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
Murder, Sex, Greed: Video Tells a Sinister, Yet Successful, Story

Murder, sex and greed have not often been associated with floriculture...until now, and for good reason. In a fresh and scintillating animated video, AFE launched a new approach to educating the industry about the positive impact it makes on critical problems.

“It’s no secret that flowers and plants make people happy,” Paul Bachman, AFE Chairman and President of Bachman’s, Inc., said. “However, AFE and the many ways it benefits the entire floral industry are secrets that need to be discovered by more retailers, wholesalers, growers, importers and allied organizations. We took a somewhat surprising approach so that people will take notice.”

The video, accessible at www.endowment.org/awareness or by scanning the QR code to the left with your smartphone, is the primary communications vehicle for carrying AFE’s new message. Murder, sex and greed describe solutions AFE-funded research has unearthed, from controlling and eliminating pests and diseases to solving breeding and genetic issues. The video has custom animation and musical score and is intended to be shared to increase awareness and contributions, which can be made online at www.endowment.org/donate.

The American Floral Endowment

- Has funded more than $15 million in research and scholarships over the past 50-plus 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, never the principal gift. Every donation to AFE continues to give.
Executive Committee

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

Gabriel Becerra
Chairman-Elect
Golden Flowers
Miami, FL

Ken Altman
Secretary/Treasurer
Altman Plants
Vista, CA

Tom Butler
Past-Chairman
Teleflora
Oklahoma City, OK

Charles Kremp
Kremp Florist
Philadelphia, PA

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

Board Of Trustees

Jim Daly
Floralife, Inc.
Walterboro, SC

Mike Duvall
Home Depot
Atlanta, GA

PJ Ellison
Ellison’s
Greenhouses, Inc.
Brenham, TX

Ramon Garcia
The Pete Garcia
Company
Atlanta, GA

Kristi Huffman
The John Henry
Company
Lansing, MI

Eric Levy
Hillcrest Garden,
Inc.
Paramus, NJ

Marvin Miller,
Ph.D.
Ball Horticultural Co.
West Chicago, IL

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

Laura Shinall
Syndicate Sales,
Inc.
Kokomo, IN

Debi Aker
Executive Director

Suzanna McCloskey
Communications Specialist

Gus De Hertogh,
Ph.D.
Research Coordinator

AFE Staff

Randy Tagawa
Tagawa
Greenhouses
Brighton, CO

Juan Carlos Gonzales Uribe
G.R.Chia S.A.
Chia, COL

Ken Young
Phoenix Flower
Shops
Scottsdale, AZ
American Floral Endowment
Audited Financial Statement
July 1, 2012 – June 30, 2013

Program Allocations
In 2012-2013, AFE funded the following research, educational grants and scholarships.

Production and Post-Harvest Scientific Research

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing Practical Solutions to Increase Fresh Cut Flower Quality and Vase Life While Identifying Consumer Preferences, $34,000</td>
<td>Dr. David Clark – University of Florida</td>
</tr>
<tr>
<td>Effect of Pesticide Mixtures in Controlling Arthropod Pests of Greenhouses, $25,000</td>
<td>Dr. Raymond Cloyd – Kansas State University</td>
</tr>
</tbody>
</table>
| Preventing Powdery and Downy Mildews from Ruining Flower Crops, $50,000            | Ms. Margery Daughtrey – Cornell University
Dr. Mary Hausbeck – Michigan State University |
| Introducing Broad-Spectrum Disease Resistance into Floricultural Crops by Transferring NPR1 Gene, the Key Regular of Plant Systemic Acquired Resistance, $32,000 | Dr. Zhanao Deng – University of Florida |
| Optimizing Banker Plant Systems for Aphid Biological Control in Floricultural Greenhouses, $18,000 | Dr. Steven Frank – North Carolina State University |
| Development of a Grower Friendly Detection Method for Virus Infecting Ornamentals, $35,000 | Dr. Francisco Ochoa-Corona, Oklahoma State University |
| Granular Formulations of Insect-Killing Fungi with Plant-Mediated IPM Systems for Thrips, $24,000 | Dr. Margaret Skinner – University of Vermont |

More than 150 final research reports are available on the AFE website at www.endowment.org/final-research-reports.html.

