

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.



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Chairman's Message



I would like to thank each of you for your support of the American Floral Endowment. I have served on the Endowment Board of Trustees since 1994, and during that time I have seen many changes within the industry. During this time, the Endowment has remained focused on its mission and the Board of Trustees has worked diligently to be good stewards of your contributions.

After several years of poor performance in the stock market using a single money manager, this past year the Endowment has diversified its holdings to several different money managers. This move has already shown positive returns and will position the investments to garner more profit from the upswing of the market, while providing protection against significant losses in a down market.

As many of you know, I enjoy my industry statistics and economics. I have studied these carefully and believe as business owners we MUST be aware of these trends and the effects they have not only on our businesses, but also on the industry as a whole. My interest in this area has led to my spending a significant portion of my term as the Endowment's Market Research Committee Chair. This committee has improved the data collection, worked to attract new subscribers, and tried several different methods to raise income on behalf of the Consumer Tracking Study. Just this past year the diary panel questions were modified to facilitate the tracking of individual outlet names. Additionally, the Endowment sold National, Regional, State, and Metropolitan Floral Consumer Reports, filled with ten years' worth of floral consumer data and trends.

The contributions you made this year have reached unprecedented heights and totaled the largest amount ever collected. Thank you for continuing to support the Phone-A-Thon, Century Dinner, and Tribute fundraising programs. Major gifts continue to play a vital role in achieving new fundraising goals. This past year an anonymous donor made a gift of \$50,000 in stocks.

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

Thank you for your continued investment in the future of the industry.

Sincerely,

*Bill Gouldin
FY 2003 Chairman Board of Trustees*

Board of Trustees 2002-2003

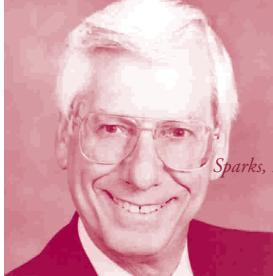


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Bill Gouldin
Strange's Florist,
Greenhouses &
Garden Centers,
Richmond, Virginia



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Chairman**
Fundraising
Norman White
White's Nursery &
Greenhouses, Inc.
Chesapeake, Virginia

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& **Vice Chairman**
Mosmiller Committee
Tony Fianaca
Sparks Florist, Inc.



▶ **Vice Chairman**
Projects & Grants
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Companies, Inc.
Sparks, Nevada
Buffalo Grove, Illinois



◀ **Immediate
Past Chairman**
Bob Carbone
R.J. Carbone Company
Cranston, Rhode Island



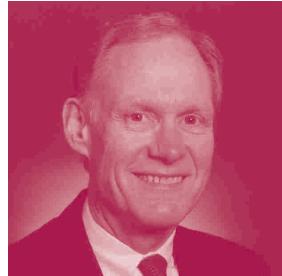
◀ **Vice Chairman**
Education
Wanda Weder
Highland Supply
Corporation
Highland, Illinois



▶ **Public Relations**
Committee Chair
JoLynn Gustin
Jones the Florist, Inc.
Cincinnati, Ohio



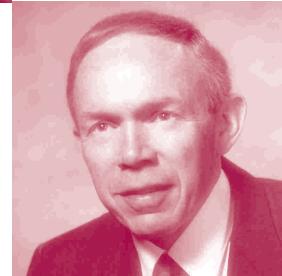
◀ **Harrison**
"Red" Kennicott
Kennicott
Brothers Company
Chicago, Illinois



▶ **Vice Chairman**
Market Research
Jack Van Namen
Vans, Inc.
Alsip, Illinois



◀ **Sten Crissey**
Crissey Flowers & Gifts
Seattle, Washington



▶ **Ball Committee Chair**
Kenneth Tagawa
Tagawa Greenhouses, Inc.
Brighton, Colorado



◀ **Not Pictured**
H. Mike Mellano, Sr.
Mellano & Company
San Luis Rey, California



