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!**

Support the future of the industry you love with a tax-deductible contribution today. www.endowment.org/donate
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.

"This video is a powerful tool for connecting AFE with retailers, wholesalers, growers, importers and allied organizations across the Floral Industry," Gabriel Becerra, AFE chairman and President of Golden Flowers, said. "It creatively highlights the many ways AFE-funded research benefits the entire industry. The Endowment is a 'hidden treasure' that this award-winning video helps to unveil."

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.

Find out just how far we’ll go at www.endowment.org.
American Floral Endowment Audited Financial Statement
July 1, 2013 – June 30, 2014

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Program Allocations
In 2013-2014, AFE funded the following research, educational grants and scholarships.

- **Production and Post-Harvest Scientific Research**

  - **Post-Shipping/Storage Solutions for Recovery and Rooting of Unrooted Cuttings**
    Dr. John Dole, North Carolina State University - $31,900
  - **Integrated Control of Western Flower Thrips**
    Dr. Stephen Frank, North Carolina State University - $18,900
  - **Beneficial Fungal Endophytes for Effective Insect Management in Floricultural Crops**
    Dr. Kevin Heinz, Texas A & M - $33,000
  - **Utilization of Ultraviolet-C (UC-C) Irradiation on Ornamental Plants for Disease Suppression, Growth Regulation, and Extended Post-Harvest Longevity**
    Dr. Mark Bridgen, Cornell University - $18,700
  - **Development and Evaluation of Various Biochars as Aggregates for Increasing Substrate pH Stability**
    Dr. Brian Jackson, North Carolina State University - $28,000
  - **Introducing Broad-Spectrum Disease Resistance into Floricultural Crops by Transferring NPR1 Gene, the Key Regular of Plant Systemic Acquired Resistance**
    Dr. Zhanao Deng, University of Florida - $30,000
  - **Granular Formulations of Insect-Killing Fungi with Plant-Mediated IPM Systems for Thrips**
    Dr. Margaret Skinner, University of Vermont - $22,000
  - **Development of a Grower Friendly Detection Method for Virus Infecting Ornamentals**
    Dr. Francisco M. Ochoa Corona - $35,000

ONLINE NOW!

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

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

“*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)
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).

- Ashley Brinegar, Texas A&M University – four month internship at Welby Gardens, Denver, CO
- Brianna Dorrell, Colorado State University – three month internship at Smith Gardens, Inc., Aurora, OR
- William English, University of Georgia – six month internship at Metrolina Greenhouses, Huntersville, NC
- Mitchell Haase, University of Wisconsin-River Falls – six month internship at Tagawa Greenhouses, Brighton, CO
- Jason Henry, Cornell University – three month internship at Metrolina Greenhouses, Huntersville, NC
- John Morgan, University of Georgia – six month internship at Tagawa Greenhouses, Brighton, CO
- Ethan Parsons, Kansas State University – six month internship at Plant Delights Nursery, Raleigh, NC
- Kaylee South, University of Georgia – six month internship at the Sun Valley Floral Group, Arcata, CA
- Eric Stallknecht, University of Georgia – six month internship at the Sun Valley Floral Group, Arcata, CA

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

- Kailie Dunlap, Mississippi State University – Artistic Florist, Amelia Island, FL
- Madeline Hawes, Mississippi State University – Artistic Florist, Amelia Island, FL

AFE Scholarships

AFE annually administers scholarships to assist students pursuing a career in floriculture/horticulture. The following scholarships were awarded for 2014:

- American Florists’ Exchange Scholarship – $2,400
  Recipient: Miwa Ishisaka, California State Polytechnic University-Pomona
- Julio and Sarah Armellini Scholarship – $2,200
  Recipient: Kristin Potter, University of Nebraska-Lincoln
- Ball Horticultural Company Scholarship – $900
  Recipient: William English, University of Georgia
- Harold Bettinger Scholarship ($2,000) and the Jacob and Rita Van Namen Marketing Scholarship – $1,100
  Recipient: Amy Miller, The Ohio State University
- BioWorks IPM/Sustainable Practices Scholarship ($1,200) and James K. Rathmell, Jr. Memorial Scholarship for Horticultural Work/Study Abroad – $3,300
  Recipient: Joshua Henry, The Ohio State University
- James Bridenbaugh Memorial Scholarship ($500) and the Earl Dedman Memorial Scholarship – $2,000
  Recipient: Joshua Pecukonis, Montana State University
- John Carew Memorial Scholarship – $2,000
  Recipient: Emily Lloyd, University of Hawaii at Manoa
- Carlson-Johnson Scholarship for Nontraditional Students – $1,100
  Recipient: Jessica Monte, Montana State University
- Long Island Flower Growers Association (LIFGA) Scholarship – $1,400
  Recipient: David Harris, Cornell University
- Markham-Colegrave International Scholarship – $4,500
  Recipient: Victoria Turbyfill, University of Florida
- Richard T. Meister Scholarship – $4,000
  Recipient: Leslie Judd, North Carolina State University
- National Greenhouse Manufacturers Association (NGMA) Scholarship – $600
  Recipient: Anna Ribbeck, Louisiana State University
- Mike and Flo Novovesky Scholarship – $1,400
  Recipient: Ryan Dickson, University of Florida
- Lawrence “Bud” Ohlman Memorial Scholarship – $500
  Recipient: James Rockwell, Virginia Tech
- Seed Companies Scholarship – $2,500
  Recipient: Raymond Jacobs, North Carolina State University
- John L. Tomasovic Sr. Scholarship – $900
  Recipient: Brittany Spezzano, University of Vermont
- Edward Tuinier Memorial Scholarship – $4,600 split between two students
  Recipients: Brian Gayheart and Keren Terry, Michigan State University

Total Amount Awarded: $47,150
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 2014:
- College of Southern Nevada - $3,000
- Joliet Junior College - $5,000
- Kishwaukee College - $6,000
- The Ohio State Univ. ATI - $5,000
- Mississippi State University- $5,000
- Texas A&M University - $5,000
- Hennepin Technical College - $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.

2014 Recipients

Joshua Craver, who will soon earn a graduate degree at Kansas State University and begin a doctoral program at Purdue University, and Emma Lookabaugh, a doctoral student at North Carolina State University, were both awarded the $10,000 scholarship.

“This scholarship motivates me more than ever to strive for excellence in my schooling and research, in the aims of ultimately giving back more to this industry I have become passionate about.”

– Joshua Craver
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 the following organizations and families for creating Named Funds in 2014.

- The Todd Bachman Memorial Fund
- The Del Demaree Family Fund – $250,000
- The Pennock Company Fund - $125,000
- The Tom Butler Family Fund - $50,000
- The Peter Ullrich/Esmeralda Farms Fund – $35,000

AFE Named Funds

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.

The Todd Bachman Memorial Fund

Established in 2014

The Todd Bachman Memorial Fund will underwrite AFE’s quarterly print and electronic Bulletin. Todd Bachman served as chairman and CEO of Bachman’s before his untimely death in 2008 and epitomized the company’s reputation for hard work and high ethical standards. In addition to being active in many state and national industry organizations, Todd served 10 years on the AFE board and as chairman in 1996 – 1997. Because of his great leadership, he was inducted into the SAF Floriculture Hall of Fame posthumously in 2010 in recognition of his outstanding contributions to the industry.

Todd was not just a great leader – he was also known for being very personable and a great communicator. He treated family, friends, colleagues and employees with the highest respect, dignity and compassion and always made others feel appreciated. Those who knew him will always remember what a great communicator he was and his outstanding leadership and devotion to work and family. His wife and daughters are honored to carry on his legacy.

FTD Fund

Established in 2013 at $450,000

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 at $275,000

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 Del Demaree Family Fund  
**Established in 2014 with a $250,000 donation**

The Del Demaree Family Fund will establish an internship program to market the industry as a viable career path to attract top collegiate talent with a concentration in business.

Delmar “Del” Demaree has an unsurpassed commitment to the floral industry and to the Endowment, where he served as chairman in the early 1990s. Del, chairman of Syndicate Sales, Inc., has earned the utmost respect of his peers and colleagues throughout more than 60 years in the industry, and he is acclaimed for his foresight, enthusiasm and business acumen.