American Floral Endowment Audited Financial Statement

<table>
<thead>
<tr>
<th>Assets 6/30/13</th>
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<tr>
<td>Investments</td>
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<tr>
<td>Other Assets</td>
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<td><strong>Total Net Assets</strong></td>
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<td>Net Change in Assets</td>
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<table>
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<th>Receipts</th>
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<td>Capital Gains</td>
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<td>Interest and Dividends</td>
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<td>Contributions</td>
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<td><strong>Total</strong></td>
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<table>
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<th>Disbursements</th>
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<tr>
<td>Grants</td>
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<tr>
<td>Supporting Services</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$754,085</strong></td>
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</tbody>
</table>

“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
Gus Poesch Research Fund

Renowned floriculture researcher Gus Poesch 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. Two projects were funded for 2012-2013.

- **Basic and Applied Production and Postproduction 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

Internships and Scholarships

Vic & Margaret Ball Intern Scholarship Program

Established in 1992, this program was made possible with a generous donation from Vic and Margaret Ball. The program was designed to give floriculture students an opportunity to gain hands-on work experience in commercial production away from home. Upon successful completion of their paid internship, interns receive a scholarship in the amount of $1,500 (three month internship), $3,000 (four months) or $6,000 (six months).

- **Elizabeth Brooks, University of Georgia**
  – six month internship at Ashcombe Farm and Greenhouses, Mechanicsburg, PA

- **Caroline Hooks, West Virginia University**
  – six month internship at Metrolina Greenhouses, Huntersville, NC

- **Leah Malvar, University of Arkansas-Fayetteville**
  – six month internship at Sun Valley Floral Group, Arcata, CA

- **Ashley Martin, University of Georgia**
  – six month internship at Sun Valley Floral Group, Arcata, CA

- **Brittany Nelson, Virginia Tech**
  – three month internship at Welby Gardens, Denver, CO

- **Melanie Rausch, University of Georgia**
  – three month internship at Peace Tree Farm, Kintnersville, PA

Educational Grants

The AFE Education Committee annually reviews and approves applications for grants to promote floriculture’s advancement and recruitment. AFE funded $28,000 in educational grants for 2012-2013.

- **America in Bloom - $1,500**

- **eGRO Alert - $1,500**

- **Kansas State: Leveraging FFA Career Development - $1,000**

- **The Association of Horticulture Professionals (OFA) Perennial Production and Retail Conference - $1,500**

- **North Carolina State University Floriculture InfoSearch Engine - $15,000**

- **Society of American Florists’ (SAF) Pest Management Conference - $2,500**

- **University of Florida & Kansas State Graduate Student Recruitment - $2,500**

- **National Floriculture Forum - $2,500**

Mosmiller Intern Scholarship Program

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 a 10-14 week professional experience in retail, wholesale or allied trade settings. All Mosmiller scholarships are for $2,000.

- **Jordana Keffer, Mississippi State University**
  – Petals & Pails, Ridgeland, MS

- **Elizabeth McDougald, Mississippi State University**
  – Baisch & Skinner Wholesale, St. Louis, MO

- **Ryanna Zoellner, University of Georgia**
  – Phoenix Flower Shops, Phoenix, AZ
AFE Scholarships

AFE annually administers scholarships to assist students pursuing a career in floriculture/horticulture. The following scholarships were awarded for 2012-2013:

- **Ball Horticultural Company Scholarship – $600**
  Heidi Wollaeger, Michigan State University

- **Carlson-Johnson Scholarship for Nontraditional Students – $1,000**
  Sarah Leach, North Carolina State University

- **Harold Bettinger Memorial Scholarship – $1,800**
  Sarah Leach, North Carolina State University

- **BioWorks IPM/Sustainable Practices Scholarship – $1,100**
  Stacey Haack, University of California, Davis

- **James Bridenbaugh Memorial Scholarship – $500**
  Ryanna Zoellner, University of Georgia

- **John Carew Memorial Scholarship – $1,800**
  Jared Barnes, North Carolina State University