▶ **Gustavo Moreno**
Multiflora/Vistaflor
Miami, Florida



◀ **Charles Walton**
Smithers-Oasis Company
Cuyahoga Falls, Ohio



American Floral Endowment

Financial Status

June 30, 2003



Financial Report

Assets	6/30/2003	6/30/2002	6/30/2001
Investments	\$8,020,577	\$8,722,113	\$9,745,267
Other Assets	275,587	257,307	51,868
Property and Equipment Net of Depreciation	110,637	117,597	124,709
Total	8,406,801	9,097,017	9,921,844
Net changes in assets	-690,216	-824,827	-248,495
Receipts			
Capital Gains	-601,583	-610,964	142,621
Interest and Dividends	237,077	296,016	395,046
Contributions	831,423	763,307	705,149
Total	466,917	448,359	1,242,816
Disbursements			
Grants	807,260	972,882	1,084,319
Supporting Services	342,913	293,192	398,844
Total	1,150,173	1,266,074	1,483,163
Receipts Over (- under) Disbursements	-683,256	-817,715	-240,347
Depreciation	6,960	7,112	8,148
Net Changes in Assets	-690,216	-824,827	-248,495





HIGHLIGHTS

Educational Programs

- Development of **Endowment Video** – a short video depicting the mission of the organization
- **Jim Botsis Wholesaler's Educational Program Sponsored Session at the WF & FSA Convention**
- **Harold F. Wilkins Scholarship Program** awarded two scholarships (Katrina Getz-Penn State University/Studied Floriculture at the National University College of Dublin **and** Kevin Roethle-University of Wisconsin-Riverfalls/Production Internship at Rijnbeek en Zonen in Holland.)
- **Vic and Margaret Ball Internship Program** – 8 students provided a paid internship and \$69,500 paid in scholarships
- **Mosmiller Scholar Program** – 8 students provided a paid internship and \$11,000 paid in scholarships
- **2003 National Floriculture Forum Grant**
- **2003 Intercollegiate Flowering and Crop Judging Contest Grant**
- **SAF Pest Management Conference Grant**
- **National FFA Foundation Grant-National Floriculture Career Development Event Sponsor**
- **SAF Career Booth at the National FFA Convention**

RESEARCH PROGRAMS

Research Programs

Scientific

- ***www.flora-links.org*** becomes a valuable resource for the floriculture industry. Site features 40 categories, 360 resource links and receives over 1,400 USERS/month.
- **Board of Trustees visit Cornell University Research Center in Long Island.**
- **Special Research Report Notebooks** – added 8 new research reports, 3 marketing articles, and 7 progress reports.
- **National Floriculture Research Initiative Meeting** held - 50 different researchers from across the country presented project findings. The Federal Government allocated (\$5.3M) with Endowment project on Thrips being fully funded.

Floriculture Consumer Statistical Marketing Study

- **National, Regional, State, and Metropolitan Reports** sold to the industry highlighting consumer trends over the past 10 years.
- **Diary panel changes** allowing the collection of individual retail outlet names.

Fundraising

- **Largest amount ever collected** in a single year (\$518,000) and the third consecutive year to set a fundraising income goal.
- **Asocoflores \$100,000 contribution** for Scientific Research projects.
- **\$50,000 Major Gift** from an anonymous donor.
- **National Phone-A-Thon** completes year three of a five-year program, maintaining a 90% collection rate.
- **Endowment Dinner - "Living La Vida Loca"** raised \$35,000.

FUNDRAISING



2003 Donor Recognition Program

The end of the fiscal year 2002-2003 marks a special milestone for American Floral Endowment contributors. With their 2002/2003 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.

Platinum

\$100,000 +

Hallmark Flowers

Diamond

\$75,000 - \$99,000

Gertrude Bianchi

VANS Inc.

Builders

\$25,000 - \$49,999

Los Angeles Flower Market of the American Florists' Exchange, Ltd.

The Cleveland Plant & Flower Co.

Weatherford Farms, Inc.

White's Nursery & Greenhouses, Inc.

Benefactors

\$20,000 - \$24,999

Fall River Florist Supply Co., Inc.

