



Funding Generations of Progress
Through Research and Scholarships

Annual Report

July 1, 2011 – June 30, 2012



Funding Generations of Progress
Through Research and Scholarships

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
www.pinterest.com/floralendowment

The American Floral Endowment (AFE) is an independent nonprofit 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.

www.endowment.org

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.

American Floral Endowment Audited Financial Statement July 1, 2011 – June 30, 2012

Assets	6/30/12
Investments	\$13,708,450
Other Assets	\$634,812
Total	\$14,343,262
Net Change in Assets	(\$347,994)
Receipts	
Capital Gains	(\$355,211)
Interest and Dividends	\$261,244
Contributions	\$313,910
Released from Restriction	\$124,677
Total	\$344,620
Disbursements	
Grants	\$372,250
Supporting Services	\$320,364
Total	\$692,614

AFE is funded *by* the industry, *for* the industry.

The Endowment is currently administered by the following:

EXECUTIVE COMMITTEE



Paul Bachman
Chairman
Bachman's, Inc.
Minneapolis, MN



Tom Butler
Past-Chairman
Teleflora
Oklahoma City, OK



Ken Altman
Secretary/Treasurer
Altman Plants
Vista, CA



Charles Kremp
Kremp Florist
Philadelphia, PA



Dwight Larimer
DESIGN MASTER
color tool, inc.
Boulder, CO



David Niklas
Clackamas
Greenhouse
Aurora, OR

**Support the advancement of the
floriculture and environmental
horticulture industries by making
your online donation to AFE today!
All donations are tax deductible.**

www.endowment.org/donate

BOARD OF TRUSTEES



Gabriel Becerra
Golden Flowers
Miami, FL



Jim Daly
Floralife, Inc.
Walterboro, SC



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



Kristi Huffman
The John Henry
Company
Lansing, MI



Eric Levy
Hillcrest Garden
Paramus, NJ



Robert Maddux
Krueger-Maddux
Greenhouses
Cincinnati, OH

BOARD OF TRUSTEES



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



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



Laura Shinall
Syndicate Sales,
Inc.
Kokomo, IN



Ken Young
Phoenix Flower
Shops
Scottsdale, AZ

A FE STAFF



Debi Aker
Executive Director



**Suzanna
McCloskey**
Communications
Specialist



**Dr. Gus De
Hertogh, Ph.D.**
Research
Coordinator

Program Allocations

In 2011-2012, AFE funded the following research, educational grants and scholarships.

PRODUCTION AND POST-HARVEST SCIENTIFIC RESEARCH



- **Introducing Broad-Spectrum Disease Resistance into Floricultural Crops by Transferring NPR1 Gene, the Key Regular of Plant Systemic Acquired Resistance, \$30,000**
Dr. Zhanao Deng – University of Florida
- **Effect of Pesticide Mixtures in Controlling Arthropod Pests of Greenhouses, \$25,000**
Dr. Raymond Cloyd – Kansas State University
- **Optimizing Banker Plant Systems for Aphid Biological Control in Floricultural Greenhouses, \$18,000**
Dr. Steven Frank – North Carolina State University
- **Granular Formulations of Insect-Killing Fungi with Plant-Mediated IPM Systems for Thrips, \$22,000**
Dr. Margaret Skinner – University of Vermont
- **Preventing Powdery and Downey Mildews from Ruining Flower Crops, \$50,000**
Dr. Mary Hausbeck – Michigan State University
Dr. Margery Daughtrey – Cornell University
- **Innovative Packaging Technologies to Enhance the Quality of Fresh Cut Flowers, \$10,000**
Dr. Thomas Gianfagna – Rutgers University
- **Providing Practical Solutions to Increase Fresh Cut Flower Quality and Vase Life, \$34,000**
Drs. Terril Nell and David Clark – 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. Roberto 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

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

AFE EDUCATIONAL GRANTS

The AFE Education Committee annually reviews and approves applications for grants to promote the floriculture industry.