- **Earl Dedman Memorial Scholarship – $1,800**
  Tim Staudahar, University of Minnesota, Crookston

- **Long Island Flower Growers Association Scholarship – $1,200**
  Justin Kondrat, Cornell University

- **Markham-Colgrave International Scholarship – $4,500**
  Brooke Gasteyer, University of Wisconsin-River Falls

- **National Greenhouse Manufacturers Association (NGMA) Scholarship – $500**
  Amanda Wilkins, North Carolina State University

- **Mike and Flo Novovesky Scholarship – $1,000**
  Andrew Koeser, University of Illinois

- **Lawrence “Bud” Ohlman Memorial Scholarship – $500**
  Joshua Henry, The Ohio State University

- **James K. Rathmell Jr. Memorial Scholarship – $2,900**
  Christopher Currey, Purdue University

- **Seed Companies Scholarship – $2,200**
  Kyle Vandenlangenberg, North Carolina State University

- **John L. Tomasovic Sr. Scholarship – $800**
  Elizabeth Brooks, University of Georgia

- **Edward Tuinier Memorial Scholarship – $4,000**
  (split between two students)
  Kathleen Van Driessche, Michigan State University
  Kyle Tuinier, Michigan State University

- **Jacob & Rita Van Namen Marketing Scholarship – $1,000**
  Andrew Scruggs, North Carolina State University

- **Vocational (Bettinger, Holden & Perry) Scholarship – $1,300**
  Joshua Henry, The Ohio State University

**Total Amount Awarded : $28,500**

James And Helen Phillip Floral Design Scholarship Grant

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

This scholarship provides annual grants to floral design schools to offer to students interested in the retail sector of the floral industry. While most institutions receiving grants are located in the Great Lakes region, these grants are available to design schools throughout the country.

Institutions receiving a grant in 2012-2013:

- **Joliet Junior College, Joliet, IL: $5,000**
- **Kishwaukee College, Malta, IL: $6,000**
- **College of Southern Nevada, Las Vegas, NV: $3,000**
- **The Ohio State University ATI, Wooster, OH: $5,000**
- **Mississippi State University, Mississippi State, MS: $4,000**
- **Texas A&M University, College Station, TX: $5,000**
Paul Ecke Jr. M.S./Ph.D. 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 Paul Ecke Jr. Scholarship awards $10,000 ($5,000 for two years) to assist in funding the education of graduate students who will become leading scientists and educators in the floriculture industry. The annual application deadline is February 1.

2013 Recipient

Garrett Owen, a doctoral candidate in floriculture research at Purdue University, was awarded the 2013 scholarship. Owen’s research will involve investigating greenhouse light-emitting diodes (LEDs), wavelength, color spectrum, substrate and air temperature in the propagation environment. He hopes his research will improve propagation and cut costs for production facilities.

“I once heard ‘success breeds motivation,’ and receiving this scholarship helps keep me motivated to make a difference and make a positive impact.”

– Garrett Owen

Undesignated Named Funds

AFE has several named funds – some designated and some undesignated. Both types help provide funding for research, scholarships and other important issues facing the industry.

The following undesignated named funds are unrestricted and can be used for industry funding as approved by the AFE Board.

Teleflora Fund

Established in 2012 with a $1 million pledge

This fund is the largest in AFE’s history and provides assistance for the industry’s most pressing needs. Stewart and Lynda Resnick acquired Teleflora in 1979 and have been supporting the Endowment with yearly contributions ever since. Headquartered in Los Angeles, Teleflora is a clearinghouse for transmitting and processing floral orders to customers throughout the U.S. and internationally. Teleflora, formerly known as Telegraph Delivery Service, was founded in 1934 by Edwin S. Douglas and is the largest privately held floral wire service company in the world.

