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, importers, allied industry workers and educators.

- **Educational Grants** – funding educational programs for the advancement of the industry.

Support the future of the industry you love with a tax-deductible contribution today.

endowment.org/donate
Dear Industry Friends,

As AFE Chairman, I want to thank you for your generous support of the Endowment. Tackling industry challenges is something that can’t be done overnight, or by one individual or company. It takes a collaborative effort and the support of many.

AFE is the floral industry’s endowment — a place where all industry members can invest to help solve critical challenges. You play an important role in helping us advance the industry through our research, scholarships and educational programs.

Our Annual Report outlines the many programs funded by AFE each year. Some of our programs include:

- **Business Internship Program** — Complete with a free Employer Resource Guide, we help you establish a successful internship program to bring the talent to your organization.

- **Industry Internships** — We help you find top interns for commercial production, retail or wholesale operations. Along with host employers, we give the next generation of industry leaders a great place to grow to ensure the future is in good hands.

- **Consumer Marketing Research** — Research funded by the Floral Marketing Research Fund covering sympathy sales, purchasing behaviors and marketing is available free to the industry!

Make a contribution at [endowment.org/donate](http://endowment.org/donate) to provide a stronger, more sustainable industry for generations to come! After all, if you don’t support floriculture, who will?

Sincerely,

Dwight Larimer
Chairman, American Floral Endowment
DESIGN MASTER color tool, inc., Boulder, CO
American Floral Endowment
Audited Financial Statement
July 1, 2015 - June 30, 2016

Assets 6/30/16
Investments $16,961,585
Other Assets $812,935
Total Net Assets $17,774,520
Net Change in Assets ($364,331)

Receipts
Capital Gains (Losses) $432,820
Interest and Dividends $349,357
Contributions $772,585
Total $1,504,762

Disbursements
Grants $518,836
Supporting Services $484,607
Total $1,003,443

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
New AFE Videos Tout Floriculture Successes

Five new videos were released to highlight floriculture successes through industry support and participation. They were created to bring young people to the industry, spread awareness of the Endowment and encourage industry collaboration.

The introductory video “Heard of the American Floral Endowment?” helps educate those who are not currently aware of AFE’s programs, while the remaining four segmented videos share how Endowment programs complement each group and why it is so important that everyone in the industry participates.

Watch all of the videos on our website, Facebook page and YouTube. You can help by becoming AFE ambassadors and sharing these videos on your social media accounts, websites and during industry events.

Heard of the American Floral Endowment?
Learn how AFE helps all floriculture businesses profit through scientific and consumer research, and brings new stars to our industry through scholarships and internship programs.

Retail Florists Share Why They Turn to AFE
AFE helps retailers reach more consumers by providing free resources to increase profits – from consumer preference reports to guides to help increase your social media presence, to working with local funeral directors.

AFE Helping Growers Profit
The Endowment helps floral and nursery growers boost profits by tackling tough industry challenges from pests and diseases, technologies, care and handling, and more.

New Resources for Floral Wholesalers and Suppliers
AFE’s free resources, consumer research and reports can help floral wholesalers and organizations more effectively work with retailers and other industry members to increase profits and customer base.

Students – Ready for a Career in Floriculture or Horticulture?
There is high demand for floriculture and horticulture employees. Students can get a jump-start on their careers and take advantage of the many scholarships and internships available through AFE.
Research & Grants

In 2015-2016, AFE funded the following:

Production and Post-Harvest Research

- Development of Petunia with Enhanced Stress Tolerance
  Dr. Nicole Waterland, West Virginia University - $22,065

- Making Better Plant Products by Understanding Dynamic Facets of Metabolism
  Dr. Thomas A. Colquhoun, University of Florida - $33,000

- Managing Pythium Species in Floriculture Irrigation Water
  Dr. Mary Hausbeck, Michigan State University - $40,000

- Engineering Impatiens for Resistance to the Devastating Disease Downy Mildew
  Dr. Zhanao Deng, University of Florida - $31,500

- Beneficial Fungal Endophytes for Effective Insect Management in Floricultural Crops
  Dr. Kevin Heinz, Texas A&M University - $34,000

- A Novel Approach to Fungal-based Thrips Management with Marigold Guardian Plants
  Dr. Margaret Skinner, University of Vermont - $21,721

- New and Potent Inhibitors of Ethylene Action for Improving Cut Flower Longevity
  Dr. Rasika Dias, University of Texas at Arlington - $24,900