- **Society of American Florists Conference - \$3,000**
- **National FFA Foundation - \$2,000**
- **America in Bloom Symposium - \$1,800**
- **OFA Plug & Cutting Conference - \$1,000**
- **Kansas State University - \$3,700**
- **WF & FSA - \$1,000**
- **University of Florida - \$2,500**

THREE NEW AFE SCHOLARSHIPS ANNOUNCED

The American Florists' Exchange Scholarship is offered to juniors or seniors majoring in agriculture with an emphasis on a future in floriculture. Applicants must be enrolled in a college/university in California or be a California resident attending a college/university within the U.S.



The Original Los Angeles Flower Market was established in 1921 and is now part of the largest wholesale flower district in the United States.

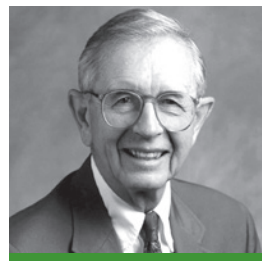
The Julio and Sarah Armellini Scholarship is offered to sophomore, junior or senior students interested in pursuing careers in the marketing or distribution of floral products.



Sarah and Julio Armellini

Julio "Toots" Armellini, founder of Armellini Express Lines, the largest flower carrier service in the United States, was stationed all around the globe as a mechanic, where he learned the skills he used to modernize refrigerated trucking. When he began expanding his lines in the early 1950s, refrigeration was new and underdeveloped, so he established a more effective way of cooling his supplies using a system of constant airflow. Thermo King eventually made his contributions to refrigeration systems standard.

The Richard T. Meister Scholarship is offered to graduate students in floriculture intending to pursue a career in the land-grant university system, with an interest in research, extension or teaching.



Richard T. Meister

Meister, a native of Ohio, graduated with a major in pomology from the College of Agriculture at Cornell University and received an MBA from Harvard Business School. He currently serves as editor-at-large and chairman emeritus of Meister Media Worldwide and has held membership and office in many grower and professional associations.

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. The program was designed to provide floriculture students an opportunity to gain hands-on work experience in floriculture production.

- **Julia Christian, University of Idaho, \$1,500** – three month internship at Molbak's, Woodinville, WA
- **Nicholas Flax, Iowa State University, \$6,000** – six month internship at Tagawa Greenhouses, Brighton, CO
- **Kaeli McIntire, Illinois Central College, \$1,500** – three month internship at Welby Garden's, Denver, CO
- **Kellie Walters, Iowa State University, \$1,500** – three month internship at Molbak's, Woodinville, WA
- **Jane Hall Weber, University of Massachusetts-Amherst, \$1,500** – three month internship at D.S. Cole Growers, Loudon, NH
- **Mark Keeley, University of Florida, \$6,000** – six month internship at Bell Nursery, Burtonsville, MD
- **Kristina Leader, University of Wisconsin-River Falls, \$6,000** – six month internship at Tagawa Greenhouses, Brighton, CO
- **Ramanda Maves, University of Wisconsin-River Falls, \$6,000** – six month internship at Tagawa Greenhouses, Brighton, CO
- **Charles McKenzie, University of Georgia, \$6,000** – six month internship at Tagawa Greenhouses, Brighton, CO

continued on next page

AFE SCHOLARSHIPS

AFE annually administers scholarships to assist students pursuing a career in horticulture/floriculture. The following scholarships were awarded in the 2011-2012 fiscal year:

- **Ball Horticultural Company Scholarship - \$600**
Mackenzie Fochs, University of Wisconsin-Madison
- **Harold Bettinger Memorial Scholarship - \$1,875**
Alicia Wells, Franklin University
- **Bioworks IPM/Sustainable Practices Scholarship - \$1,150**, Amy Hinkle, Penn State University
- **James Bridenbaugh Memorial Scholarship - \$425**
Bridget Baker, Kansas State University
- **John Carew Memorial Scholarship - \$1,850**
Elizabeth Bridges, North Carolina State University
- **Earl Dedman Memorial Scholarship - \$1,850**
California Polytechnic State University
- **Fran Johnson Scholarship - \$1,050**
Alicia Wells, Franklin University
- **National Greenhouse Manufacturers Association - \$550**
Jacob Kuban, Illinois State University
- **Mike and Flo Novovesky Scholarship - \$1,150**
Eric Limbird, Middle Tennessee State University
- **Lawrence "Bud" Ohlman Memorial Scholarship - \$325**
Amanda Wilkins, North Carolina State University
- **James K. Rathmell Jr. Memorial Scholarship - \$3,100**
Christopher Currey, Purdue University
- **Seed Companies Scholarship - \$2,300**
Allison Justice, Clemson University
- **John L. Tomasovic Sr. Scholarship - \$825**
Mackenzie Fochs, University of Madison-Wisconsin
- **Edward Tuinier Memorial Scholarship - \$4,325**
Kyle Tuinier, Michigan State University
- **Jacob & Rita Van Namen Marketing Scholarship - \$1,025**, Amy Hinkle, Penn State University
- **Vocational (Bettinger, Holder & Perry) Scholarship - \$1,325**, Joshua Henry, The Ohio State University – Agricultural Technical Institute