FTD Fund

Established in 2013 with a $450,000 pledge

The second-largest fund in AFE’s history, The FTD Fund will go a long way in supporting the industry. One of the largest floral companies in the world, FTD has stood for trust, creativity and worldwide floral delivery for more than 100 years. FTD was founded in 1910 in Downers Grove, Ill., as the world’s first flowers-by-wire service and has grown over the past century to a network of approximately 45,000 florists in 154 countries, including some 16,000 retail florists in North America who can deliver products to nearly all of the U.S. population.
Ecke Family Fund

Established in 2013 with a $275,000 pledge

The Ecke Family has been a longtime supporter of AFE and a strong believer in developing the floral industry. Ecke is an iconic industry name, and for generations the Ecke Family has participated in and supported AFE activities to help advance the floral industry. The Ecke name is synonymous with the modern day poinsettia, as three generations of Ecke's developed and promoted poinsettias worldwide. Since 1976, the Ecke family has contributed more than $300,000 to AFE and continues to support the Paul Ecke Jr. Scholarship Fund.

Herman and LaDonna Meinders Fund

Established in 2011 with a $250,000 pledge

An industry icon and past AFE Trustee, Herman Meinders established AFE’s first unrestricted named fund with his wife LaDonna as a way to help the floral industry thrive. In 1970, Herman founded American Floral Services (AFS) in Oklahoma City, which grew to become international and ranked as one of the largest floral wire services in the world. Herman sold AFS in 1994, and in 2000 it merged with Teleflora, where he continues to serve as Chairman Emeritus. Herman strongly believes in and supports higher education and has shared his success through endowments to numerous colleges and universities.

Mellano & Company Fund

Established in 2013 with a $100,000 pledge

Mellano & Company, a leading cut flower grower, shipper and wholesaler, has been a substantial supporter of AFE since 1978. Now in its third generation with more than 80 years in the industry and still plowing ahead, Mellano & Company is headquartered in the Los Angeles Flower Market location where it got its start in 1925.

Olive Hill Greenhouses Fund

Established in 2013 with a $75,000 pledge

Olive Hill Greenhouses began in 1973 in Fallbrook, Calif., as Tony and Sue Godfrey’s part-time venture and has since grown into a second-generation business and one of the largest interior plant producers in the state. Olive Hill delivers plants weekly all over Southern California and ships plants to other areas. Since its inception, Olive Hill has set high standards and has become known for quality, consistency of plants and customer service.

Sunlet Nursery, Inc. Fund

Established in 2013 with a $25,000 pledge

Strong AFE supporters for years, John and Janet Kister established Sunlet Nursery, Inc. in 1985 on the premise of offering more unusual flowering plants than were typically available. Located on 25 acres in Fallbrook, Calif., they make use of the ideal climate to produce a consistent, high-quality product. Sunlet Nursery currently supplies independent garden centers, wholesale florists and supermarkets nationwide with an eclectic mix of flowering and foliage plants.

DONATE to AFE and watch the industry grow

Plant a seed with a tax-deductible contribution to the American Floral Endowment.... Watch it grow through AFE-funded research and scholarships.... See it blossom as research produces solutions for preventing plant diseases and scholarships introduce a new crop of leaders to the floriculture field.... Enjoy the harvest of a healthy, profitable, successful floral industry.

www.endowment.org
2012-2013 Tributes
The Endowment has more than 330 tributes (living, memorial and corporate). Tributes are a way to remember and honor industry members, family and friends in a special and lasting manner.

A $1,000 donation establishes a tribute, and, once established, contributions can be made in any amount. Two new memorial tributes were established in 2012-2013.

William C. “Bill” Belden
Belden was best known for his role as president of the Oscar G. Carlstedt Company in Jacksonville, Fla., where he started as a truck driver before leaving to serve in the U.S. Air Force. After his military service, he returned and in 1965 was named president. A past AFE Trustee, he served with local, state and national organizations, including the Florida State Florists Association and various committees at the Society of American Florists (SAF). Belden was president of the Wholesale Florist and Florist Suppliers of America (WF&FSA) and received WF&FSA’s Leland T. Kintzele Distinguished Service Award.

Ross H. Pierce
Pierce was a floral industry leader whose accomplishments include founding Tennessee Wholesale Florist in Chattanooga, Tenn., as well as Americana, Inc., a floral distribution group. In 1953, Pierce cofounded Tennessee Florist Supply, Inc., where he was President/CEO until 2000. In 1956, he opened Tennessee Florist Supply of Bristol before cofounding Tennessee Wholesale Florist in the late 1950s. Additionally, he was a board member for SAF and WF&FSA.