- Postharvest Management of Botrytis During Shipping and Storage
  Dr. John Dole, North Carolina State University - $31,000

- Utilization of Ultraviolet-C (UV-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 - $5,400

- Impacts and Residual Longevity of Systemic Insecticides on Pollinators in Floricultural Plant Production Systems
  Dr. Juang-Horng Chong, Clemson University - $50,621

- Developing Daily Light Integral Maps for the U.S.
  Dr. James Faust, Clemson University - $7,369

Christian B. Nissen Research Fund

The Christian B. Nissen Research Fund was created in 2009 with a $50,000 contribution from Christian’s parents (Ole and Eleanor Nissen) to honor Christian, who passed away in 1992 at the age of 36.

Christian grew up in the family business – Sunshine State Carnations in Hobe Sound, Florida – with his father and younger brothers, Peter and Eric. He graduated from the University of Florida with a degree in horticulture. He had an interest in both the growing and research sides of the business.

The Christian B. Nissen Research Fund supports AFE’s research efforts.

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.

- Floriculture Industry Roundtable of Ohio
  Dr. Claudio Pasian, $2,000

- The Ohio Agricultural Research and Development Center (OARDC) Research Internship Program
  Dr. Michelle Jones, $2,925

- Use of Beneficial Microbes to Enhance Plant Growth, Decrease Disease Severity and Improve Stress Tolerance in Ornamentals
  Dr. Michelle Jones, $26,451

Educational Grants

The AFE Education Committee annually reviews and approves applications for grants to promote floriculture’s advancement and recruitment.

- ASHS Seed Your Future Movement - $20,000
- E-Gro Alert Sponsorship - $2,500
- Great Lakes Floral Expo - $1,000
- National Floriculture Forum - $4,000 *
- NC State University Student Recruitment Project - $3,000
- NCSU Floriculture InfoSearch Library - $9,075

*AFE is now hosting NFF information. Details about their March 2017 event is available at endowment.org/nff.

Growers: Sign up for our NEW electronic Grower Newsletter! Email lostrow@afeendowment.org to get the latest updates and research reports.
Internships

Business Internship Program

Established through a significant gift from Del Demaree in 2015, this Business Internship Program provides internships to top collegiate talent with a concentration in business, while introducing them to the floriculture industry.

The program provides a 10-12 week paid internship in business management working for prominent floral organizations. This internship offers students real-world experience working in and becoming familiar with the business side of floriculture.

Internships in the following areas will allow undergraduate and graduate students alike to actually see themselves choosing a career in the floral industry:

- Management
- Technology
- Marketing/Communications
- Accounting
- Sales
- Logistics
- Graphic Design/Creative
- Human Resources
- Analytics, and more!

Sign Up Today!

Importers, manufacturers, wholesalers, retail floral shops and growing operations are encouraged to sign up with AFE to become host employers and provide internship opportunities to bright, ambitious students.

AFE developed a new electronic Employer Resource Guide to help you build a successful internship program and show what the benefits are for you and your company.

Download the FREE guide and sign up to become a host at endowment.org/biz.

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 10-16 week professional experience in retail, wholesale or allied trade settings. All Mosmiller scholars receive $2,000.

- Loren Marie Anthony, University of Arkansas
  Shirley’s Flowers, Rogers, AR
- Kailey Brooks, University of Missouri
  Baisch & Skinner, St. Louis, MO
- Jaclyn Nelson, University of Nebraska-Lincoln
  Bachman’s, Maplewood, MN

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 at a commercial production greenhouse or nursery 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).

- Michael Del Valle, Jr., University of Georgia - six-month internship at The Sun Valley Group in Arcata, CA
- Maria Fox, Iowa State University - four-month internship at Green Circle Growers in Oberlin, OH
- Emily Guild, University of Idaho - three-month internship at Smith Gardens in Aurora, OR
- Mary Lewis, University of Georgia - six-month internship at Disney/EPCOT in Orlando, FL
- Curtis Partain, Kansas State University – six-month internship at Tagawa Greenhouses in Brighton, CO
- Rachel Peterson, Kansas State University - six-month internship at SilverVase Orchids & Bromeliads in Homestead, FL
- Gray Simpson, University of Georgia - six-month internship at Metrolina Greenhouses in Huntersville, NC
- Kara Williamson, Walters State Community College - six-month internship at Welby Gardens in Denver, CO
AFE has released three NEW videos promoting the Vic & Margaret Ball Intern Scholarship Program.