Total Amount Awarded : \$23,725

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. The program provides floriculture and environmental horticulture students with an opportunity for professional experience in retail, wholesale or allied trade settings. All Mosmiller scholarships are for \$2,000.

- **Whitney Fraser, Clemson University** – Artistic Florist, Amelia Island, FL
- **Erin Hays, University of Arkansas** – Rose of Sharon, Fayetteville, AR
- **Amber Lemmenes, Gateway Technical College, WI** – Phillip's Flowers, Chicago, IL
- **Ashlie DeArmitt, State University of NY-Cobleskill** – Royer's Florist, Hershey, PA
- **Allison Rizzetta, Virginia Tech** – Flowers by Kings, Virginia Beach, VA
- **Lauren Sebesta, Texas A&M University** – Dr. Delphinium, Dallas, TX

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.



James & Helen Phillip

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 2011-2012 fiscal year:

- **Joliet College, Joliet, IL: \$5,000**
- **Kishwaukee College, Malta, IL: \$6,000**
- **College of Southern Nevada, Las Vegas, NV: \$4,000**
- **The Ohio State University ATI, Wooster, OH: \$4,000**
- **Mississippi State University, Starkville, Mississippi: \$4,000**

continued on next page

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.



Social Media Guide for Retailers and Wholesalers

The Floral Marketing Research Fund (FMRF) is in its fourth year of funding consumer research projects that advance the floriculture industry. In 2012, the FMRF partnered with the Flower Promotion Organization to fund a social media guide to help members of the floral industry make the most of their social media endeavors. Social media, which helps businesses increase profits while directly reaching customers and fans, will continue to become an increasingly important part of all industries. Dr. Charlie Hall, Jeff Korhan, Dr. Bridget Behe and Dr. Chengyan Yue authored the comprehensive social media guide.



Available at

www.floralmarketingresearchfund.org

NEW UNDESIGNATED NAMED FUNDS ESTABLISHED

AFE has several named funds – some designated and some undesignated. Both types of funds help provide funding for research, scholarships and important issues facing the industry. The following are the new AFE undesignated named funds, which are unrestricted and can be used for industry funding as approved by the AFE Board:

Teleflora Named Fund:

established in 2012 with a \$1 million pledge

teleflora®

Stewart and Lynda Resnick acquired Teleflora in 1979, and Teleflora has been supporting the Endowment with yearly contributions ever since.

“For many years, Teleflora has been a proud supporter of the American Floral Endowment,” Teleflora President Jeff Bennett said. “We believe in the research and educational efforts of AFE and know that this work has and will continue to advance and improve our industry. Stewart and Lynda Resnick acquired Teleflora in 1979, and since then, Teleflora has been supporting the Endowment with yearly contributions.

Headquartered in Los Angeles, Calif., Teleflora is a clearing-house for transmitting and processing floral orders to customers throughout the U.S. and internationally. Teleflora, founded in 1934 by Edwin S. Douglas, was formerly known as Telegraph Delivery Service.

Privately owned since 1979, the company has 3,000 employees worldwide in 20 countries. With approximately 19,000 member florists throughout the U.S. and Canada, it is the largest privately held floral wire service company in the world.



Herman and LaDonna Meinders

Herman and LaDonna Meinders Fund: established in 2011 with a \$250,000 pledge

Herman is an icon in the industry and a past Trustee on the AFE Board. In 1970, Herman founded American Floral Services, otherwise known as AFS, in Oklahoma

continued on next page

NEW UNDESIGNATED NAMED FUNDS ESTABLISHED

continued from previous page

City. AFS grew to become international and ranked as one of the largest floral wire services in the world.