Del has led many industry organizations over the years, notably as Society of American Florists (SAF) president and as treasurer for the Wholesale Florist & Florist Supplier Association (WF&FSA). Further, he received the American Institute of Floral Designers (AIFD) Award of Merit for his support and promotion of AIFD’s educational goals and also the Leland T. Kintzele Distinguished Service Award from WF&FSA. Additionally, he has served as chairman for numerous community boards and committees and was awarded the 2013 Hall of Legends award by his community in Indiana. The Demaree Family has been a generous AFE supporter for decades and continues their involvement, with Del’s daughter, Syndicate President Laura Shinall, currently serving as an AFE trustee.

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.

The Pennock Company Fund  
**Established in 2014 at $125,000**

The Pennock Company was founded in 1882 and is a premier wholesaler serving the Eastern Seaboard with a full selection of cut flowers, floral containers and supplies and specialty items. Today, the Pennock Company continues to grow, with more than 200 associates in eight locations. Pennock sells exclusively to retail florists and outlets and has been a proud AFE supporter since the mid-1970s.

Mellano & Company Fund  
**Established in 2013 at $100,000**

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 at $75,000**

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.
The Tom Butler Family Fund
Established in 2014 with a $50,000 pledge

The Tom Butler Family Fund was established in 2014 to provide general undesignated funds to the American Floral Endowment (AFE). Tom was a renowned industry leader and served as Chairman of AFE from 2010-2012. He continued his dedication to AFE by serving as AFE development chairman and emeritus trustee until he passed away on Aug. 14, 2014.

Born in Detroit, Tom began his distinguished career in the industry more than 44 years ago. After holding multiple prestigious industry positions, he joined American Floral Services (AFS) as President and CEO in 1985 and in 2000 led the company’s successful merger with Teleflora, creating the world’s largest flowers-by-wire company. In his role as Teleflora Chairman, Tom guided Teleflora as a trusted business partner, national marketer and technology innovator for independent retail florists.

In addition to serving as World President of Teleflora International, he was a member of the American Academy of Floriculture (AAF) and Professional Floral Communicators-International (PFCI). He was a past board member for the Society of American Florists (SAF) and was inducted into the SAF Hall of Fame in 2012 in recognition of his outstanding contributions to advancing floriculture in America. Tom was a member of numerous national and state floral associations and has received countless awards recognizing his exceptional dedication to the industry. He and his wife, Becky, resided in Salt Lake City and were frequent visitors to his daughter Amy and her family in Dallas.

Sunlet Nursery, Inc. Fund
Established in 2013 at $25,000

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.

The Peter Ullrich/Esmeralda Farms Fund
Established in 2014 at $35,000

Born in Germany in 1942, Peter Ullrich moved to the United States in 1962 and is Chairman of Esmeralda Farms. He was one of the first grower’s to establish a presence in Latin America, and foresee the possibilities of its favorable climate in which he could grow flowers on a year-round basis. Esmeralda Farms is a market leader in the Floral Industry committed to breeding, growing and distributing the highest quality fresh cut flowers.

Based in Miami, Esmeralda is dedicated to the sales, marketing and distribution of its flowers and only sells flowers grown by its own operated farms in Colombia, Ecuador and Peru to allow for the strictest standards of quality assurance and consistency. Peter Ullrich and Esmeralda Farms have been proud supporters of AFE since 2000.

“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
2013-2014 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 since July 2013.

Jack R. Giles

Mr. Jack Giles was very involved in the industry he loved, serving as the Society of American Florists (SAF) convention chairman in 1977 and as American Academy of Floriculture (AAF) chairman in 1981-1982. Additionally, he contributed his talents to committees in the Utah Allied Florist Association and Northwest Florists’ Association for 40-plus years.

Among other accomplishments, he served on the FTD Membership Committee and the FTD President’s Council on Government and Industry Affairs. His exceptional achievement in the industry earned him FTD’s distinguished John A. Valentine Award.

Throughout his career, Mr. Giles above all cherished that he was able to work closely with his children and teach them the heritage of the family floral business.

He was also known for his first-rate leadership and mentorship, which several of his employees credit to the opening of their own successful shops.

“When you worked for Jack Giles, he really took you under his wing,” Giles-Holley said. “He supported and mentored new local florists throughout the decades and wanted others to be successful as well.”

