The American Floral Endowment (AFE) is an independent non-profit organization that funds research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations, and the general public.

Your contributions support:

- **Scientific and Public Benefits Research** – working to create healthier, more attractive, longer-lasting flowers and plants to boost profits for everyone!

- **Scholarships and Internships** – giving tomorrow’s industry leaders the experience they need, and supporting the next generation of growers, wholesalers, retailers, allied industry workers and educators.

- **Educational Grants** – funding educational programs for the advancement of the industry.

Support the future of the industry you love with a tax-deductible contribution today.

American Floral Endowment
1601 Duke Street, Alexandria, VA 22314
tel: 703.838.5211 | fax: 703.838.5212
www.endowment.org

www.fb.com/americanfloralendowment
www.twitter.com/floralendowment

Annual Report
July 1, 2010 – June 30, 2011
The American Floral Endowment:

- Has funded more than $14 million in research and scholarships over its first 50 years.
- Protects the floral industry by funding research to solve scientific challenges posed by disease, pests and other environmental issues.
- Funds scholarships and internships that help educate the next generation of floral industry leaders.
- Uses only generated dividends from donations to fund research and scholarships. Every donation to AFE continues to give.

The Endowment is currently administered by the following:

**EXECUTIVE COMMITTEE**

**Tom Butler**
Chairman
Teleflora
Oklahoma City, OK

**Paul Bachman**
Chairman-Elect
Bachman’s, Inc.
Minneapolis, MN

**Harrison “Red” Kennicott**
Past Chairman
Kennicott Brothers, Inc., Chicago, IL

**James Phillip, Jr.**
Secretary/Treasurer
Phillip’s Flowers
Westmont, IL

**Ken Altman**
Altman Plants
Vista, CA

**David Niklas**
Clackamas Greenhouse, Inc.
Aurora, OR

**Robert Maddux**
Krueger-Maddux Greenhouses
Cincinnati, OH

**Dr. Marvin Miller**
Ball Horticultural Co., Chicago, IL

**Eric Nissen**
Sunshine State Carnations, Inc.
Hobe Sound, FL

**Kristi Huffman**
The John Henry Company
Lansing, MI

**Charles Kremp**
Kremp Florist
Philadelphia, PA

**Dwight Larimer**
Design Master color tool, inc.
Boulder, CO

**Gabriel Becerra**
Golden Flowers
Miami, FL

**Lane DeVries**
The Sun Valley Group, Arcata, CA

**Mike Duvall**
Home Depot
Atlanta, GA

**PJ Ellison**
Ellison’s Greenhouses
Brenham, TX

**Alvaro Ferro**
Flores de Funza S.A.C.I.
Bogota, Colombia

**Ramon Garcia**
The Pete Garcia Company
Atlanta, GA

Continue on next page
Program Allocations
In 2010-2011, AFE funded the following research, educational grants and scholarships.

AFE is funded by the industry, for the industry.

PRODUCTION AND POST-HARVEST
SCIENTIFIC RESEARCH

- Preventing Powdery and Downy Mildew from Ruining Flower Crops, $50,000
  Dr. Mary Hausbeck - Michigan State University and Margery Daughtrey - Long Island Hort. Research Center

- Whitefly Preference for Poinsettia Cultivars: Impact of Plant Host Traits on Whitefly Development, Survival, and Fecundity, $17,500
  Dr. Luis Canas - Ohio State University

- Effect of Pesticide Mixtures in Controlling Arthropod Pests of Greenhouses, $25,000
  Dr. Raymond Cloyd – Kansas State University

- Providing Practical Solutions to Increase Fresh Cut Flower Quality and Vase Life, $34,000
  Dr. Terril Nell - University of Florida

- Irrigation Automation in Greenhouses Using Substrate Moisture Sensors, $12,000
  Dr. Stephanie Burnett - University of Maine

- Energy Efficient and Sustainable Poinsettia Production, $15,000
  Dr. Robert Lopez – Purdue University

- Silicon Nutrition in Flower Crop Production: Potential for Increasing Rooting, Improved Post-Harvest Performance, and Decreased Disease Incidence, $14,000
  Dr. Neil Mattson – Cornell University

American Floral Endowment
Audited Financial Statement
July 1, 2010 – June 30, 2011

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Final research reports from all completed research can be downloaded from the AFE website at www.endowment.org/final-research-reports.html
GUS POESCH RESEARCH FUND

Gus Poesch, renowned floriculture researcher, left an indelible mark on the industry, specifically as a mentor to students. The Gus Poesch Research Fund was created to help recruit high quality floriculture graduate students and fund floriculture research projects at The Ohio State University.