Herman sold AFS in 1994, which in 2000 merged with Teleflora, where he continues to serve as Chairman Emeritus.

Raised in Pipestone, Minn., Herman attended Oklahoma City University in the 1950s. He is a strong supporter of higher education and has shared his success through endowments to numerous colleges and universities, including his funding of the Oklahoma City University Meinders School of Business.

Herman and LaDonna support local literacy programs designed to aid students needing special educational assistance. Their philanthropic projects have a broad base, including the Meinders Gardens in downtown Oklahoma City, Major National Cowboy and Western Heritage Museum improvements, the Meinders Chapel at Phillips Theological Seminary in Tulsa and the Meinders Hall at the Crystal Cathedral in California. Herman has received numerous honors within the industry and for his community efforts.

MEMORIAL TRIBUTES

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.

To make a donation, please send a check to:

Debi Aker, Executive Director
American Floral Endowment
1601 Duke Street
Alexandria, VA 22314

Online donations at:
www.endowment.org

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

AFE REPRESENTS ALL SEGMENTS OF THE INDUSTRY

Retail Florists



"As a retail florist, it is important to me that the floriculture industry continues to grow. I am proud to support the American Floral Endowment and the important work they do to fund research and scholarships for the benefit of the entire industry."

Lorrie Anderson, Country Florist of Waldorf, Waldorf, Maryland

Growers



"At Metrolina Greenhouses, we believe it is important that we do our part to enhance the floriculture industry, which is why we support the American Floral Endowment. Thanks to AFE, we have hosted skilled interns who have gained practical knowledge through AFE's Internship program and have gone on to contribute not only to Metrolina, but also to our entire industry."

Phil Heilman, Metrolina Greenhouses, Huntersville, North Carolina

Wholesale Florists/Allied Trade



"Denver Wholesale Florist (DWF) supports the American Floral Endowment because we believe the work AFE does is fundamental to the growth and success of the floriculture industry. AFE funds important research, as well as internships for the next generation of industry leaders, many of whom will go on to work in wholesale florist operations around the country."

Dave Lisowski, President, DWF Wholesale Florist, Denver, Colorado

Students/Educators



"If it wasn't for the AFE Internship, I never would have had the opportunity to gain skills outside of the classroom. Thanks to AFE, I was able to work at a major flower production company in a variety of departments, where I gained invaluable career experience."

Vic & Margaret Ball Intern Scholarship Recipient, Lola Siboldi, Cal Poly San Luis Obispo

2011-2012 AFE Friends of the Endowment

AFE would like to thank the individuals and businesses below that made a contribution to AFE during the 2011/2012 Fiscal Year (July 2011 – June 2012).

If you are interested in helping support AFE's programs by making an annual pledge or gift, please contact AFE at 703-838-5211, or make a donation online at www.endowment.org.

Ahrens Greenhouse, Inc.	Steven & Sarah Bartfield	Computer Solutions, Inc.
Debi Aker	Bella Fiori Flower Shop, Inc.	Conner Park Florist, Inc.
Albert J Lauer, Inc.	Bethesda Florist	Country Florist of Waldorf, Inc.
Albin Hagstrom & Son, Inc.	Billy Heroman's Flowerland, Inc.	Craig Bachman Imports
Allburn Florists	BioWorks, Inc.	Richard Criley
Allied Hort Sales, Inc.	Blackmore Co., Inc	D.S. Cole Growers
Altman Plants	Bloomnet	Dandelions Flowers
Alvin's Flowers	Blossom Boutique Florist	Darrell Whitsel Florist
America's Florist	Bonnett Wholesale Florist, Inc.	Dean's Designs, Inc.
American Clay Works & Supply Co.	Boven's Quality Plants	DeJong Greenhouses, Inc.
Amling Brothers / Newport Wholesale Floral, Inc.	Brierley Johnson	Delaware Valley Floral Group
Armellini Express	Bundi Gardens, Inc	DESIGN MASTER color tool, inc.
Ashland Addison Florist Company	California Flower Market, Inc.	Design of the Times
Asocolflores/ Colombia Flower Council	California Pajarosa	Dick Adgate Florist
Bachman's, Inc.	Candle Artisans Inc.	John Dole
Baisch & Skinner Wholesale Florist	Chrysal Americas	Donath Lake Farm
Ball Horticultural Company	Clackamas Greenhouse, Inc.	Donna's Designs, Inc.
	Collins Flowers, Inc.	