Glass Corner Greenhouses Inc.

Knud Nielsen Company, Inc.

Molbak's Greenhouse, Inc.

Nursermen's Exchange, Inc.

Sunshine State Carnations, Inc.

Tagawa Greenhouses, Inc.

The Scotts Company

Patrons

\$15,000 - \$19,999

ALDERSHOT of New Mexico, Inc.

Candle Artisans Inc.

Reeves Floral Products, Inc.

Regency International Business Corp.

Founders

\$10,000 - \$14,999

Todd and Barbara Bachman

Del Ray Plastics Corporation

Delhi Flower & Garden Centers, Inc.

Design Master Color Tool, Inc.

Dramm and Echter, Inc.

Equiflor/Rio Roses

Ever-Bloom Inc.

Henry Mast Greenhouses, Inc.

Mayesh Wholesale Florist, Inc.

Pikes Peak of Texas, Inc.

Pokon & Chrysal USA

Harold Wilkins Trust

Protectors

\$5,000 - \$9,999

California Flower Shippers, Inc.

Gainan's Floral & Greenhouses

Greenleaf Wholesale Florist, Inc.

Growing Systems, Inc.

Lafayette Florist & Greenhouses, Inc.

Ocean View Flowers

Seagroatt Floral Company

Sparks Florist

The Queen's Flower Corporation

Grupo Visaflor

Guardian

\$2,500 - \$4,999

Blackmore Co., Inc.

Burnaby Lake Greenhouses, Ltd.

Canton Wholesale Floral, Inc.

Dramm Corporation

Dreisbach Wholesale Florist

Falcon Farms

Fischer Companies

Flowers, Inc. Balloons

Goldsmith Seeds, Inc.

Heartland Growers

Herman J. Heyl Florists, Inc.

International Floral Distributors

Jim and Jean Irwin

Klupenger Nursery & Greenhouses, Inc.

Master Tag

Nanz & Kraft Florist

National Floral Supply of Maryland, Inc.

Bob Norton

Pacific Floral Exchange, Inc.

Possum Run Greenhouse, Inc..

San Diego International Trade Center

The Sun Valley Group, Inc.

Swiss Army Brands, Ltd.

The Hiawatha Corp.

The Smith Floral Company

Thompson Rose Sales, Inc.

Toni's Flowers & Gifts

Valley Floral Company, Inc.

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 \$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, 2003 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
Milwaukie, OR

Wolfe the Florist
Waco, TX

Living Tributes

Living Tributes are established with contributions of \$1,000 or more. They provide fellow workers and associates an opportunity to honor outstanding achievement 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, 2003 are as follows:

