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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<td>Contributor Recognition</td>
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<td>21-22</td>
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</tbody>
</table>
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

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

Chairman Elect/Vice Chairman
Fundraising
Norman White
White’s Nursery & Greenhouses, Inc., Chesapeake, Virginia

Secretary/Treasurer & Vice Chairman Mosmiller Committee
Tony Fiannaca
Sparks Florist, Inc.

Vice Chairman Projects & Grants
M. James Leider
Leider Horticultural Companies, Inc., Sparks, Nevada, Buffalo Grove, Illinois

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

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

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

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

Sten Crissey
Crissey Flowers & Gifts, Seattle, Washington

Harrison “Red” Kennicott
Kennicott Brothers Company, Chicago, Illinois

Gustavo Moreno
Multiflora/Vistaflor, Miami, Florida

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

Charles Walton
Smibers-Oasis Company, Cayahoga Falls, Ohio

Not Pictured
H. Mike Mellano, Sr.
Mellano & Company, San Luis Rey, California
# American Floral Endowment
## Financial Status
### June 30, 2003

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>$8,020,577</td>
<td>$8,722,113</td>
<td>$9,745,267</td>
</tr>
<tr>
<td>Other Assets</td>
<td>275,587</td>
<td>257,307</td>
<td>51,868</td>
</tr>
<tr>
<td>Property and Equipment Net of Depreciation</td>
<td>110,637</td>
<td>117,597</td>
<td>124,709</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,406,801</strong></td>
<td><strong>9,097,017</strong></td>
<td><strong>9,921,844</strong></td>
</tr>
<tr>
<td>Net changes in assets</td>
<td>-690,216</td>
<td>-824,827</td>
<td>-248,495</td>
</tr>
</tbody>
</table>

### Receipts

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Gains</td>
<td>-601,583</td>
<td>-610,964</td>
<td>142,621</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>237,077</td>
<td>296,016</td>
<td>395,046</td>
</tr>
<tr>
<td>Contributions</td>
<td>831,423</td>
<td>763,307</td>
<td>705,149</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>466,917</strong></td>
<td><strong>448,359</strong></td>
<td><strong>1,242,816</strong></td>
</tr>
</tbody>
</table>

### Disbursements

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>807,260</td>
<td>972,882</td>
<td>1,084,319</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>342,913</td>
<td>293,192</td>
<td>398,844</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,150,173</strong></td>
<td><strong>1,266,074</strong></td>
<td><strong>1,483,163</strong></td>
</tr>
<tr>
<td>Receipts Over (- under) Disbursements</td>
<td>-683,256</td>
<td>-817,715</td>
<td>-240,347</td>
</tr>
<tr>
<td>Depreciation</td>
<td>6,960</td>
<td>7,112</td>
<td>8,148</td>
</tr>
<tr>
<td>Net Changes in Assets</td>
<td>-690,216</td>
<td>-824,827</td>
<td>-248,495</td>
</tr>
</tbody>
</table>
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

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.
- **Asocolflores $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.
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.