- **Basic and Applied Production and Post Production Training for Future Floriculture Faculty, $12,000**
  Dr. Michelle Jones – The Ohio State University
- **Floriculture Industry Roundtable of Ohio, $2,000**
  Dr. Claudio Pasian – The Ohio State University

PUBLIC BENEFITS RESEARCH

Public Benefits Research provides essential knowledge for a growing and dynamic floricultural industry. This research focuses on bedding plants, fresh cut flowers, fresh cut greens, flowering potted plants, and foliage plants.

- **The Effects of Longevity Information and Guarantees on Consumer Preferences for Cut Flowers, $30,000**
  Dr. Chengyan Yue - University of Minnesota

Final reports from this study can be downloaded from the AFE website at www.endowment.org/final-research-reports.html

AFE EDUCATIONAL GRANTS

The AFE Education Committee annually reviews and approves applications for grants to promote the floriculture industry. The following grants were awarded in 2010-2011.

- **National Floriculture Forum - $2,500**
- **SAF Pest Management Conference - $2,500**
- **FFA Pathways to Career Success - $2,000**
- **America In Bloom Symposium - $2,000**
- **OFA Pest & Disease Conference - $1,500**
- **Building Capacity of 21st Century - $5,000**
- **WF & FSA - $2,500**

AFE SCHOLARSHIPS

AFE annually administers 18 scholarships to assist students pursuing a career in horticulture/floriculture. The following scholarships were awarded in the 2010-2011 fiscal year:

- **Ball Horticultural Company Scholarship - $400**
  Keri Livingston, California State Polytechnic
- **Harold Bettinger Scholarship - $1,500**
  Amy Hinkle, Penn State University
- **IPM/Sustainable Practices Scholarship - $900**
  Amy Hinkle, Penn State University
- **James Bridenbaugh Memorial Scholarship- $350**
  Morgan Jenkins, Kansas State University
- **John Carew Memorial Scholarship - $1,500**
  Elizabeth Bridges, NC State University
- **Earl Dedman Memorial Scholarship- $800**
  Molly Gilbert, University of Wisconsin- River Falls
- **Fran Johnson Scholarship - $850**
  Alicia Wells, Franklin University
- **Markham – Colgrave International Scholarship - $3,500**
  Colleen Brown, The Ohio State University
- **National Greenhouse Manufacturers Association - $450**
  John Lamont, California State Polytechnic
- **Mike and Flo Novovesky Scholarship -$950**
  Alicia Wells, Franklin University
- **Lawrence “Bud” Ohlman Scholarship - $300**
  Jessica Feurback, NW Missouri State University
- **James K. Rathmell Memorial Scholarship - $2,500**
  Jane Christensen, University of Illinois
- **Seed Companies Scholarship - $1,800**
  Allison Justice, Clemson University
- **John L. Tomasovic Sr. Scholarship -$650**
  Staci Hentges, University of Missouri-Columbia
- **Edward Tuinier Memorial Scholarship- $3,850**
  Zachary Pernack, Michigan State University
- **Jacob Van Namen Marketing Scholarship - $800**
  Galt Orminton, Oklahoma State University
- **Vocational (Bettinger, Holder & Perry) Scholarship - $1,100**
  Joshua Peede, Sandhills Community College

Total Amount Awarded - $23,200
**INTERNSHIPS & SCHOLARSHIPS**

**Vic & Margaret Ball Intern Scholarship**

Established in 1992, by Vic & Margaret Ball, this Intern Scholarship Program was made possible with a generous donation. This program was designed to provide floriculture students an opportunity to gain hands-on work experience in commercial production.

- **Tha Cha, University of Wisconsin-River Falls, $6,000** – six month internship at Tagawa Greenhouses, Brighton, CO
- **Joshua Craver, Mississippi State University, $1,500** – three month internship at Metrolina Greenhouses, Huntersville, NC
- **Erik Edwards, University of Georgia, $6,000** – six month internship at Pacific Plug & Liner, Watsonville, CA
- **Kyle Harger, University of Wisconsin-River Falls, $1,500** – three month internship at Walter’s Gardens, Zeeland, MI
- **Jacob Kluza, University of Wisconsin-River Falls, $6,000** – six month internship at Skagit Gardens, Mt. Vernon, WA
- **Lola Siboldi, California Polytechnic-San Luis Obispo, $6,000** – six month internship at Sun Valley Floral Group, Arcata, CA
- **Charlotte Vetter, South Dakota University, $6,000** – six month internship at Syngenta/Goldsmith Seeds, Gilroy, CA
- **Susanna Whelan, Texas A & M University, $1,500** – three month internship at Molbak’s, Woodinville, WA
- **Debra Zelle, Iowa State University, $1,500** – three month internship at Aldershots of New Mexico, Mesilla Park, NM

**Mosmiller Intern Scholarship**

The Mosmiller Intern Scholarship Program was created in 1975 with earnings from a bequest by the late Colonel and Mrs. Walter E. Mosmiller Jr. This program provides floriculture and environmental horticulture students with an opportunity for professional experience in a retail, wholesale, or allied trade setting.

