



American  
Floral  
Endowment

Funding Generations of Progress  
Through Research and Scholarships

# ANNUAL REPORT

July 1, 2012 - June 30, 2013



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](http://www.endowment.org)

# MURDER SEX GREED

**The American Floral  
Endowment is up to some pretty  
surprising things.**

► **Find out just how far we'll go  
at [www.endowment.org](http://www.endowment.org).**



Funding Generations of Progress  
Through Research and Scholarships

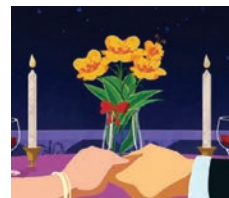


## Murder, Sex, Greed: Video Tells a Sinister, Yet Successful, Story

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](http://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](http://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



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Minneapolis, MN



**Gabriel Becerra**  
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Golden Flowers  
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**Ken Altman**  
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**Tom Butler**  
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**Charles Kremp**  
Kremp Florist  
Philadelphia, PA



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

## AFE Staff



**Debi Aker**  
Executive Director



**Suzanna McCloskey**  
Communications  
Specialist



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

## Board Of Trustees



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Phoenix Flower  
Shops  
Scottsdale, AZ



# American Floral Endowment Audited Financial Statement July 1, 2012 – June 30, 2013

<b>Assets</b>	<b>6/30/13</b>
Investments	\$14,837,767
Other Assets	\$1,219,931
<b>Total Net Assets</b>	<b>\$16,057,698</b>
Net Change in Assets	\$1,707,004
<b>Receipts</b>	
Capital Gains	\$1,026,194
Interest and Dividends	\$290,021
Contributions	\$1,144,874
<b>Total</b>	<b>\$2,461,089</b>
<b>Disbursements</b>	
Grants	\$396,002
Supporting Services	\$358,083
<b>Total</b>	<b>\$754,085</b>

"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



## Program Allocations

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

### Production and Post-Harvest Scientific Research



- **Providing Practical Solutions to Increase Fresh Cut Flower Quality and Vase Life While Identifying Consumer Preferences, \$34,000**  
Dr. David Clark – University of Florida
- **Effect of Pesticide Mixtures in Controlling Arthropod Pests of Greenhouses, \$25,000**  
Dr. Raymond Cloyd – Kansas State University
- **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](http://www.endowment.org/final-research-reports.html).

## 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



## 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**



## 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



Caroline Hooks



Melanie Rausch

- **Brittaney 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

### 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



Jordana Keffer

## AFE Scholarships

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



Brooke Gasteyer



Christopher Currey



Kyle Vandenlangenberg

- **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.



James and Helen Phillip

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



Paul Ecke Jr.

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.



Garrett Owen

### 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



American Floral Endowment

## 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.

AFE thanks these organizations for their very generous support:

### 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

teleflora®

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.

**The Ecke Family**

## 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.



Funding Generations of Progress  
Through Research and Scholarships

[www.endowment.org](http://www.endowment.org)  
703.838.5211



## 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](http://www.endowment.org)**

To make a donation to a tribute, visit **[www.endowment.org/donate](http://www.endowment.org/donate)** and specify the tribute in the "description" box.



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.



### 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](http://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](https://www.facebook.com/FloralMarketingResearchFund)** on Facebook.

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

## 2012-2013 Friends of the Endowment

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).

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

Dunlap, Codding & Rogers P.C.	Gary Gallup	William and Nami Koida
DWF Wholesale Florists	Garcia Group	Krempe Florist
Eason Horticultural Resources, Inc.	George W Radebaugh & Sons	Kube-Pak Corporation
Ed Pawlak & Sons Florist, Inc.	Georgia State Floral Dist.	Lafayette Florist & Greenhouses, Inc.
Elaine's Flower Shoppe	Golden Flowers, Inc.	Diane Lagerstedt
Elite Flower Services, Inc.	Green Glo Products	Dwight and Dawn Larimer
Key Endo	Green Thumb Floral	David and Anita Lebowitz
Engwall Florist & Greenhouses, Inc.	Greenhouse Grower Magazine	Leider Horticultural Companies, Inc.
Equiflor/Rio Roses	Greight Marketing Concepts	Liberty Blooms
Esbenshades' Greenhouses	Growing Green	Long Island Flower Growers Association
Floral Finance Business Services	Henry Mast Greenhouses, Inc.	Los Angeles Flower Market of the American Florists' Exchange Ltd.
FLORISTWARE	Hillcrest Garden Inc.	Lubbock Wholesale Florist, Inc.
Flowerbuyer.com	Lillian Hodges	Lynn Lary McLean, LLC
Flowers by Dick & Son, Inc.	Hoover Fisher Florist	Main Wholesale Florist
Flowers by Ramon	Hortica	Malmberg's, Inc.
Frank Adams Wholesale Florist	Iwasaki Bros., Inc.	Mann's Flower Shop & Greenhouses, Inc.
Fred Holasek & Son, Inc.	Jacques Flower Shop, Inc.	McAdams Floral
Greenhouses	Karl Jens	McArdle Florist & Garden Center
Fresca Farms, LC	Karen's Floral Expressions	MEI
Freytag's Northwest Florist	Karin's Florist, Inc.	
FTD, Inc.	Kennicott Brothers Company	
Chuck Gainan	Kiko's Flower & Gifts	
Gainan's Floral & Greenhouses		

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).

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## 2012-2013 Friends of the Endowment

continued from previous page

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

Tomasovic Greenhouses & Nursery, Inc.

Trudy's Flowers

Van der Salm Farms, Inc.

Vans, Inc.

Charles and April Walton

Washington Bulb Company, Inc.

Waukesha Floral & Greenhouse

Wanda Weder

Welby Gardens Company, Inc.

Wells Fargo Bank - Carlsbad RCBO

John and Ellen Welsh

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](http://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](mailto: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.

# ONLINE NOW!

**Floriculture  
InfoSearch Engine  
and American  
Floral Endowment  
Library**

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

[floricultureinfosearch.ces.ncsu.edu](http://floricultureinfosearch.ces.ncsu.edu)

## Your contributions support:

- **Scientific and Consumer 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.

**Follow AFE!**



Funding Generations of Progress  
Through Research and Scholarships

American Floral Endowment  
1601 Duke Street, Alexandria, VA 22314  
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[www.endowment.org](http://www.endowment.org)

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