

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.

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Funding Generations of Progress
Through Research and Scholarships

American Floral Endowment
1601 Duke Street, Alexandria, VA 22314
tel: 703.838.5211 | fax: 703.838.5212
www.endowment.org

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Funding Generations of Progress
Through Research and Scholarships

ANNUAL REPORT

July 1, 2013 - June 30, 2014



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

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

► **Find out just how far we'll go
at 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.

"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**.



2014 MarCom Platinum Award, AFE's fourth accolade for the "Murder, Sex and Greed" video.

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



Gabriel Becerra
Chairman
Golden Flowers
Miami, FL



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



Ken Altman
Secretary/Treasurer
Altman Plants
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Phoenix Flower
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Scottsdale, AZ

AFE Staff



Debi Aker
Executive Director

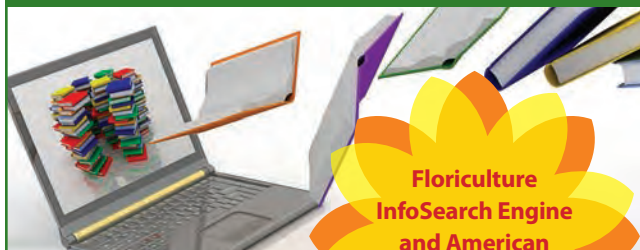


Terri Nell
Research
Coordinator

American Floral Endowment Audited Financial Statement July 1, 2013 – June 30, 2014

Assets	6/30/14
Investments	\$16,897,967
Other Assets	\$1,067,006
Total Net Assets	\$17,964,973
Net Change in Assets	\$1,962,340
Receipts	
Capital Gains	\$2,153,797
Interest and Dividends	\$266,496
Contributions	\$349,821
Total	\$2,770,114
Disbursements	
Grants	\$428,925
Supporting Services	\$378,849
Total	\$807,774

ONLINE NOW!



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

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 Regulator 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



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. Three projects were funded for 2013-2014.

- **Online Tool for Insect Forecast and Control,**
Dr. Luis Cañas, \$12,200
- **Basic and Applied Production and Post Production Training for Future Floriculture Faculty,**
Dr. Michelle Jones, \$12,900
- **Floriculture Industry Roundtable of Ohio,**
Dr. Claudio Pasian \$2,000

Educational Grants

The AFE Education Committee annually reviews and approves applications for grants to promote floriculture's advancement and recruitment. AFE funded \$47,150 in educational grants for 2013-2014.

- **NCSU Floriculture InfoSearch Library - \$18,150**
- **National Floriculture Forum - \$2,000**
- **E-Gro Alert Sponsorship - \$2,500**
- **SAF Pest Management Sponsorship - \$3,000**
- **AmericanHort Plug Conference - \$1,500**
- **ASHS National Study/Action Plan - \$20,000**

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

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



Brianna Dorrell
Colorado State University



William English
University of Georgia



Jason Henry
Cornell University

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



Amy Miller
The Ohio State University



Kristin Potter
University of Nebraska-Lincoln



Ryan Dickson
University of Florida

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 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.



Paul Ecke Jr.

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.



Joshua Craver



Emma Lookabaugh

"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

teleflora®

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 Ecke Family

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.

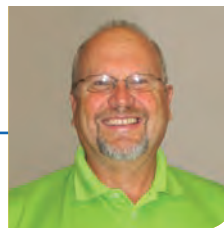


"Ken had an ardent passion for the flower industry and a deep-seated love for the people in it," said Red Kennicott. "His strong inimitable presence will always be remembered by those who knew him."

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

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

floralmarketingresearchfund.org



2013-2014

Friends of the Endowment

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).

AA Importing, Inc.	Bel-R Greenhouse, Inc.	Candle Artisans Inc.
Accent Decor	Bell Nursery	Chrysal Americas
Debi Aker	Bella Fiori Flower Shop, Inc.	Clackamas Greenhouse, Inc.
Al's Garden Center	Beneva Solutions	Computer Solutions, Inc.
Albin Hagstrom & Son, Inc.	Berkley Florist Supply Company, Inc.	Continental Flowers, Inc.
Allan's Flowers & More	Berwick-Offray, Hampshire Paper and Lion Ribbon	Country Florist of Waldorf, Inc.
Allburn Florists	Bethesda Florist	Richard Criley
Allied Hort Sales, Inc.	Billy Heroman's	d'fiori Floral Design
Altman Family	Bloomfield Florist	D.S. Cole Growers
America's Florist	BloomNet, Inc.	Dandelions Flowers & Gifts LLC
AmericanHort	Blooms of Bressingham	Darrell Whitsel Florist
American Takii	Blossom Boutique Florist	Dean's Designs, Inc.
Americana Floral Distributor, Inc.	Bonnett Wholesale Florist, Inc.	DeJong Greenhouses, Inc.
Amling Brothers/Newport	Bonnie Brae Flowers	Delaware Valley Floral Group
Wholesale Floral, Inc.	Boven's Quality Plants	DeSantis Florist
Armellini Express Lines, Inc.	Boyd's Flowers	DESIGN MASTER Color Tool, Inc.
Ashland Addison Florist Company	Brierley Johnson	Dick Adgate Florist
Asocolflores/Colombia Flower Council	Tom & Becky Butler	Do Right Plant Growers
Bachman's, Inc. & Bachman Families	California Flower Market, Inc.	John Dole
Baisch & Skinner Wholesale Florist	California Pajarosa	
Ball Horticultural Company		