Dos Gringos - H&L Group LLC	Georgia State Floral Dist.	Diane Lagerstedt
Dramm Corporation	Golden Flowers, Inc.	Dwight & Dawn Larimer
Dunlap, Codding & Rogers P.C.	Green Glo Products	Lary's Florist, Inc.
DWF Wholesale Florists	Green Thumb Floral	Liberty Blooms
Eason Horticultural Resources, Inc.	Greight Marketing Concepts	Los Angeles Flower Market of the American Florists' Exchange Ltd.
Ed Pawlak & Sons Florist, Inc.	Griffin Greenhouse & Nursery Supplies	Louisiana Wholesale Florist
Elaine's Flower Shoppe	Growing Green	Lubbock Wholesale Florist, Inc.
Jim & Ellen Ellison	Growing Systems, Inc.	Malmborg's, Inc.
Engwall Florist & Greenhouses, Inc.	Henry Mast Greenhouses, Inc.	McAdams Floral
Equiflor/Rio Roses	Susie & Buzzy Heroman	McArdle Florist & Garden Center
FTD, Inc.	Highland Supply Corporation	MEI
Ferris Brothers, Inc.	Hoover Fisher Florist	Herman & LaDonna Meinders
Fifth Street Flower Shop	Hortica	Meister Publishing Company
Floral Finance Business Services	Ivy Acres, Inc.	Richard T. Meister
Flowerbuyer.Com	Jacques Flower Shop, Inc.	Mellano & Company
Flowers by Dick & Son, Inc.	Karen's Floral Expressions	Memorial Florist & Greenhouse
Flowers by Ramon	Kennicott Brothers Company	Dr. Marvin Miller
Frank Adams Wholesale Florist	Kiko's Flower & Gifts	Moehring-Woods Flowers
Fresca Farms, LC	Krempe Florist	Moore Paper Boxes, Inc.
Freytag's Northwest Florist	Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.	National Floral Supply of Maryland, Inc.
Gainan's Floral & Greenhouses	Lafayette Florist & Greenhouses, Inc.	Terril & Cathy Nell
Garcia Group		Neubauer's Flowers, Inc.
George W. Radebaugh & Sons		

continued on next page

2011-2012 AFE Friends of the Endowment

continued from previous page

Norton's Flowers & Gifts	Plaza Flowers	The Hiawatha Corp.
Nuckton Company	Pleasant View Gardens, Inc.	The John Henry Company
Obra Verde Growers	Poinsettia Foundation	The Roy Houff Company
Ocean Breeze International	ProFlowers	The Sun Valley Group, Inc.
OFA	Reed's Flowers	Tomasovic Greenhouses & Nursery, Inc.
Olive Hill Greenhouses	Royer's Flower Shop	Trudy's Flowers
Pacific Floral Exchange, Inc.	Lin Schmale-Tate	Twin City Florist Supply, Inc.
Panzer Nursery, Inc.	Laura Shinall	Van der Salm Farms, Inc.
Paul Ecke Ranch	Jeremy Shinoda	Vans Inc.
Pearlstein Family Foundation	Smith, Brock & Weber LLC	Charles & April Walton
Pennock Company	Smithers-Oasis Company	Washington Bulb Company, Inc.
Penny's Flowers	Southern Retail Florist Assn., Inc.	Waukesha Floral & Greenhouse
Peoples Florist	Strange's Florist, Greenhouse & Garden Center	Wanda Weder
Pete Garcia Company	Syndicate Sales, Inc.	Whistle Stop Florist
Phillip's Flower Shops	Tagawa Greenhouses, Inc.	Zeidler Floral Company, Inc.
Phoenix Flower Shops	Teleflora	
Pikes Peak of Texas	The Flower Basket, Ltd.	

To receive AFE's quarterly newsletter and research updates, send your email address to afe@endowment.org.

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.

Follow AFE!