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

To make a donation to a tribute, visit www.endowment.org/donate and specify the tribute in the “description” box.

Study Provides New Insight on Purchasing Barriers for Non-Flower Buyers!

The Floral Marketing Research Fund (FMRF)* has new data about the barriers to and motivations for purchasing flowers. The study focuses on consumers who have not purchased fresh flowers in the past 12 months and provides insight about what could capture new customers. One interesting finding:

Wake Up Call! The research found more than 8 in 10 adults surveyed do not plan on buying flowers in the next 12 months. How could you change this?
- Price incentives, coupons, discounts
- Lower shipping or delivery charge offers
- Guarantees for vase life and delivery times

Visit www.floralmarketingresearchfund.org and create a free account to access the full Purchasing Barriers Study along with two additional FMRF studies:
- A Social Media Guide for Floral Retailers and Wholesalers
- Consumer Preferences for Flowers as Gifts: Age, Segments, Substitutes and Perceived Risk

For updates about the FMRF’s latest news, “like” www.fb.com/FloralMarketingResearchFund on Facebook.

*AFE Trustees created the FMRF in 2008 to fund consumer research projects for the floriculture industry.

The FMRF would like to specially thank the Flower Promotion Organization (FPO) for their $600,000 donation in January 2013 to fund cut flower marketing and research to increase the consumption of cut flowers in all retail channels.
AFE would like to thank the individuals and businesses below that made a contribution to AFE during the 2012/2013 fiscal year (July 2012 – June 2013).

<table>
<thead>
<tr>
<th>AA Importing, Inc.</th>
<th>Bella Fiori Flower Shop, Inc.</th>
<th>Conner Park Florist, Inc.</th>
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</thead>
<tbody>
<tr>
<td>Accent Decor</td>
<td>Beneva Flowers &amp; Gifts</td>
<td>Continental Flowers, Inc.</td>
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<td>Debi Aker</td>
<td>John Bergstrand</td>
<td>Country Florist of Waldorf, Inc.</td>
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<td>Al's Garden Center</td>
<td>Berkley Florist Supply Company, Inc.</td>
<td>Craig Bachman Imports</td>
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<td>Allburn Florists</td>
<td>Berwick-Offray, Hampshire Paper and Lion Ribbon</td>
<td>D.S. Cole Growers</td>
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<td>Altman Family</td>
<td>Bethesda Florist</td>
<td>Jim Daly</td>
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<td>America's Florist</td>
<td>Billy Heroman's</td>
<td>Dandelions Flowers &amp; Gifts LLC</td>
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<td>American Clay Works &amp; Supply Co.</td>
<td>Blackmore Co., Inc</td>
<td>Darrell Whitsel Florist</td>
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<td>Bloomnet</td>
<td>Dean's Designs, Inc.</td>
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<td>Americana Floral Distributor, Inc.</td>
<td>Blossom Boutique Florist</td>
<td>DeJong Greenhouses, Inc.</td>
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<td>Delaware Valley Floral Group</td>
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<td>Armeellini Industries</td>
<td>Bonnie Brae Flowers</td>
<td>DESIGN MASTER color tool, inc.</td>
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<td>Sarah and Jules Armeellini</td>
<td>Boven's Quality Plants</td>
<td>Design of the Times</td>
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<td>Armellini</td>
<td>California Pajarosa</td>
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<td>Asocolflores/ Colombia Flower Council</td>
<td>Clackamas Greenhouse, Inc.</td>
<td>Donna's Designs, Inc.</td>
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<td>Bachman's, Inc. &amp; Bachman Families</td>
<td>Collins Flowers, Inc.</td>
<td>Dos Gringos - H&amp;L Group LLC</td>
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<td>Baisch &amp; Skinner Wholesale Florist</td>
<td>Computer Solutions, Inc.</td>
<td>Dramm Corporation</td>
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<td>Ball Horticultural Company</td>
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<td>Dreisbach Wholesale Florist</td>
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<tr>
<td>Steven and Sarah Bartfield</td>
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</tbody>
</table>