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2013-2014 Friends of the Endowment

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Donath Lake Farm & Greenhouses	Flowers by Dick & Son, Inc.	Henry Mast Greenhouses, Inc.
Donna's Designs, Inc.	Flowers by George, Inc.	Hillcrest Garden Inc.
Dramm Corporation	Flowers by Ramon	Lillian Hodges
Dreisbach Wholesale Florist	Flowers of Kingwood, Inc.	Hoover Fisher Florist
Dunlap, Coddling & Rogers P.C.	Frank Adams Wholesale Florist	Hortica
DWF Wholesale Florists	Fresca Farms, LC	HospitalGiftShop
Eason Horticultural Resources, Inc.	Freytag's Northwest Florist	Iwasaki Bros., Inc.
Ed Pawlak & Sons Florist, Inc.	FTD Inc.	Karl Jens
Elaine's Flower Shoppe	Chuck Gainan	Karen's Floral Expressions
The Enchanted Florist	Gainan's Floral & Greenhouses	Kazuko Kawasaki
Kay Endo	Gary Gallup	Kennicott Brothers Company
Engwall Florist & Greenhouses, Inc.	Garcia Group	Kiko's Flower & Gifts
Equiflor/Rio Roses	Garrison Hill Florists, Inc.	Kitayama Brothers/ Greenleaf
Esmeralda Farms	GEMS Group, Inc.	Wholesale Florist, Inc.
Exf	George W Radebaugh & Sons	William and Nami Koida
Express Seed Company	Georgia State Floral Dist.	Kremp Florist
Expressions Floral Design Studio	Glendale Flowers of AZ	Kuhn Acquisition, LLC d/b/a Kuhn Flowers, Inc.
Ferris Brothers, Inc.	Golden Flowers, Inc.	Dwight and Dawn Larimer
Fire 'N' Ice, Heating & Cooling, Inc.	Green Thumb Floral	Leider Horticultural Companies, Inc.
FloristWare	Greenhouse Grower Magazine	Len Busch Roses, Inc.
Flower Shop Network, Inc.	Greight Marketing Concepts	
	Growing Green	

Los Angeles Flower Market of the American Florists' Exchange Ltd.	Norton's Flowers & Gifts	Royer's Flower Shop
Lubbock Wholesale Florist, Inc.	Nuckton Company	Russell Florist, Inc.
Lynn Lary McLean, LLC	Ocean View Flowers	San Francisco Flower Mart
Main Wholesale Florist	Oelschig Nursery, Inc.	Lin Schmale-Tate
Manatee Fruit Company	OHP, Inc.	Seagroatt Riccardi, Ltd.
McAdams Floral	Olive Hill Greenhouses	Shelley's Flowers
Herman and LaDonna Meinders	Oscar G. Carlstedt Company	Smithers-Oasis Company/Floralife
Meister Publishing Company	Karen Otto	Something Special with Flowers
Richard T. Meister	Pacific Floral Exchange, Inc.	Sonny's Texas Posies Company
Mellano & Company	Passion Growers LLC	Sen Speroff
Memorial Florist and Greenhouse	Pennock Company	Stadium Flowers, Inc.
Dr. Marvin Miller	Penny's Flowers	Star Roses and Plants/Conard-Pyle
Moehring-Woods Flowers	Pete Garcia Company	Starbright Floral Design
Egon and Laina Molbak	Phillip's Flower Shops	Strange's Florist, Greenhouse & Garden Center
Heidi Molbak	Phoenix Flower Shops	Strider/Florist 2.0
Moore Paper Boxes, Inc.	Pikes Peak of Texas	Sunlet Nursery, Inc.
National Floral Supply of Maryland, Inc.	Plaza Flowers	Sunshine State Carnations, Inc.
Nature's Flowers	Pleasant View Gardens, Inc.	Surf Florist Inc & Miami Beach Flowers
Neubauer's Flowers, Inc.	ProFlowers	Suzann's Flowers
	Pugh's Flowers	Syndicate Sales, Inc.
	Rebel Hill Florist	Tagawa Greenhouses, Inc.
	Reed's Flowers	
	Relles Florist	
	Rocket Farms, Inc.	

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.

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Teleflora	The Sun Valley Floral Group, Inc.	Lisa and Patrick Watanabe
The Ecke Family	The USA Bouquet Company	Waukesha Floral & Greenhouse
The Flower Shop	Tomasovic Greenhouses & Nursery, Inc.	Welby Gardens Company, Inc.
The Hiawatha Corp.	Van der Salm Farms, Inc.	John and Ellen Welsch
The John Henry Company	Vanessa's Flowers	Whistle Stop Florist
The Minneapolis Foundation	Viviano Flower Shop	Wyld West Annuals, Inc
The Roy Houff Company	Charles and April Walton	K Yaguchi
The Queens Flowers Corporation		



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.

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.

Stay Connected!



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



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.

Website

As AFE's main hub of information, www.endowment.org contains research findings, educational opportunities, past bulletins, annual reports