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Hallmark Flowers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Gertrude Bianchi</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000 - $99,000</td>
<td>VANS Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Builders</th>
<th>Los Angeles Flower Market of the American Florists’ Exchange, Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 - $49,999</td>
<td>The Cleveland Plant &amp; Flower Co.</td>
</tr>
<tr>
<td></td>
<td>Weatherford Farms, Inc.</td>
</tr>
<tr>
<td></td>
<td>White’s Nursery &amp; Greenhouses, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefactors</th>
<th>Fall River Florist Supply Co., Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20,000 - $24,999</td>
<td>Glass Corner Greenhouses Inc.</td>
</tr>
<tr>
<td></td>
<td>Knud Nielsen Company, Inc.</td>
</tr>
<tr>
<td></td>
<td>Molbak’s Greenhouse, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Patrons</th>
<th>ALDERSHOT of New Mexico, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 - $19,999</td>
<td>Candle Artisans Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Founders</th>
<th>Todd and Barbara Bachman</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 - $14,999</td>
<td>Del Ray Plastics Corporation</td>
</tr>
<tr>
<td></td>
<td>Delhi Flower &amp; Garden Centers, Inc.</td>
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<tr>
<td></td>
<td>Design Master Color Tool, Inc.</td>
</tr>
<tr>
<td></td>
<td>Dramm and Echter, Inc.</td>
</tr>
<tr>
<td></td>
<td>Equiflor/Rio Roses</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Protectors</th>
<th>California Flower Shippers, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 - $9,999</td>
<td>Gainan’s Floral &amp; Greenhouses</td>
</tr>
<tr>
<td></td>
<td>Greenleaf Wholesale Florist, Inc.</td>
</tr>
<tr>
<td></td>
<td>Growing Systems, Inc.</td>
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<tr>
<td></td>
<td>Lafayette Florist &amp; Greenhouses, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guardian</th>
<th>Blackmore Co., Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500 - $4,999</td>
<td>Burnaby Lake Greenhouses, Ltd.</td>
</tr>
<tr>
<td></td>
<td>Canton Wholesale Floral, Inc.</td>
</tr>
<tr>
<td></td>
<td>Dramm Corporation</td>
</tr>
<tr>
<td></td>
<td>Dreisbach Wholesale Florist</td>
</tr>
<tr>
<td></td>
<td>Falcon Farms</td>
</tr>
<tr>
<td></td>
<td>Fischer Companies</td>
</tr>
<tr>
<td></td>
<td>Flowers, Inc. Balloons</td>
</tr>
<tr>
<td></td>
<td>Goldsmith Seeds, Inc.</td>
</tr>
<tr>
<td></td>
<td>Heartland Growers</td>
</tr>
<tr>
<td></td>
<td>Herman J. Heyl Florists, Inc.</td>
</tr>
<tr>
<td></td>
<td>International Floral Distributors</td>
</tr>
<tr>
<td></td>
<td>Jim and Jean Irwin</td>
</tr>
<tr>
<td></td>
<td>Klupenger Nursery &amp; Greenhouses, Inc.</td>
</tr>
</tbody>
</table>

| | 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 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:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay City Flower Co.</td>
<td>Half Moon Bay, CA</td>
</tr>
<tr>
<td>Clackamas Greenhouse</td>
<td>Aurora, OR</td>
</tr>
<tr>
<td>Frank Clesen &amp; Sons, Inc.</td>
<td>Evanston, IL</td>
</tr>
<tr>
<td>R.O. Cowley Wholesale Florist</td>
<td>Pittsburgh, TX</td>
</tr>
<tr>
<td>Burdette Coward &amp; Co., Inc.</td>
<td>Punta Gorda, FL</td>
</tr>
<tr>
<td>Cremer Florist</td>
<td>Hanover, PA</td>
</tr>
<tr>
<td>Dillon Floral Corporation</td>
<td>Bloomsburg, PA</td>
</tr>
<tr>
<td>Hardin’s Wholesale Florist Supply</td>
<td>Liberty, NC</td>
</tr>
<tr>
<td>Hartzell Flowers, Inc.</td>
<td>Dayton, OH</td>
</tr>
<tr>
<td>Irwin Greenhouses, Inc.</td>
<td>Canyon, TX</td>
</tr>
<tr>
<td>John Klaus &amp; Sons Greenhouses</td>
<td>Greenwood, MO</td>
</tr>
<tr>
<td>Klepac Brothers, Inc.</td>
<td>Blanco, TX</td>
</tr>
<tr>
<td>Mazzanti Carnations</td>
<td>South San Francisco, CA</td>
</tr>
<tr>
<td>H. Nakano &amp; Sons</td>
<td>Redwood City, CA</td>
</tr>
<tr>
<td>Park Floral Co.</td>
<td>Englewood, CO</td>
</tr>
<tr>
<td>Rough Brothers, Inc.</td>
<td>Cincinnati, OH</td>
</tr>
<tr>
<td>Tietze Wholesale</td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>Weber’s Greenhouses</td>
<td>Milwaukie, OR</td>
</tr>
<tr>
<td>Wolfe the Florist</td>
<td>Waco, TX</td>
</tr>
</tbody>
</table>
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
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
Edward & 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 Sorensen
† 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.
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
David & Eva Abrams
Adamo-Lowke
Vincent Adamo
James Akin
Robert Alenius
Irving S. Allen
Clarence M. Amling
Otto Amling
Henry C.A. Bachman, Jr.
Carl D. Baldesare
Mr. & Mrs. Dewitt Barber
Mr. & Mrs. S.C. Abbott & Frederic Metcalf
Mr. & Mrs. Alexander Henderson
& Francelin
Mabel Simmons
J.S. Skinner
R. Earl Slye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimmng
William Strickland
Albert Strumph
Neil Wade Stuart
Leo Stuhlbreder
Francis X. Stuppy
Daniel V. Sugue
Shizu George Suyeyasu
Walter F. Swartz
Josephine & Anton Sykora
Albert Tagawa
Fred M. Tayama
Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles “Bob” Tryon
John Twefel
Barbara Euser Van Namen
Tony Van Namen
Vincent Vanni
John H. Walker
Adolph “Ade” Webberg
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. Wienhоеber &
Rudolph Schefflier
Virginia Weible
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