If you would like to support AFE's programs by making an annual pledge or gift, please contact AFE at 703-838-5211 or make an online donation at [www.endowment.org/donate](http://www.endowment.org/donate).

continued on next page
2012-2013
Friends of the Endowment

continued from previous page

Herman and LaDonna Meinders
Richard T. Meister
Meister Publishing Company
Mellano & Company
Memorial Florist and Greenhouse
Marvin Miller, Ph.D.
Moehring-Woods Flowers
Egon and Laina Molbak
Heidi Molbak
Moore Paper Boxes, Inc.
Mueller Brothers, Inc.
National Floral Supply of Maryland, Inc.
Nature’s Flowers
Neubauer’s Flowers, Inc.
Norton’s Flowers & Gifts
Nuckton Company
Obra Verde Growers
Ocean View Flowers
OFA
Olive Hill Greenhouses
Oscar G. Carlstedt Company
Pacolet Floral Exchange, Inc.
Panzer Nursery, Inc.
Passion Growers LLC
Pennock Company
Penny’s Flowers
Peoples Florist
B. Kauahi Perez
Pete Garcia Company
Phillip’s Flower Shops
Phoenix Flower Shops
Pikes Peak of Texas
Pittsburgh Cut Flower Company
Plaza Flowers
Pleasant View Gardens, Inc.
ProFlowers
Ramone’s Flower Shops
Reed’s Flowers
Rocket Farms, Inc.
Rojahn & Malaney Company
Royer’s Flower Shop
San Francisco Flower Mart
Lin Schmale-Tate
Seagroatt Riccardi, Ltd.
Laura Shinall
Smith, Brock & Weber LLC
Smithers-Oasis Company
Strange’s Florist, Greenhouse & Garden Center
Strube Celery and Vegetable Company
Studio Flora
Sunlet Nursery, Inc.
Sunshine State Carnations, Inc.
Syndicate Sales, Inc.
Tagawa Greenhouses, Inc.
Teleflora
The Ecke Family
The Flower Basket, Ltd.
The Flower Shop
The Hiawatha Corp.
The John Henry Company
The Queens Flowers Corporation
The Roy Houff Company
The Sun Valley Group, Inc.
The USA Bouquet Company
Washington Bulb Company, Inc.
Waukesha Floral & Greenhouse
Wanda Weder
Welby Gardens Company, Inc.
Wells Fargo Bank - Carlsbad RCBO
John and Ellen Welsch
Wenke Greenhouses
Whistle Stop Florist
K Yaguchi
Zeidler Floral Company, Inc.

“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

“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
Stay Connected!

Website
As AFE's main hub of information, www.endowment.org contains research findings, educational opportunities, past bulletins, annual reports dating back to the 1980s, a complete list of AFE donors and much more.

Bulletin
AFE publishes a quarterly print and online newsletter, which highlights relevant industry news and helps the industry stay abreast of the projects AFE has recently completed. If you would like to receive the electronic bulletin, send your email address to afe@afeendowment.org.

Social Media
Get social and connect with AFE on Facebook, Twitter or Pinterest for timely news and updates on research, scholarships and other AFE programs. We post all Endowment news on social media accounts, so connecting with AFE on social media is an excellent way to stay informed of industry updates. AFE is also on Google+, YouTube and LinkedIn if you would like to connect there as well.

2012 Fundraising Dinner Highlights
AFE's September 2012 fundraising dinner in Palm Beach had the 200-plus guests feeling like a million bucks, thanks to a generous $1 million donation from Teleflora owners Stewart and Lynda Resnick. In addition to the donation, which created The Teleflora Fund, the evening included donor recognitions, networking and raised nearly $30,000.

The industry’s only free floral search engine, featuring information dating back to the early-1800s.

Containing materials from:
- AFE
- NC State
- Scientific journals
- Trade publications

“This project is a wonderful example of what can be done when several groups work together to benefit the floriculture industry.”
John Dole, Ph.D., project leader and NCSU Horticultural Science Department Head

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