benholz
Billings Florist Exchange
E. Arnold Bisbee
Carol Blocker
Blossom Bric-A-Brac
H.J. & Jane Bowen
Esther Brand
Oscar Brand
Brestwood Inn, Inc.
Noma Brice
Brigham Young University
Broadway Florist
Brook Florist
Stephen & Carol Bromberg
Brook Florist and Gifts, Inc.
Jack Brown
Marcella Brown
William Brown
H.N. Bruns Co.
Bruschke’ Greenhouse
J.P.B. Bruskeville Farm
Bryan Groves - Fern Division
Harry Burgess
Burlingame Flower Shop
The Burnett Co.
Naud Burnett
Busse - Thomas Flowers & Greenhouses
C.D. Johnson Company
C.A.CH., Inc.
C.W. Beu Floral Co.
Caan Floral Co
California Farm Bureau Federation
Dan Calin, Jr.
Cam Crafts
Capitol Florist Supply Co.
Carl’s Florist
Carl’s Wholesale Florist Co.
Neil Carpenter
Carroll’s Greenhouses
Margaret Casey
Marguerite Casey
George Catlin
Central Michigan Wholesale
Century VI, Inc.
Beth Chambers
Charles Hofmann Florist
Cote’s Florist & Gifts
CIBA-GEYG Corporation
Clifford Collings
Comal Flower Shop on the Plaza
Commercial Cut Flower Co., Inc.
Corazzini Brothers
Philip Corso
Jim Couch
Country Gardens
Gary Crogger
Crowson Greeting
Crystal Springs Florist
Michael N. Dana
David Cleave’s Greenhouses
David Sloan Creations, Inc.
Davis Wholesale Florist, Inc.
Decor Plant Co.
Del Rey Floral
Denoyer Flower Garden
John Detweiler

Deutschmann Florist & Greenhouse, Inc.
Robert Diaz
Dickerson’s Flower Shop
Charles Diers
Thomas Doak
Donato Drive In Florist
Doran, Inc.
Diane Doria
Laurie Dorman
Dorothy Green Flowers
Drewes Floral & Gifts
William Duffett
E S & O Greenhouses
East Point Flowers On Main Street
Eck’s Greenhouse
Eden Florist & Gifts Baskets
L. Ederer
Mr. Kay Endo
Richard Entzother
Eufaula Flower Shoppe
E.S. & Joan Eugene
Eugene’s Flower Home
F & W Smith Co.
F. M. Corp.
F.A. Miller Wholesale Florist
Fair Oaks Floris Inc.
Rita & John Fair
Janie Farley
Wayne A. Farley
Fashion Flowers
Patty Fell
Lisa Ferrera
Ferns Florists, Inc.
Louis Friedle Florist
Charles Fischer, Sr.
John H. Flewelling
John Flood
Florist Corp.
Floral Expressions
Floral Wholesalers, Inc.
Florascapes
Flower & Plant Place
Flower Box of Rochester
Flower Fashions
Flower Mill Inc.
Flower Selections
Flower Station
Flowers by Fran
Flowers by Marion Cooper
Flowers by Rossi
Flowers by Sally Ann
Flowers by Simonds
Flowers by Snellings
Fowler Flowers
Fred Lehman Greenhouses
Fresh Cut Cards
Fresh Cut Floral Gifts
Frey Florist & Greenhouse
FTD District 4-D
FTD District 7-E
Edwin Fujita
Kiyoshi Fujita
G.Osako Nursery
Gabel Florist Supply
Jules & Karen Gardner
Gardner's Greenhouses
Garrison’s Flowers
Geertsteen Greenhouses
Gelane Company, Inc.
Adrian Gentile
Bryan Gentic
George S. Takeyasu
George Shaffer, Jr.
Georgia Unit of Teleflora
John Gilchrist
Alice Gillett
John Glass
Global Gifts & Gadgets, Inc.
Glofd Flowers & Gifts
Gerd Naden, Jr.
Marie R. Gonsereks
Gonsior Flowers & Greenhouse
Good’s Greenhouse, Inc.
William Gore
Grand Island Nurseries C F RW
Grand View Farms
Great Lakes Greenhouses
Green & Diminico, P.C.
Doug & Shirley Green
Joseph Green
Greenway Flowers & Greenhouses
John Gugman Florist
John Guinter
Anthony Gurskis
H H Pauling, Inc.
H.E. Cannon Floral Co., Inc.
H. S. Swinheart, Inc.
Dorothy A Habegger
Paul Haffey
Larry Hagans
Richard Halligan
Donald Hambright
Hanaju Florist Co., Ltd.
Joe Handlan
Paul Hansen
Hanes’ Georgetown Florist
Happiness Farms, Inc.
Thomas Henshaw
Harris Bank Batavia
Alan & Deborah Harris
Fred Hartmann
Roy Hashimoto
Hauck’s Greenhouses
Philip & Phyllis Hazelwood
Hennessey Florists
Thomas Hefner
Jack Herb Florist
Andrew Higgins
Ellie Hikes & Tony Ketelaar
Hattie Hill
Hilltop Florists
Hilltop Flowers
Hilltop Greenhouses
The Hinkey Co.
Himnan’s Flower Shop
Hitchcock Industries, Inc.
Hodge The Florist
Hoghead’s Nurseries
Joseph Holl, Jr.
John Hollberg Ghises, Inc.
G.D. & Rose Holliday
Hollybrook Farm
Cynthia Hoogasian
Macky Hord
Horticultural Dealers Assn., Inc.
Horticultural Sales Co.
Howell The Florist
C. & Hunt
Stephen Husted
Hilton’s Flowers, Inc.
Imperial Florist
Indiana Unit Of Teleflora
Indiana University - Center For Survey Research
Infowise, Inc.
Inglewood Flower Shop
Iowa State University
Ivers Flower & Nursery Products
Iwo Yamashita Farm
Masaru Iwata
David Jacobson
W. Jenkins
Jack Jensen Florist
Jerry’s Flowers
Jim Aldrich’s Inc.
Jim Nemoto Co.
Charles & Elizabeth Joachim
Johnson The Florist
Lawrence Johnson
Juanita Johnston
Jeffrey Jones
Jones Floral Co.
Jones Florist
Jones Nursery, Inc.
Jost Greenhouses
Nancy C. Joyner
Julius Roehns Company
Phyllis D. Kaiser
Kane Island Farms
Kay’s Studio of Floral Design
Martha Keeler
J. Keener, Jr.
Dorothy Kehr
Kelly The Florist
John and Esther Kelly
Raymond Kelly
### 2001/2002 Research and Educational Development Funding Allocations