Joseph A. Garcia, Sr.
Michael C. Garcia
Walter Gardner
D.S. Geddis, Sr.
John W. & LaVerne Giles
Walter Gillis
John Patrick Glass, Jr.
Louis B. Gluck
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
& Francelin
Mabel Simmons
J.S. Skinner
R. Earl Slye
Vernon L. Smithers
Harold H. Sorensen
William H. Stimmng
William Strickland
Albert Strumph
Neil Wade Stuart
Leo Stuhlbreder
Francis X. Stuppy
Daniel V. Sugue
Shizu George Suyeyasu
Walter F. Swartz
Josephine & Anton Sykora
Albert Tagawa
Fred M. Tayama
Mitsuo Tokunaga
Richard Tokunaga
Fred Tredup
Charles “Bob” Tryon
John Twefel
Barbara Euser Van Namen
Tony Van Namen
Vincent Vanni
John H. Walker
Adolph “Ade” Webberg
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. Wienhоеber &
Rudolph Schefflier
Virginia Weible
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

Tributes 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.

<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, 2003.

MAJOR GIVING LEVELS

- **Platinum**
  - American Floral Services, Inc.
  - Asocolflores/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.
Vanguard: A to Z Wholesale Floral Supply
A. Caggiano Inc.
A. Cavallaro & Son, Inc.
A. Dykstra Florist
A. G. Beiser Wholesale Floral Co.
A. Nagamine Nursery, Inc.
Ades & Gish Nursery
Agrepo (USA) Ltd.
A.H. Sam Floral Co.
Ahern's, Inc.
Alltice Allatisses Flowers-By-Phone
Amato's Wholesale Florist
American Allegiance Co.
American Horticultural Society
America's Florist
American Flower Dist., Inc.
Ameling Brothers
Anchor Hocking
Anchor Wholesale Florists
Ammandale Florist, Inc.
Apex-Neidinger, Inc.
Sam Applebaum
Armellini Express Lines
Aromas Nursery, Inc.
Assoc. Florida Gladiosus Growers, Inc.
Avenue J Florist

Lloyd Bachman
Bachman's, Inc.
Baldwin Wholesale Florist, Inc.
John Balkretes
Ball Tagawa Growers
Ballard Blossom Inc.
Barco Sons, Inc.
Baucum's Nursery Company
Bayport Flower Houses
Beall's Roses
Bel-Air Flower Growers & Shippers, Inc.
Bell Nursery
Betina Benton
Bewt Beugen
Biggs's Evergreen Co.
Billings florist
Blackwell Nurseries, Inc.
Blanton - Niday Florist Inc.
Bloom-Rite Flowers, Inc.
Blue Pacific Wholesale Florist
Blue Sky Flower Farms, Inc.
Bob's Market & Greenhouses
Bogert Seeds, Ltd.
Bonnette Wholesale Florists, Inc.
Boulevard Florist Wholesale Market
Monica Bramblett
Bronx Flower Supply Co., Inc.
Brown Floral Company
Bruce Wheeler Marketing
Buckingham Florist, Inc.
Buffalo Import Company
Bunting The Florist
BVM Florist
C.J. Baker Wholesale Florists, Inc.
California Flower Farms, Inc.
California Proten Flower Company
Christopher & Dianne Calkins
Carey's Flowers, Inc.
Carthers Flower Shop
Carlton Rose Nurseries
Cedar Rapids Greenhouses
Center Greenhouse, Inc.
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Charlett Florist Supply Company, Inc.
Chipola Nurseries, Inc.
Collins Flowers, Inc.
Colonial Village Flowers
Colony Florist
Colorado Springs Wholesale Florist, Inc.
Conklyn's, Inc.
Cottage Gardens Nursery, Inc.
Coy Kendall Flowers, Inc.
Craig Bachman Imports
Crestline Flower Shop
Crowley Brothers, Inc.
Crown Floral Shop
Curtis Richardson, Inc.
Cut Flower Exchange Of Pennsylvania
D.S. Cole Growers
Dahlstrom & Watt Bulk Farms, Inc.
Daisy Hill Greenhouses, Inc.
Davidson-Uphoff, Inc.
Jack De Vroomen
Dean's Designs, Inc.
Delaware County Wholesale Florist
Bradley Deprez
Robert Deprez
Diane Deprez-Harmon
DeSantis Florist
Designer Dispatch
Deler Nurseries, Inc.
Dey Bros, Greenhouses, Inc.
Dick Agdate Florist
Dickerson's Greenhouse
Doherty Flowers
Dole Fresh Flower
Don Haidbeck Greenhouse
Dos Pueblos Orchard Company
Hulda Dramm
Thomas Dudley
Coddington & Rogers Dunlap, P.C.
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Edward's Florist Supply, Inc.
Eighteen Karat International Product Sourcing, Inc.