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.

Kenneth, “Ken” Benjamin

Kenneth “Ken” Benjamin, a lifelong member of the floral industry, passed away on December 14 at the age of 91. A $1,000 fund was established by the Kennicott and Van Namen families in his name.

“Ken had an ardent passion for the flower industry and a deep-seated love for the people in it,” said Red Kennicott. “His strong inimitable presence will always be remembered by those who knew him.”

Benjamin served in the U.S. Navy from 1942-1946 and started his floral career at Amling Company wholesale florists in 1954, after holding several advertising and marketing positions in the industry. He later served as chairman of Cenflo which produced nine different publications: Flower News, Grower’s Digest, Floral Mass Marketing, The Flower Book, Flora, Nursery News, The Nursery Book, Food Market News and the Deli Merchandiser. A fixture at most floral industry events, he also served as an AFE trustee for many years.

“Ken has always been a good friend of our family and of the industry for many years,” said Jack Van Namen. “Ken never forgot a name or date. He was an icon and a unique individual whom all of us will remember.”

“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
Funeral Directors and Flowers

FREE REPORT

The Floral Marketing Research Fund (FMRF), in collaboration with AFE, released findings from a recent study of funeral directors. The downloadable free report includes thoughts and preferences on sympathy flowers, charity donations versus flowers, consumers’ reactions toward sympathy flowers, the relationship between floral retailers and funeral directors and more.

The Funeral Directors and Flowers report analyzes results from a survey of nearly 200 members of the National Funeral Directors Association (NFDA). The report contains ready-to-implement ideas, checklists and detailed suggestions from funeral directors, and is the first of its kind in more than 20 years.

To download the report in its entirety, login or create a new account at FloralMarketingResearchFund.org.

Floral retailer and FMRF Chairman Paul Bachman of Bachman’s Inc. described the report as the “new gold standard for information about sympathy flowers and the way the funeral industry views them.”

“This report offers valuable insights that will transform the way all florists conduct business with funeral directors,” he said. “It is filled with ideas for improving communication, enhancing product design and ultimately increasing profits.”

According to the report:

- Flowers and plants are the most effective non-human source of comfort for the bereaved.
- Forty-four percent of funeral directors surveyed believe funeral flowers are sometimes a hassle.
- Sixty-eight percent of funeral directors are unaware of any studies showing the benefits of flowers at services.

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

AFE would like to thank the individuals and businesses below that made a contribution to AFE during the 2013/2014 fiscal year (July 2013 – June 2014).

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<td>Brierley Johnson</td>
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<td>Bachman’s, Inc. &amp; Bachman Families</td>
<td>Tom &amp; Becky Butler</td>
<td>John Dole</td>
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| Baisch & Skinner Wholesale Florist | California Flower Market, Inc. | *AFE Trustees created the FMRF in 2008 to fund consumer research projects for the floriculture industry.