- The **student video** shares students’ successful internship experiences and testimonials on how the program helped them in their careers.

- The **employer video** encourages companies to participate in the program by becoming a host employer. This video explains the benefits of hosting an intern, and shows how AFE helps companies train the next generation of industry leaders.

- The **parent video** explains to parents what an internship can do for their children’s future. They will learn more about the program and how AFE provides students with valuable experiences.

Students must apply for these internships by the **March 1 or October 1 deadline**, but interested companies can apply anytime to become a host employer.

More information about the program and online applications are available at endowment.org/internships.
Scholarships

AFE annually administers scholarships to assist students pursuing a career in floriculture/horticulture. The following scholarships were awarded for 2016:

- **American Florists’ Exchange Scholarship** – $2,400
  Recipient: Erin Hsu, University of California-Davis

- **Julio and Sarah Armellini Scholarship** – $2,200
  Recipient: Terah Kalk, University of Florida

- **Ball Horticultural Company Scholarship** – $1,000
  Recipient: Gray Simpson, University of Georgia

- **Harold Bettinger Scholarship** – $2,000
  Recipient: Nathan Nordstedt, The Ohio State University

- **BioWorks IPM/Sustainable Practices Scholarship** – $1,300
  Recipient: Alexander Schaller, University of Arizona

- **James Bridenbaugh Memorial Scholarship** – $500
  Recipient: Courtney Phillips, University of Georgia

- **John Carew Memorial Scholarship** – $2,000
  Recipient: Emily Teng, University of Hawaii at Manoa

- **Carlson-Johnson Scholarship for Nontraditional Students** – $1,100
  Recipient: Ariel Churnin, State University of New York-Farmdale

- **Earl Dedman Memorial Scholarship** – $2,000
  Recipient: Steven Wagner, University of Florida

- **Long Island Flower Growers Association (LIFGA) Scholarship** – $1,400
  Recipient: Ariel Churnin, State University of New York-Farmdale

- **Markham-Colegrave International Scholarship** – $4,500
  Recipient: Angel Matthews, University of Missouri-Columbia

- **Richard T. Meister Scholarship** – $4,100
  Recipient: Joshua Henry, North Carolina State University

- **National Greenhouse Manufacturers Association (NGMA) Scholarship** – $600
  Recipient: Alexander Schaller, University of Arizona

- **Mike and Flo Novovesky Scholarship** – $2,600
  Recipient: Katlyn Major, Utah State University

- **Lawrence "Bud" Ohlman Memorial Scholarship** – $1,000
  Recipient: Mary Lewis, University of Georgia

- **Seed Companies Scholarship** – $2,500
  Recipient: QiuXia Chen, Michigan State University

- **John L. Tomasovic Sr. Scholarship** – $1,000
  Recipient: Mary Lewis, University of Georgia

- **Edward Tuinier Memorial Scholarship** – $4,700
  Recipient: Melissa Eggleston, Michigan State University

- **Jacob and Rita Van Namen Marketing Scholarship** – $1,100
  Recipient: Jaclyn Nelson, University of Nebraska-Lincoln

- **Vocational (Bettinger, Holden and Perry) Scholarship** – $1,500
  Recipient: Caitlin Redpath, City College of San Francisco

**Total Amount Awarded: $39,500**
**Altman Family Scholarship and Paul Ecke Jr. Scholarship**

These two prestigious, merit-based scholarships have been funded by contributions from two industry families to assist in funding the education of floriculture graduate students (MS or Ph.D.).

**The Altman Family Scholarship** was created in 2015 by Ken and Deena Altman – owners of Altman Plants – who support numerous efforts to improve education and research for the industry. Each year, one student is awarded at least $5,500.

**The Paul Ecke Jr. Scholarship** honors the late Paul Ecke Jr. who made significant contributions to the industry and believed strongly in the importance of research and education. This scholarship awards $10,000 ($5,000 for two years) to students who will become leading scientists and educators in the floriculture industry.

**Application Deadline:** February 1 each year!

**2016 Altman recipient**
Joshua Henry
North Carolina State University

**2016 Ecke recipient**
Kellie Walters
Michigan State University

**Young Professionals Council**

The Young Professionals Council (YPC) was established to enable students and young industry professionals to contribute to AFE’s efforts, collaborate with influential industry veterans, and interact with others like them who have similar interests and career goals.