#### Scientific Research Projects

## Production Technology

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of Plant Quality with Alumina-Buffered Phosphorus Fertilizer</td>
<td>$16,000</td>
</tr>
<tr>
<td>Dr. Kathleen Brown, Pennsylvania State University; Dr. Terril Nell, University of Florida</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Flowering Potted Plant Development</td>
<td>$15,000</td>
</tr>
<tr>
<td>Dr. Jeff Kuehny, Louisiana State University; Dr. Richard Criley, University of Hawaii</td>
<td></td>
</tr>
</tbody>
</table>

## Post Production Studies

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Comprehensive Program for Increasing Postproduction Longevity of Flowering Potted Plants</td>
<td>$35,000</td>
</tr>
<tr>
<td>Dr. Terril Nell, University of Florida</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Protocols for Cut Flower Longevity</td>
<td>$85,000</td>
</tr>
<tr>
<td>Dr. Terril Nell, University of Florida; Dr. Michael Reid, University of California, Davis</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genetic Transformation of Petunia for Delayed Leaf and Flower Senescence</td>
<td>$50,000</td>
</tr>
<tr>
<td>Dr. Michelle Jones, Ohio State University; Dr. David Clark, University of Florida</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floral Anti-Senescence Agents for the Ethylene Receptor</td>
<td>No Cost Extension</td>
</tr>
<tr>
<td>Dr. Michael Pirrung, Duke University</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving Floral Scent Production in Flowers</td>
<td>$30,000</td>
</tr>
<tr>
<td>Dr. Natalia Dudareva, Purdue University</td>
<td></td>
</tr>
</tbody>
</table>

## Pest Management

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thrips/Tospovirus Control Systems</td>
<td>$70,000</td>
</tr>
<tr>
<td>Dr. Michael Parrella, University of California, Davis; Dr. Kevin Heinz, Texas A&amp;M University; Dr. Michael Brownbridge, University of Vermont</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessing the Impact of Floral Crop Species and Control Strategies on TSWV/INSV in Commercial Production</td>
<td>$30,000</td>
</tr>
<tr>
<td>Dr. James Moyer, North Carolina State University</td>
<td></td>
</tr>
</tbody>
</table>
### Disease Management

**Fighting Foliar Disease Using New Tools: Forecasters and Environmentally-Friendly Fungicides**

$50,000  
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**

$70,000  
Dr. R.J. McGovern, University of Florida; Dr. W.H. Elmer, Connecticut Agriculture Experiment Station; Dr. D.M. Geiser, Pennsylvania 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**

$25,000  
Dr. Arthur Cameron, Michigan State University

### Other

**Gordon Research Conference**

$1,000

### Education

**Mosmiller Scholarship**

$16,000

**Floriculture Career Development Event**

$7,000

**Floriculture Proficiency Award**

$5,000

**SAF-FFA Convention Floriculture Booth**

$2,000

**National Floriculture Forum**

$4,000

**SAF Pest Management**

$4,000

**IR-4 Ornamental Workshop**

$1,000

**National Intercollegiate Floriculture Judging Competition**

$5,000

**Vic and Margaret Ball Internship**

$65,000

### Consumer Marketing Research

*Consumer Tracking Study*

$280,000

* Industry Subscription Total $210,000

**Thank You to Our Subscribers:**

Ball Horticultural Company, Colombia Flower Council, Extra Touch Florist Association, FTD®, Inc., Hallmark Flowers, Society of American Florists, Teleflora®

**Total Research & Education Grants 1961-2002**  
$10,874,114