- **Katherine Ashby, Eastern Oklahoma State College, $2,000** – Greenleaf Nursery, Park Hill, OK
- **Bridget Baker, Kansas State University, $2,000** – Baisch & Skinner, Wichita, KS

**James and Helen Phillip Scholarship Grant**

Established in 2008 by their daughter, Lee Phillip Bell with a $500,000 donation, this Scholarship Fund honors James and Helen Phillip, founders of Phillip’s Flowers in Chicago.

This scholarship provides annual grants to students who are interested in the retail sector of the floral industry. While most grant recipients are located in the Great Lakes region, they also are available to worthy applicants throughout the country.

Institutions receiving a grant in the 2010-2011 fiscal year:

- **Joliet College, Joliet, IL: $5,000**
- **Kishwaukee College, Malta, IL: $6,000**
- **College of Southern Nevada, Las Vegas, NV: $4,000**
- **Ohio State University ATI, Wooster, OH: $4,000**
PAUL ECKE JR. MS/PHD SCHOLARSHIP

This prestigious, merit-based scholarship has been funded by contributions to AFE from the floriculture industry and other sources. The scholarship honors the late Paul Ecke Jr. who made significant contributions to the industry and believed strongly in the importance of research and education.

The objective of the Paul Ecke Jr. Scholarship is to assist in funding the education of graduate students who will become leading scientists and educators in the floriculture industry.

- **Daedre Craig, Michigan State University, $8,000**

2010-2011 MEMORIAL TRIBUTES ESTABLISHED

Tributes can be established with a minimum of $1,000. Once established, donations can be made to the funds in any amount. AFE always notifies families when donations are received.

**Will Carlson**

Dr. Carlson was a Professor of Floriculture at Michigan State University for 36 years. During his tenure, he published over 400 scientific articles many of which were about the physiology of ornamental floriculture crops. He maintained a popular column “One to Grow On” in Greenhouse Grower Magazine for over three decades. Dr. Carlson served as the faculty coordinator for the Michigan Master Gardener program that trained more than 10,000 Master Gardeners. He was responsible for establishing the Horticultural Demonstration Gardens and the Professional Plant Growers Association. He was also the past Chairperson of the MSU Garden Consortium and a director of the Garden Writers Association.

**Douglas Dillon**

Dillon was an active member of the industry and a great supporter of AFE. President of Dillon Floral Corporation, in Bloomsburg, Pa., from 1965-1991, Dillon remained active in the business until shortly before his death. In addition to his service on the Hortica Board, he served as President of the Society of American Florists, and on the Boards of Roses, Inc., the Fred C. Gloeckner Foundation and many others. In 1993, Dillon was awarded the Golden Bouquet Award for his industry and community dedication. A year later, he received SAF’s highest honor of being inducted into the SAF Floriculture Hall of Fame.

**Ernesto Velez**

An AFE Trustee since 2004, Velez believed strongly that the land on which your flowers grow and the growers deserve respect and protection. As Chairman of Asocolflores for an unprecedented seven terms, Velez held the philosophy of social responsibility and environmental stewardship as he tirelessly promoted Colombian flowers and flower growers. Velez was equally passionate when talking about, and working with, his wife, Lucie. Together they spearheaded the creation and implementation of the Florverde program.

A complete list of AFE Living, Memorial and Corporate Tributes can be found at www.endowment.org.

To make a donation to these or other AFE Tribute funds please send a check to:

Debi Aker, Executive Director
American Floral Endowment
1601 Duke Street
Alexandria, VA 22314
2010-2011 AFE DONORS

AFE would like to thank the individuals and businesses below that made a contribution to AFE during the 2010-2011 Fiscal Year (July 2010 – June 2011). Contributions include one, two and three year pledges.

If you are interested in helping support AFE's programs by making an annual pledge or gift, please contact AFE at 703-838-5211.