The Endowment gives YPC members leadership and networking opportunities to become future leaders in the floral industry.

The YPC has 40 members and is continuously growing, with many new projects and events currently underway.

If you or someone you know is between 21 and 35 years old and has what it takes to be a YPC member, please contact AFE!

**Join the YPC at**
endowment.org/ypc

**Find out what the YPC is up to at**
facebook.com/groups/AFEYPC
### Undesignated Named Funds

AFE named funds — some designated and some undesignated — help provide funding for research, scholarships and other important issues, while forever recognizing industry leaders and organizations.

Named Funds designated for a particular program or scholarship are highlighted throughout the annual report.

#### AFE Named Funds & Balances

<table>
<thead>
<tr>
<th>Amount</th>
<th>Fund Name</th>
<th>Established Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000 and above</td>
<td>Teleflora Fund</td>
<td>2012</td>
</tr>
<tr>
<td>$400,000 - $500,000</td>
<td>FTD Fund</td>
<td>2013</td>
</tr>
<tr>
<td>$300,000 - $400,000</td>
<td>Ball Horticultural Company Fund</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Ecke Family Fund</td>
<td>2013</td>
</tr>
<tr>
<td>$200,000 - $300,000</td>
<td>Herman and LaDonna Meinders Fund</td>
<td>2011</td>
</tr>
<tr>
<td></td>
<td>Smithers-Oasis Fund</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Yoshimi and Grace Shibata Family Fund*</td>
<td>2016</td>
</tr>
<tr>
<td>$100,000 - $200,000</td>
<td>Blackmore Family Fund*</td>
<td>2016</td>
</tr>
<tr>
<td></td>
<td>Hortica Insurance Fund</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Mellano &amp; Company Fund</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td>Tagawa Family Fund*</td>
<td>2016</td>
</tr>
<tr>
<td></td>
<td>The Pennock Company Fund</td>
<td>2014</td>
</tr>
<tr>
<td>$25,000 - $100,000</td>
<td>BioWorks Fund*</td>
<td>2016</td>
</tr>
<tr>
<td></td>
<td>Carlsteds LLC Fund*</td>
<td>2016</td>
</tr>
<tr>
<td></td>
<td>Olive Hill Greenhouses Fund</td>
<td>2013</td>
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<tr>
<td></td>
<td>Sunlet Nursery, Inc. Fund</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td>The Peter Ullrich/Esmeralda Farms Fund</td>
<td>2014</td>
</tr>
<tr>
<td></td>
<td>The Tom Butler Family Fund</td>
<td>2014</td>
</tr>
</tbody>
</table>

*New
2015-2016 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 have been established since July 2015.

Jim Nordlie
Kennicott Brothers Company, Nordlie Inc. and The Pete Garcia Company established the Jim Nordlie Memorial Tribute.

James “Jim” Nordlie passed away on July 1, 2016 at the age of 93.

Under his leadership, Nordlie Inc, a Michigan-based family wholesale floral business, expanded to seven stores in Michigan, Ohio and Florida. The company merged with Kennicott Brothers Co. in 2014.

Having a passion for roses, Jim also managed two rose-growing greenhouses in Ohio and two rose farms in Guatemala.

Eugene Yoshihara
The Tagawa family established a tribute in memory of lifelong floral industry figure Eugene “Gene” Yoshihara, who passed away on July 30, 2016. He was 80 years old.

The Eugene Yoshihara Memorial Tribute honors the respected industry veteran and continues his legacy.

Gene’s parents were vegetable farmers and started a family farm with a produce stand on a two-acre lot in Colorado, where he learned about the greenhouse business from a young age. The Yoshihara family business has been serving the community for nearly 70 years.

Gene was an active member of the floral industry, mentoring growers and building high-tech greenhouses. He and his wife Evelyn consistently supported AFE throughout their lifetime.

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

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

AFE Trustees established the Floral Marketing Research Fund (FMRF) in 2008 to focus on funding consumer research projects to advance the floriculture industry and increase consumption of floral products.

Two new studies are available FREE to the industry at FMRF.org.

Marketing Tactics to Increase Millennial Floral Purchases
Marketing to young consumers is a topic that’s heard industry-wide. This study explored innovative marketing strategies and tactics to better target Generation Y consumers.

The study was conducted by Dr. Chengyan Yue of the University of Minnesota and sponsored by Asocolflores.