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

† *Deceased.*

LIVING TRIBUTES

Tributes

Memorial Tributes

Memorial Tributes are established with a contribution of \$1,000 or more. They 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	Joseph A. Garcia, Sr.	Ed Manda	Peter Shinoda
David & Eva Abrams	Michael C. Garcia	George Mangel, Sr.	Yoshiko Shinoda
Adamo-Loweke	Walter Gardner	Gurney Mann	Robert Q. Shoch
Vincent Adamo	D.S. Geddis, Sr.	Joseph T. Markow	Kenneth F. Short
James Akin	John W. & LaVerne Giles	Mary Ann Markwood	Ellsworth Simmons
Robert Alenius	Walter Gills	Jack Mayesh	Mabel Simmons
Irving S. Allen	John Patrick Glass, Jr.	Joseph Merritt, Sr.	J.S. Skinner
Clarence M. Amling	Louis B. Glick	W.J. Messmer	R. Earl Slye
Otto Amling	Romaine Glisson	Richard V. Mikesell	Vernon L. Smithers
Henry C.A. Bachman, Jr.	John G. Glodt	Mary M. Mikuriya	Harold H. Sorensen
Carl D. Baldesare	Stanley A. Goldman	William G. Minich, Jr.	William H. Stimming
Mr. & Mrs. Dewitt Barber	Douglas R. Gordon	Stanley C. Minshall	William Strickland
Claire Barrett	H. "Granny" Granovitz	John R. "Bob" Moore	Albert Strumph
John Barter	Joe & Lilly Green	Jim Morrell	Neil Wade Stuart
Matthew Bartindale	Joseph N. Gregoire, Sr.	Leon Moskated	Leo Stuhldreher
Andrew Benson	Granville Gude	Col. Walter and Barbara B. Mosmiller, Jr.	Francis X. Stuppy
Richard L. Benton	William F. Gude	Frank, W.E. & F.J. Mosmiller	Daniel V. Sugrue
Harry Bernard	Samuel & Hulda Hagen	Rollo Mueller	Shizuo George Suyeyasu
Henry J. Betz, Sr.	Mr. & Mrs. Alexander Henderson & Frederic Metcalf	G. Edwin Murphy	Walter F. Swartz
I.W. Bianchi	E.G. Hill & Earl Mann	Albert J. Neill	Josephine & Anton Sykora
Clarence J. Bickes	Joseph H. Hill	Mr. & Mrs. H.D. Neve	Albert Tagawa
Deborah Anne Billings	Albert L. Hoekstra	Hannah Niday	Fred M. Tayama
Daryl Bordine	Simon Hoekstra	Ross Nielsen	Mitsuo Tokunaga
Jim Botsis	Jay Hogrefe	Christian B. Nissen	Richard Tokunaga
Frank Brautigam	Herman Hollberg	Kenneth Noppe	Fred Tredup
James Bridenbaugh	Leo Hollberg	Hazel Ninon Nyback	Charles "Bob" Tryon
Tommy Bright	Herbert Holm	Seiji Obata	John Tuefel
Wilfred G. "Bill" Brown	D.E. Hopkins	Mr. & Mrs. Albert Oelschig, Sr.	Barbara Euser Van Namen
Irma F. & W.E. Callaham	Charles V. Hunt	Adriann "Andy" Martinus Olsthoorn	Tony Van Namen
Robert Callaham	Otto G. & Anna M. Hupfel	Pop Patterson	Vincent Vanni
Joseph Carbone	Walter M. Hupfel	Charles Pennock	John H. Walker
Oscar G. Carlstedt	Arthur Ito, Jr.	S.S. Pennock III	Adolph "Ade" Weberg
Denis R. Celleghin, Sr.	Edward Jacobson	S.S. Pennock, Jr.	Erwin Weder
Roman J. & Florence A. Claproot	Robert E. Johnson	S.S. Pennock, Sr.	Herbert R. Weder
Bertha Spence Cook	Joseph Johnston, Jr.	Harry L. Peters	Robert Weidner
William Coy Kendall	David L. Jones	Peter B. Pfahl	Henry Weiland
James Crissey	Pauline Modlin Jones	Priscilla Fergusson Phelps	Paul E. Weiss
W.L. Crissey	Tom Joy	Leno Piazza, Sr.	James C. Welch
Raymond B. Crowley	Elwood W. Kalin, Sr.	Andrew A. Pierson	Fred Wesemeyer
Annie H. Gooch Darbee	Ralph H. Kapp	Albert Pochelon	June Wesemeyer
Robert Eugene Darbee	Eileen Grace Kelly	Oswald Preuss	Joseph C. Wetzel
Rodger Davidson	Mary Jane Kennicott	Peter Pugliese	Judy Wetzel
William E. DeLoache	Jack Rhodes Kervan	Jim Quigley	George V. Wienhoeber &
Mrs. Fern Demaree	L. Richard "Bud" Kintzele	Harvey Radus	Rudolph Scheffler
Bette Deprez	Leland T. Kintzele	A.L. Randall	Virginia Weible
Nicola & Paquale DeSantis, Sr.	Louis Kintzele	Ronald J. Rasmussen	Roy F. Wilcox
William J. Doran	D.C. Kiplinger	James Rathmell	George Wilke
Ira Doud	Kyo Kitayama	Charles O. Reiff, Jr.	Teresa B. Wilkins
Eugene F. Dramm	Masuko Kitayama	Curtis W. Richardson, Jr.	Charles "Chuck" Wilson
Eugene R. Dramm	John S. Knipe	Rafael Rigual	Wilhemine "Willie" Wilson
Floyd B. Dreher	Electa Koehler	Jerry L. Robertson	Hubert Wolfe
John Henry Dudley	Joseph Koppelman	Arthur Robbins	George E. Wolfe, Jr.
Donald Dunbar	Jerome Krivit	Fritz Roll, Jr.	Thomas J. Wolfe & George Wolfe, Sr.
Magdalena Ecke	Paul Krone	Hans Rosacker	Luther Wright
Paul Ecke, Sr.	Yoke Kuromi	Harry W. Roth	Harold F. Yoder
Clyde Epperson	Kenneth Lawlor	Hannah & Lester Royer	
Linda Baisch Ferleman	John Liesveld	□ William A. Roozen	
Albert Ferris	Bud Lipinski	German R. Lazar	
Barnard "Barney" Finger	John R. McGinley	Robert O. Saunders	
M. Truman Fossum	Bertrand G. McGinnis	Jack Savarese	
Pete Franconi, Sr.	Wake McLellan	Joseph Shaner	
John Furrow, Sr.	Melvin Mack	Muriel Sharon	
Irving B. Garber		Joe Shinoda	