AA Importing, Inc.
Adelaide's Flowers & Gifts
Ahrens Greenhouse, Inc.
Albin Hagstrom & Son, Inc.
Allburn Florists
Allied Hort Sales, Inc.
Altmans Plants
Alvin’s Flowers
America’s Florist
American Clay Works & Supply Co.
American Florist Exchange
Annandale Florist, Inc.
Apple Blossom Floral
Appleway Florist & Greenhouse
Armellini Industries
Ashland Addison Florist Company
Asocolflores/Colombia Flower Council
Assembly Board of Hinsdale Hospital Foundation

Stan & Georgia Bachman
Bachman’s, Inc.
Baisch & Skinner Wholesale Florist
Christine Baldys
Ball Horticultural Company
Balmes Flower Shop & Greenhouses, Inc.
Steven & Sarah Bartfield
BASF
Wendell & Judith Beem
Belak Flowers, Inc.
Bella Fiori Flower Shop, Inc.
Jean M. Berg
Jeanne & Robert Berry
Bethesda Florist
Bill’s Montclaire Floral
Billy Heroman’s Flowerland, Inc.
Blackmore Co., Inc
Bloomnet
Blossom Boutique Florist

Bonnett Wholesale Florist, Inc.
Bonnie Brae Flowers
Boulevard Florist Wholesale Market
Boven’s Quality Plants
Briarwood Florist
Broadway Florist
Brown’s Flowers & Gifts Inc.
Buckingham Florist, Inc.
Burns Florist
California Flower Market, Inc.
California Pajarosa
Candle Artisans, Inc.
Cathy Cowgill Flowers, Inc.
Center Greenhouse, Inc.
Chrysal Americas
City Scents, Ltd.
Collins Flowers, Inc.
Computer Solutions, Inc.
Conner Park Florist, Inc.

Continental Farms LLC
Country Florist of Waldorf, Inc.
Countryside Floral
Craig Bachman Imports
D.S. Cole Growers
Dandelions Flowers
Darrell Whitsel Florist
Dean’s Designs, Inc.
DeJong Greenhouses, Inc.
Delaware Valley Wholesale Florist
Denver Wholesale Florist Company
Design Master color tool, Inc.
Design of the Times
Dick Adgate Florist
Dick Miller Florist
John Dole
Donna’s Designs, Inc.
Dos Gringos - H&L Group LLC
Dunlap, Codding & Rogers P.C.
Eason Horticultural Resources, Inc.
Ed Pawlak & Sons Florist, Inc.
Elaine’s Flower Shoppe
Elite Flower Services, Inc.

Jim & Ellen Ellison Employees of Phillip’s Central & Corporate Offices
Esmeralda Farms
Eugene’s Flower Home
Martin Fairchild
Walter Fedysyn
Floral Finance Business Services
Flowerbuyer.Com
Flowers by Dick & Son, Inc.
Flowers by George, Inc.
Flowers by Matthew
Flowers by Ramon
Frank Adams Wholesale Florist
Fredriks Nursery, Inc.
Fresca Farms, LC
Freytag’s Northwest Florist
From You Flowers, LLC
FTD, Inc.
Gainan’s Floral & Greenhouses
George Thomas Floral
George W Radebaugh & Sons
Gifford Doving Florists
Golden Flowers, Inc.
Green Glo Products

Green Point Nurseries, Inc.
Greight Marketing Concepts
Grolink, Inc.
Henry Mast Greenhouses, Inc.
Herman J. Heyl Florist, Inc.
Highland Supply Corporation
Holland America Bulb Farm, Inc.
Hoover Fisher Florist
Hortica
Jacques Flower Shop, Inc.
Johnson’s Flower Shop
Karen’s Floral Expressions
Karin’s Florist, Inc.
Kennicott Brothers Company
Kiko’s Flower & Gifts
Kitayama Brothers/Greenleaf Wholesale Florist, Inc.
Knaup Floral, Inc.
Krupp Florist, Inc.
Kruse Grimm Florist, Inc.
Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.
Kunz Floral
Diane Lagerstedt
Dwight & Dawn Larimer
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<th>Company Name</th>
<th>Support the future of the industry you love with a tax-deductible contribution today.</th>
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<td>The Roy Houff Company</td>
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<tr>
<td>The Sun Valley Group, Inc.</td>
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<td>The USA Bouquet Company</td>
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<td>Tomasovic Greenhouses &amp; Nursery, Inc.</td>
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<td>Trudy’s Flowers</td>
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<td>Uniflor</td>
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<td>Vacuum Ornamental Metal, Inc.</td>
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<td>Vans Inc.</td>
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<td>Laura Walsh</td>
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<td>Charles &amp; April Walton</td>
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<tr>
<td>Wards Flowers &amp; Gifts</td>
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<td>Washington Bulb Company, Inc.</td>
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<td>Waukesha Floral &amp; Greenhouse</td>
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<td>Wanda Weder</td>
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<td>Olin Wetzel</td>
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<td>Whistle Stop Florist</td>
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<td>Winfield Flower Shoppe</td>
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<td>Woodlane Flowers</td>
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<td>Young Floral</td>
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<td>Zeidler Floral Company</td>
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