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Engwall Florist & Greenhouses, Inc.
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Erwin's Floral & Garden Enterprises
Estate of Doris N. WEBER
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Figne Nursery
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Flamingo Wholesale
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Flora Dec Sales, Inc.
Floral Hardy
Floral Acers, Inc.
Floral Ave. Greenhouse Company
Floral Marketing Association
Floral Works, Inc.
Floralies Marketing, Inc.
Floralware Display Products, Inc.
Florida Fern Growers Assn.
Florida State Florists' Assn.
FlorimexNY, Inc.
Flower Cart
Flowers by Dick & Son, Inc.
Flowers by Esther
Flowers by Sandy
Flowers by Tommy Luke
Flowers First, Inc.
Flowers International, Inc.
Flowers, Inc.
Four Star Greenhouse
Foxpoint Plant Growers
Frampton's Greenhouses
Frank and Sons Wholesale Florist
Frank & Bess Fredenhagen
Friesell Ranches
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FTD District 5-C
FTD District 6-D
FTD District 6-F&G
FTD District 7 I
FTD District 7-D
G.C. Chastain Co., Inc.
G.B. Brown Company, Inc.
G.M. Floral Company
Garden City Floral
Jim & Donna Gaunt
Geneva Floral Co.
George Thomas Floral
George's Florist
Georgia State Wholesale Florist, Inc.
Gerald Stevens
Ghilarducci's Florists, Inc.
Gish's Pacific Flowers, Inc.
Golden West Greenhouses
Joan Gordon
Gordon's Gmhs., Inc. of Bear Valley
Robert Graham
Granberry Park Florist
Green Mountain Florist Supply, Inc.
Greenwood Greenhouses
Gregoire's Flowers
Greig Marketing Concepts
The Grower Talks Advertisers
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H. Nakano & Sons
Halls Flower Shop
Handy Floral Products
Hanford's, Inc.
Hardin's Wholesale Florist, Inc.
Harold Hoogasian Flowers
Harrison Wholesale Floral, Inc.
Harry Fukutome Nursery, Inc.
Harry Miller Flowers
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Hastings, Inc.
Hauge's Flower Store, Inc.
Hausermann Orchids