MEMORIAL TRIBUTES

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, 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

*All contributions are cumulative and never expire.
Recognition levels reflect generosity and support through June 30, 2003.*

MAJOR GIVING LEVELS

Platinum

- American Floral Services, Inc.
- Asocoflores/Colombia Flower Council
- G.Victor & Margaret Ball
- Ball Horticultural Company
- Albert H. Burki Foundation
- Andrew L. Darbee Estate
- Paul Ecke Poinsettias
- Extra Touch Florist Association
- FTD, Inc.
- Hallmark Flowers
- Estate of Mabel C. Simmons
- Teleflora, Inc.
- Yoder Brothers, Inc.

Diamond

- Gertrude Bianchi
- Florafax International, Inc.
- Highland Supply Corporation
- Manatee Fruit, Inc.
- Pennock Company
- Smithers-Oasis Company
- VANS Inc.

Gold

- Association of Floral Importers of Florida
- Oscar Carlstedt Company
- Delaware Valley Wholesale Florist, Inc.
- DWF Wholesale Florists
- Paul Ecke Ranch
- Pete Garcia Company
- Greenleaf Wholesale Florist, Inc.
- Hortica (formerly Florists' Mutual Insurance Co.)
- National PromoFlor Council
- Ole & Eleanor Nissen
- Sunburst Farms, Inc.
- Syndicate Sales, Inc.

Contributors

Builders

Armellini Industries, Inc.
 Bachman's, Inc.
 Bay City Flower Co., Inc.
 Arthur Blome Estate
 Jim Botsis Wholesaler's Educational Program
 CCC Associates
 The R.J. Carbone Company
 Century Florist Supply Co.
 The Cleveland Plant & Flower Co.
 Continental Farms
 Paul Ecke, Sr.
 Floralife, Inc.
 M. Fossum
 Four Farmers
 Garcia Group, Inc.
 The Fred Goeckner Foundation, Inc.
 Gude Brothers Company
 Hall Affiliates, Inc.
 The John Henry Company
 Hill Floral Group
 Kennicott Brothers Company
 Leider Horticultural Companies, Inc.
 Los Angeles Flower Market of the American Florists' Exchange, Ltd.
 McGinley Mills, Inc.
 Herman Meinders
 Mellano & Company
 Mikkelsens Incorporated
 Barbara Mosmiller
 Mt. Eden Floral Company
 Pittsburgh Cut Flower Co.
 A.L. Randall Co.
 Redbook Florist Services
 Southern Floral Company
 Strange's Florist, Greenhouse & Garden Center
 Stuppy Family Foundation
 Bill Suyeyasu Wholesale Florist, Inc.
 Dr. Harry K. Tayama
 Jacob & Rita Van Namen
 W.F.R., Inc.
 Weatherford Farms, Inc.
 White's Nursery & Greenhouses, Inc.
 Wolfe the Florist, Inc.