floralmarketingresearchfund.org

continued on next page
Donath Lake Farm & Greenhouses
Donna's Designs, Inc.
Dramm Corporation
Dreisbach Wholesale Florist
Dunlap, Coddng & Rogers P.C.
DWF Wholesale Florists
Eason Horticultural Resources, Inc.
Ed Pawlak & Sons Florist, Inc.
Elaine's Flower Shoppe
The Enchanted Florist
Kay Endo
Engwall Florist & Greenhouses, Inc.
Equiflor/Rio Roses
Esmeralda Farms
Exf
Express Seed Company
Expressions Floral Design Studio
Ferris Brothers, Inc.
Fire 'N' Ice, Heating & Cooling, Inc.
FloristWare
Flower Shop Network, Inc.
Flowers by Dick & Son, Inc.
Flowers by George, Inc.
Flowers by Ramon
Flowers of Kingwood, Inc.
Frank Adams Wholesale Florist
Fresca Farms, LC
Freytag's Northwest Florist
FTD Inc.
Chuck Gainan
Gainan's Floral & Greenhouses
Gary Gallup
Garcia Group
Garrison Hill Florists, Inc.
GEMS Group, Inc.
George W Radebaugh & Sons
Georgia State Floral Dist.
Glendale Flowers of AZ
Golden Flowers, Inc.
Green Thumb Floral
Greenhouse Grower Magazine
Greight Marketing Concepts
Growing Green
Henry Mast Greenhouses, Inc.
Hillcrest Garden Inc.
Lillian Hodges
Hoover Fisher Florist
Hortica
HospitalGiftShop
Iwasaki Bros., Inc.
Karl Jens
Karen's Floral Expressions
Kazuko Kawasaki
Kennicott Brothers Company
Kiko's Flower & Gifts
Kitayama Brothers/Greenleaf Wholesale Florist, Inc.
William and Nami Koida
Kremp Florist
Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.
Dwight and Dawn Larimer
Leider Horticultural Companies, Inc.
Len Busch Roses, Inc.
Los Angeles Flower Market of the American Florists' Exchange Ltd.
Lubbock Wholesale Florist, Inc.
Lynn Lary McLean, LLC
Main Wholesale Florist
Manatee Fruit Company
McAdams Floral
Herman and LaDonna Meinders
Meister Publishing Company
Richard T. Meister
Mellano & Company
Memorial Florist and Greenhouse
Dr. Marvin Miller
Moehring-Woods Flowers
Egon and Laina Molbak
Heidi Molbak
Moore Paper Boxes, Inc.
National Floral Supply of Maryland, Inc.
Nature's Flowers
Neubauer's Flowers, Inc.
Norton's Flowers & Gifts
Nuckton Company
Ocean View Flowers
Oelschig Nursery, Inc.
OHP, Inc.
Olive Hill Greenhouses
Oscar G. Carlstedt Company
Karen Otto
Pacific Floral Exchange, Inc.
Passion Growers LLC
Pennock Company
Penny's Flowers
Pete Garcia Company
Phillip's Flower Shops
Phoenix Flower Shops
Pikes Peak of Texas Plaza Flowers
Pleasant View Gardens, Inc.
ProFlowers
Pugh's Flowers
Rebel Hill Florist
Reed's Flowers
Relles Florist
Rocket Farms, Inc.
Royer's Flower Shop
Russell Florist, Inc.
San Francisco Flower Mart
Lin Schmale-Tate
Seagroatt Riccardi, Ltd.
Shelley's Flowers
Smithers-Oasis Company/Floralife
Something Special with Flowers
Sonny's Texas Posies Company
Sen Speroff
Stadium Flowers, Inc.
Star Roses and Plants/Conard-Pyle
Starbright Floral Design
Strange's Florist, Greenhouse & Garden Center
Strider/Florist 2.0
Sunlet Nursery, Inc.
Sunshine State Carnations, Inc.
Surf Florist Inc & Miami Beach Flowers
Suzann's Flowers
Syndicate Sales, Inc.
Tagawa Greenhouses, Inc.

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and universities to educate them about the many careers the industry offers. The AFE board, bringing the total to $618,000.

At the dinner, AFE announced more than $458,000 this year in scientific research, grants and scholarship funding, not including the $160,000 in additional funding just approved by the AFE board, bringing the total to $618,000.

Among other highlights, AFE reported on its efforts to assist the industry with the challenge of finding the next generation of leaders by reaching out to high school counselors, colleges and universities to educate them about the many careers the industry offers.

2014 Fundraising Dinner Highlights

The Annual Fundraising Dinner on Aug. 14 was blooming with excitement, including industry updates, the announcement of five new named funds, donor recognitions, the passing of the gavel and more. The dinner, attended by more than 250 industry members, was held in conjunction with the SAF Annual Convention in Marco Island, Fla.

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2013-2014 Friends of the Endowment

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Teleflora
The Ecke Family
The Flower Family
The Hiawatha Corp.
The John Henry Company
The Minneapolis Foundation
The Roy Houff Company
The Queens Flowers Corporation

The Sun Valley Floral Group, Inc.
The USA Bouquet Company
Tomasovic Greenhouses & Nursery, Inc.
Van der Salm Farms, Inc.
Vanessa’s Flowers
Viviano Flower Shop
Charles and April Walton
Lisa and Patrick Watanabe
Waukesha Floral & Greenhouse
Welby Gardens Company, Inc.
John and Ellen Welsch
Whistle Stop Florist
Wylde West Annuals, Inc.
K Yaguchi

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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.

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