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.
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

<table>
<thead>
<tr>
<th>Assets</th>
<th>6/30/12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>$13,708,450</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$634,812</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$14,343,262</strong></td>
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</tbody>
</table>

| Net Change in Assets | ($347,994) |

<table>
<thead>
<tr>
<th>Receipts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Gains</td>
<td>($355,211)</td>
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<tr>
<td>Interest and Dividends</td>
<td>$261,244</td>
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<tr>
<td>Contributions</td>
<td>$313,910</td>
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<tr>
<td>Released from Restriction</td>
<td>$124,677</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$344,620</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Disbursements</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$372,250</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$320,364</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$692,614</strong></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>EXECUTIVE COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Bachman</td>
</tr>
<tr>
<td>Tom Butler</td>
</tr>
<tr>
<td>Ken Altman</td>
</tr>
<tr>
<td>Charles Kremp</td>
</tr>
<tr>
<td>Dwight Larimer</td>
</tr>
<tr>
<td>David Niklas</td>
</tr>
<tr>
<td>Bachman’s, Inc.</td>
</tr>
<tr>
<td>Teleflora</td>
</tr>
<tr>
<td>Secretary/Treasurer</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
</tr>
<tr>
<td>Altman Plants Vista, CA</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>color tool, inc.</td>
</tr>
<tr>
<td>Boulder, CO</td>
</tr>
<tr>
<td>Clackamas Greenhouse</td>
</tr>
<tr>
<td>Aurora, OR</td>
</tr>
</tbody>
</table>
BOARD OF TRUSTEES

Gabriel Becerra
Golden Flowers
Miami, FL

Jim Daly
Goldflife, 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

AFE STAFF

Debi Aker
Executive Director

Suzanna McCloskey
Communications Specialist

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

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
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

- **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

- **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

- **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

**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.

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.

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

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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.

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
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.

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

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 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.

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

Herman and LaDonna Meinders

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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

“As 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.
Debi Aker
Albert J Lauer, Inc.
Albin Hagstrom & Son, Inc.
Allburn Florists
Allied Hort Sales, Inc.
Altman Plants
Alvin’s Flowers
America’s Florist
American Clay Works & Supply Co.
Amling Brothers / Newport Wholesale Floral, Inc.
Armellini Express
Ashland Addison Florist Company
Asocolflores/ Colombia Flower Council
Bachman's, Inc.
Baisch & Skinner Wholesale Florist
Ball Horticultural Company
Steven & Sarah Bartfield
Bella Fiori Flower Shop, Inc.
Bethesda Florist
Billy Heroman’s Flowerland, Inc.
BioWorks, Inc.
Blackmore Co., Inc.
Bloomnet
Blossom Boutique Florist
Bonnett Wholesale Florist, Inc.
Boven’s Quality Plants
Brierley Johnson
Bundi Gardens, Inc.
California Flower Market, Inc.
California Pajarosa Candle Artisans Inc.
Chrysal Americas
Clackamas Greenhouse, Inc.
Collins Flowers, Inc.

Computer Solutions, Inc.
Conner Park Florist, Inc.
Country Florist of Waldorf, Inc.
Craig Bachman Imports
Richard Criley
D.S. Cole Growers
Dandellions Flowers
Darrell Whitsel Florist
Dean’s Designs, Inc.
DeJong Greenhouses, Inc.
Delaware Valley Floral Group
DESIGN MASTER color tool, inc.
Design of the Times
Dick Adgate Florist
John Dole
Donath Lake Farm
Donna’s Designs, Inc.

Dos Gringos - H&L Group LLC
Dramm Corporation
Dunlap, Codding & Rogers P.C.
DWF Wholesale Florists
Eason Horticultural Resources, Inc.
Ed Pawlak & Sons Florist, Inc.
Elaine’s Flower Shoppe
Jim & Ellen Ellison
Engwall Florist & Greenhouses, Inc.
Equiflor/Rio Roses
FTD, Inc.
Ferris Brothers, Inc.
Fifth Street Flower Shop
Floral Finance Business Services
Flowerbuyer.com
Flowers by Dick & Son, Inc.
Flowers by Ramon
Frank Adams Wholesale Florist
Fresca Farms, LC
Freytag’s Northwest Florist
Gainan’s Floral & Greenhouses
Garcia Group
George W. Radebaugh & Sons

Georgia State Floral Dist.
Golden Flowers, Inc.
Green Glo Products
Green Thumb Floral
Greight Marketing Concepts
Griffin Greenhouse & Nursery Supplies
Growing Green
Growing Systems, Inc.
Henry Mast Greenhouses, Inc.
Susie & Buzzy Heroman
Highland Supply Corporation
Hoover Fisher Florist
Hortica
Ivy Acres, Inc.
Jacques Flower Shop, Inc.
Karen’s Floral Expressions
Kennicott Brothers Company
Kiko’s Flower & Gifts
Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.
Lafayette Florist & Greenhouses, Inc.

Diane Lagerstedt
Dwight & Dawn Larimer
Lary’s Florist, Inc.
Liberty Blooms
Los Angeles Flower Market of the American Florists’ Exchange Ltd.
Louisiana Wholesale Florist
Lubbock Wholesale Florist, Inc.
Malmborg’s, Inc.
McAdams Floral
McArkle Florist & Garden Center
MEI
Herman & LaDonna Meinders
Meister Publishing Company
Richard T. Meister
Mellano & Company
Memorial Florist & Greenhouse
Dr. Marvin Miller
Moehring-Woods Flowers
Moore Paper Boxes, Inc.
National Floral Supply of Maryland, Inc.
Terril & Cathy Nell
Neubauer’s Flowers, Inc.

continued on next page
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! [Social Media Icons]

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