Benefactors

A&W Glads, Inc.
 Paul F. & Alwina Amling Estate
 CFX, Inc.
 John Henry Dudley
 Walter J. Engel, Inc.
 Fall River Florist Supply Co., Inc.
 Floragram
 Floral & Nursery Times
 Bob Gilmore Company, Inc.
 Glass Corner Greenhouses Inc.
 Irwin Greenhouses, Inc.
 Art & Alice Ito
 Knud Nielsen Company, Inc.
 Lehrer's Flowers, Inc.
 Molbak's Greenhouse, Inc.
 Nurserymen's Exchange, Inc.
 L. Piazza Wholesale Florists
 Ribbon Narrow Sales, LLC
 The Scotts Company
 Claymore C. Sieck
 Sunshine State Carnations, Inc.
 Tagawa Greenhouses, Inc.
 United Wholesale Florists, Inc.
 Zelenopele Greenhouses Inc.

Patrons

ALDERSHOT of New Mexico, Inc.
 American Oak Preserving Company, Inc.
 Ball Publishing
 Bay State Florist Supply
 Candle Artisans Inc.
 Larry Beck Company, Inc.
 Gordon Boswell Flowers, Inc.
 Robert C. Dewey
 Bill Doran Company
 Fred C. Flipse
 Flower News
 Gallup & Stribling Orchids, Inc.
 Pete Garcia Co. Sales Staff
 Gelco International, SA
 Robert R. Hall, Inc.

Claude Hope

The Roy Houff Company
 Lincoln Wholesale Florists Co.
 McShan Florist, Inc.
 Oglevee Ltd.
 Rainbow Flowers, Inc.
 Reeves Floral Products, Inc.
 Regency International Business Corp.
 Royer's Flower Shops
 Sunnyside Nurseries, Inc.
 John Tomasovic, Sr. Florist, Inc.
 Washington Bulb Co., Inc.
 Wilsey Bennett Company

Founders

Bob C. & Betty Abrams
 M. Adler's Son, Inc.

American Florist Exchange

Ashland Addison Florist Company

Associated Cut Flower Co., Inc.

Todd & Barbara Bachman

Baisch & Skinner, Inc.

Brand Flowers, Inc.

Brody Company

California Chrysanthemum

Growers Association

Clackamas Greenhouse, Inc.

Roman J. Claproot Company

Everett Lawson Conklin,

Conroy Wholesale Florist

Creative Distributors, Inc.

DeJong Greenhouse, Inc.

Del Rey Plastics Corporation

Delhi Flower & Garden

Centers, Inc.

Design Master Color Tool, Inc.

Dillon Floral Corporation

Dramm & Echter, Inc.

Equiflor/Rio Roses

Ever-Bloom Inc.

Exotic Gardens

Fred Flipse

Fairytale Foils

Fall River Florist Supply Co., Inc.

Flower Trading Corporation

Don Flowers Florist, Inc.

Frazee Flowers, Inc.

J. P. Freund, Inc.

Gardens America, Inc.

Green Point Nurseries, Inc.

David Hartley

The John Henry Co. Salesmen

Henry Mast Greenhouses, Inc.

Hillcrest Garden Inc.

Hungnong Seed America Inc.

Jack Kaufman

Klepac Greenhouses, Inc.

William Maas

Malmborg's, Inc.

Alex R. Masson, Inc.

Mayesh Wholesale Florist, Inc.

Neal Mast & Sons

Greenhouses, Inc.

Matsui Nursery, Inc.

Mueller Brothers, Inc.

Oliver & Thompson, Inc.

Pajaro Valley Greenhouses, Inc.

Park Floral Company

Paul's Wholesale Florist

Pierson Gardens, Inc.