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Fiocchi Companies
Flint Florist Exchange
Floracraft Corporation
Floragrens International
Floral Resources, Inc
Florimex, New York
Florist Magazine
Flowers, Inc.
Balloons
Flower Mart-Tenison
Flow Transfer
Franklin China Co., Inc.
Gassaly Wholesale Florist Inc.
General Reinsurance
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Giftware Company, Inc.
L. Ginsburg, Inc.
The Fred C. Gloeckner & Company, Inc.
Goldsmith Seeds, Inc.
Grande, Hospitality Florist
Green Gro Products
The Green Thumb, Inc.
A. Gude Sons Company
The Haeger Foundation
Halfax Floral Co.
John Hanford
Hawaiian Heart, Inc.
Heartland Growers
Billy Heroean's Flowerland, Inc.
Herman J. Heylfl, Florists
The Hiawatha Corp.
Joseph H. Hill Company
Hill's Import
Howard J. Hook
Huddart Floral
IF Supply Company, Inc.
Illinois State Floral Association
International Floral Distributors
Jim & Jean Irwin
Ivy Acres, Inc.
Johnson Investments
Jones the Florist, Inc.
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Keller Pottery Co.
Kitayama Brothers greenhouse
Klupenger Nursery & Greenhouses, Inc.
Koehler & Damm, Inc.
Kube-Pak Corporation
Kuhn Acquisition LLC b/d/a Kuhn Flower, Inc.
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Layser's Flowers, Inc.
Herman Lederer Sons
Lemar Nurseries
Norma A. Lineberger
Lion Ribbon Co.
Loney Manufacturing Corp.
M. J. Mailly Company
Andy Mast Greenhouses
Master Flowers Inc.
Master Tag
Meldrum Manufacturing & Engineering
Ruth Messmer-Florist, Inc.
Michigan Florist
Miller's Wholesale Florist, Inc.
A.D. Mohr Greenhouses, Inc.
Grace Moore
NPI
Nan's & Kraft Florist
National Floral Supply of Maryland, Inc.
Natural Flowers, Inc.
Neubauer's Flowers, Inc.
Contributors
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<tr>
<td>Courtney Glisson, Jr.</td>
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<td>Flowers by Hy-lo (formerly Pacifica Flowers in Encinitas)</td>
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John Van Hanford, Jr.
Van Kirk’s Florist
Van Mael’s Florist & Greenhouse Inc.
Inke Van Naimen
Vaughan Seed Company
The Vaughan-Jacklin Corp.
Dick Veerman
Verno’s Flower Shop
Viereck Florists
Viking Truck Lines
Vinces Agnes Flower Shop Inc.
Virgil Alvord Florist
Virginia Floral Supply Co.
Virginia Polytechnic Inst. & Univ.
Visser Florist & Greenhouse
Vita Wholesale Florist, Inc.
Visual Design Mfg. Co., Inc.
Sam Viviano
Larry Vogt Whlse. Plant Growers
Kenneth Von FOREL, Jr.
Voorhees & Sons, Inc.
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Waldorf Orchids, Inc.
Gregory Walker
Ruth & John Walker
Walliford Flowerland
Gift Shoppe
Herman & Mary Wallitch
Walsh & Burlingame Flowers, Inc.
Ronald Ward
Ward’s Flowers & Gifts
War’s Greenhouse
Warner’s Florist & Greenhouse
Washington Floral, Inc.
Washington Flower Suppliers, Inc.
Washington State University Horticulture Club
Watson’s Greenhouse
Watsonville Roses, Inc.
Wayne Flower Co., Inc.
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Webber Brothers Greenhouses
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Mary Weiland
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Wenke Greenhouses, Inc.
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Whistle Stop Florist
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Whitman’s Flower & Gift Shop
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Of St. Louis
Wholesale Florist Of Huntville
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Wholesale Florists of Colorado
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Zetlin Protea Farms
Virginia Zrebiec
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The Burnet Co.
Naud Burnett
Busse - Thomas Flowers & Greenhouses
C. D. Johnson Company
C.A.H.C., Inc.
C.W. Beu Floral Co.
Caan Floral Co.
California Farm Bureau Federation
Dan Jr. Calin
Cam’s Crafts
Capitol Florist Supply Co.
Car’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
Chet’s Florist & Gifts
CIBA-GEIGY Corporation
Clifford Collings
Comal Flower Shop on the Plaza
Commercial Cut Flower Co., Inc.
Corazzini Brothers
Philip Corso
Jim Couch
Country Gardens
Gary Crigger
Crowson Greeting
Crystal Springs Florist
David Cleaves’ Greenhouses
David Sloan Creations, Inc.
Davis Wholesale Florist, Inc.
Decor Plastic Co.
Del Rey Floral
Denoyer Flower Garden
John Detwiler
Deutschmann Florist & Greenhouse, Inc.
Robert Diaz
Dickerson’s Flower Shop
Charles Diers
Thomas Doak
Donato Drive In Florist
Doran, Inc.
Diane Dorius
Dorothy Green Flowers
Dowling Florence Flowers
Drews Floral & Gifts
William Duffett
E S & O Greenhouses
East Point Flowers On Main Street
Eck’s Greenhouse
Eldon Florist & Gifts Baskets
L. Ederer
Mr. Kay Endo
Richard Entzeroth
Eufaula Flower Shoppe
E.S. & Joan Eugene
Eugene’s Flower Home
F & W Smith Co.
F. M. C. Corp.
F. A. Miller Wholesale Florist
Fair Oaks Florist
Rita & John Fair
Janie Farley
Wayne A. Farley
Fashion Flowers
Patsy Fell
Lisa Ferrera
Ferris Florists, Inc.
Louis Fiedler
Charles Fische, Sr.
John H. Flewellng
John Flood
Floralist Corp.
Floral Expressions
Floral Wholesalers, Inc.
Floroscope
Flower & Plant Place
The Flower Basket
Flower Box of Rochester
Flower Fashions
Flower Mill Inc.
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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 7-E
Edwin Fujita
Kiyoshi Fujita
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Thomas Henry
Jack Herb Florist
Andrew Higgins
Hattie Hill
Hilltop Florists
Hilltop Florists
Hilltop Greenhouses
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Hitchcock Industries, Inc.
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Horticultural Sales Co.
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Jerry’s Flowers
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Stem’s
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Warren Stevenson
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Howard Stewart
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Rodney Stief
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Gordon Straub
Straw Weavers
Jullie Stuck
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Taggery’s Flowers, Inc.
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Ruth Warner
John Warren
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Western Florist
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Wisc-Upper Michigan
Unit Of Teleflora
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Eunice MWohrer
Jane Wogl
Nell Wood
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Woods For Flowers
Charles Woods
John Wott
The Wyckoff Company
K. Yamane
Joseph Yoder
Samuel Yokata
Craig & Pamela Yoshida
Sho & Ruby Yoshida
Eleonore Young
Philip Young
Rena Ziegler
Zirbel Greenhouses
Leslie Ziringe
2002/2003 Research and Educational Development Funding Allocations