Pikes Peak of Texas, Inc.

Pokon & Chrysal USA

A.L. Randall Co. Salesmen

Jack Redditt

San Diego County Flower & Plant Association

Shinoda Floral Inc.

Sieck - Wright Floral Products, Inc.

Sluder Floral Co.

Southern California Floral Assoc.

Southern California Flower Growers, Inc.

Larry Teitel

Twin City Florist Supply, Inc.

Twyford Plant Laboratories, Inc.

U.S. Floral Corporation

Jerome Wagner

Milton Weiss

Harold Wilkins Trust

Protectors

1-800-FLOWERS
 Jim Akin, Inc.
 Aldik Artificial Flower Co.
 American Carnation Society
 American Foam Technologies, Inc.
 Amlings Flowerland
 Amlings Of California, Inc.
 Stanley & Georgia Bachman
 Todd L. Bachman
 Badger Wholesale Florists, Inc.
 Bartz Viviano Florists
 Behnke Nurseries Co.
 G.A. Berlin, Inc.
 Berwick OFFRAY, LLC
 Blumex USA Inc.
 Boesen's Florist
 California Association of Flower Grower & Shippers
 California Cut Flower Commission
 California Flower Shippers, Inc.
 Carson & Gebel Ribbon Co.
 Celebrity, Inc.
 Chicago Florist Supply Company
 Conner Park Florist, Inc.
 Conroy's, Inc.
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Scientific Research Projects



Production Technology

New Flowering Potted Plant Development	\$15,000
Dr. Jeff Kuehny, Louisiana State University; Dr. Richard Criley, University of Hawaii	

Post Production Studies

Developing Protocols for Cut Flower Longevity	\$40,000
Dr. Terril Nell, University of Florida; Dr. Michael Reid, University of California, Davis	
Floral Anti-Senescence Agents for the Ethylene Receptor	\$25,000
Dr. Michael Pirrung, Duke University; Dr. Anthony Bleecker, University of Wisconsin	
Improving Floral Scent Production in Flowers	\$20,000
Dr. Natalia Dudareva, Purdue University	
Non-Metabolized Cytoninins for Improved Postharvest Performance of Ornamentals	\$15,000
Dr. Michael Reid, University of California, Davis	
Postharvest Handling Procedures for Emerging New Specialty Cut Flowers	\$15,000
Dr. John Dole, North Carolina State University	
Floriculture Genomics—Basic Tools for Crop Improvement Through Biotechnology	\$40,000
Dr. David Clark, University of Florida; Dr. Michelle Jones, Ohio State University	
Production and Ethylene Strategies to Increase Longevity of Potted Plants	\$20,000
Dr. Terril Nell, University of Florida	

Pest Management

Assessing the Impact of Floral Crop Species and Control Strategies on TSWV/INSV in Commercial Production	\$20,000
Dr. James Moyer, North Carolina State University	
Thrips/Tospovirus Control Systems	\$30,000
Dr. Michael Parrella, University of California, Davis; Dr. Kevin Heinz, Texas A&M University; Dr. Michael Brownbridge, University of Vermont; Dr. Raymond Cloyd, University of Illinois	

Disease Management

Fighting Foliar Disease Using New Tools: Forecasters and Environmentally-Friendly Fungicides \$25,000

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 \$50,000

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Dr. D.M. Geiser, Pennsylvania State University; Dr. B.K. Harbaugh, University of Florida, GCREC

Disease Management (Soil Borne)

Diversity, Molecular Characterization, and Fungicide Sensitivity of Phytophthora spp. Causing Damping-off Blight and Root Rot in Floriculture Crops \$15,000

Dr. D. Michael Benson, North Carolina State University

Other - Special Communication to the Industry

Management Strategies for Thrips and Tospoviruses on Cut Flowers/Specialty Crops, Potted Crops, and Bedding Plants \$3,000

Dr. Terril Nell, University of Florida

Education

Mosmiller Scholarship \$11,000

National FFA Floriculture Career Development Event \$6,000

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