Scientific Research Projects

Production Technology

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

Post Production Studies

Developing Protocols for Cut Flower Longevity
Dr. Terril Nell, University of Florida; Dr. Michael Reid, University of California, Davis
$40,000

Floral Anti-Senescence Agents for the Ethylene Receptor
Dr. Michael Pirrung, Duke University; Dr. Anthony Bleecker, University of Wisconsin
$25,000

Improving Floral Scent Production in Flowers
Dr. Natalia Dudareva, Purdue University
$20,000

Non-Metabolized Cytonkinins for Improved Postharvest Performance of Ornamentals
Dr. Michael Reid, University of California, Davis
$15,000

Postharvest Handling Procedures for Emerging New Specialty Cut Flowers
Dr. John Dole, North Carolina State University
$15,000

Floriculture Genomics–Basic Tools for Crop Improvement Through Biotechnology
Dr. David Clark, University of Florida; Dr. Michelle Jones, Ohio State University
$40,000

Production and Ethylene Strategies to Increase Longevity of Potted Plants
Dr. Terril Nell, University of Florida
$20,000

Pest Management

Assessing the Impact of Floral Crop Species and Control Strategies on TSWV/INSV in Commercial Production
Dr. James Moyer, North Carolina State University
$20,000

Thrips/Tospovirus Control Systems
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
$30,000
## Program Allocations

### Disease Management

**Fighting Foliar Disease Using New Tools: Forecasters and Environmentally-Friendly Fungicides**
- Dr. Mary Hausbeck, Michigan State University; Dr. Larry Barnes, Texas A&M University; Margery Daughtrey, Cornell University
- **$25,000**

**Biology, Epidemiology, and Integrated Management of Diseases Caused by Fusarium in Potted Ornanentals**
- Dr. R.J. McGovern, University of Florida; Dr. W.H. Elmer, Connecticut Agriculture Experiment Station; Dr. D.M. Geiser, Pennsylvania State University; Dr. B.K. Harbaugh, University of Florida, GCREC
- **$50,000**

### Disease Management (Soil Borne)

**Diversity, Molecular Characterization, and Fungicide Sensitivity of Phytophthora spp. Causing Damping-off Blight and Root Rot in Floriculture Crops**
- Dr. D. Michael Benson, North Carolina State University
- **$15,000**

### Other - Special Communication to the Industry

**Management Strategies for Thrips and Tospoviruses on Cut Flowers/Specialty Crops, Potted Crops, and Bedding Plants**
- Dr. Terril Nell, University of Florida
- **$3,000**

### Education

<table>
<thead>
<tr>
<th>Scholarship/Event</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Mosmiller Scholarship</td>
<td>$11,000</td>
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<tr>
<td>National FFA Floriculture Career Development Event</td>
<td>$6,000</td>
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<tr>
<td>SAF-FFA Convention Floriculture Booth</td>
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<tr>
<td>National Junior Horticulture Association</td>
<td>$600</td>
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<td>National Floriculture Forum</td>
<td>$4,000</td>
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<tr>
<td>SAF Pest Management Convention Sponsorship</td>
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<tr>
<td>National Intercollegiate Floriculture Judging Competition</td>
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<tr>
<td>Vic and Margaret Ball Internship</td>
<td>$69,500</td>
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### Consumer Marketing Research

- **Consumer Tracking Study Expenses** **$317,250**
- **Industry Subscriptions and Reports** Total **$189,900**

**Thank You to Our Subscribers:**
- Colombia Flower Council, FTD®, Inc., Hallmark Flowers, Society of American Florists, Teleflora®

### Total Research & Education Grants 1961-2003

**$11,434,564**