Generations of Flowers
This study is an update to the 2009 Society of American Florists (SAF) study that explored motivations and barriers of how different generations (Generation Y, Generation X and Baby Boomers) perceive, buy and use flowers and floral outlets.

AFE, in partnership with SAF, conducted this study again to evaluate and compare purchasing and gift-giving behavior, and motivations and barriers to purchasing.

To access a webinar on the key findings of the study, visit endowment.org/GenerationsStudy.

Other Free Reports Available:
- Funeral Directors and Flowers Study
- Purchasing Barriers Tracking Study for Non-Flower Buyers
- Social Media Guide for Floral Retailers and Wholesalers
- Consumer Preferences Study for Flowers as Gifts

NEW STUDY!
In the spring, results of the new Consumer Purchasing Study will be released. Formerly called the Consumer Tracking Study and last conducted in 2005, this report provides real purchasing data to help plan for inventories, marketing, and pricing to help florists maximize their sales.

To view or download any of the FREE reports, login or create a new account at FMRF.org.
Past AFE Trustees & Chairmen

AFE has been lucky enough to have had so many dedicated past Trustees and Chairmen who have served the Endowment and its mission and represented many different industry segments. Their top duties were fundraising and responsibility for the wise and prudent use of money contributed to the Endowment. Thank you!

Vincent Adamo
Conner Park Florist

Felix Ankele
Gordon Boswell Flowers, Inc.

Paul Bachman
Bachman’s Inc.

Stanley Bachman
Bachman’s Inc.

Todd Bachman
Bachman’s Inc.

William Belden
Oscar G. Carlstedt Co.

Kenneth Benjamin
Cenflo, Inc.

Tom Butler
Teleflora

Bob Carbone
R.J. Carbone Company

Everett Conklin
P.S. Cook

Sten Crissey
Crissey Flowers, Inc.

William DeLoache
DeLoache, Inc.

Del Demaree
Syndicate Sales

Lane DeVries
The Sun Valley Group

Robert Dewey
Pennock Co.

Shahriar Ghoddousi
The John Henry Company

John Dramm
John Dramm Sales

Edward Goeppner

John Henry Dudley
The John Henry Company

Carl Gortzig

James Durio
Jim Durio Florist, Inc.

William Gouldin
Strange’s Florist, Greenhouse & Garden Center

Granville Gude

Jo Lynn Gustin
Jones the Florist

H. Michael Mellano
Mellano & Company

Col. Walter Mosmiller, Jr.

Gustavo Moreno
Multiflora/Vistaflora Corporation

David Niklas
Clackamas Greenhouses

Eric Nissen
Sunshine State Carnations, Inc.

Ole Nissen
Sunshine State Carnations, Inc.

James Irwin
Irwin Greenhouses, Inc.

Harrison (Red) Kennicott
Kennicott Brothers

Fred Flipse
Fields of Flowers

Paul Kirk
G.R. Kirk Company

Charles Kremp
3rd
Kremp Florist

Paul Maddux
Krueger-Maddux Greenhouses

Pete Garcia
Pete Garcia Company

James Leider
Leider Horticultural Companies, Inc.

Charles Pennock
Pennock Co.

William Belden
Oscar G. Carlstedt Co.

Gurney Mann
E.G. Hill Company

Samuel Pennock III
Pennock Co.

Jacob Mast
Henry Mast Greenhouses, Inc.

Jim Phillip
Phillip’s Flowers

Dave Mears
Mears Floral Products

Walter Preston
Manatee Fruit Company

Kenneth Royer
Royer’s Flowers

Mabel Simmons
The Claprood Companies

John Smith, Jr.
Knud Nielsen Company

Kenneth Tagawa
Tagawa Greenhouses, Inc.

Mike Suyeyasu
Bill Suyeyasu Wholesale Florist, Inc.

Kenneth Tagawa
Tagawa Greenhouses, Inc.

Ole Nissen
Sunshine State Carnations, Inc.

Charles Pennock
Pennock Co.

Jacob Van Namen
Vans Inc.

Tom Van Wingerden
Metrolina Greenhouses

Ernesto Velez
Asocolflores

Charles Walton
Smithers-Oasis

Don Weder
Highland Supply Corporation

Wanda Weder
Highland Supply Corporation

Olin Wetzel

Norman White
White’s Nursery & Greenhouses, Inc.

Bob Wilkins
Delaware Valley Wholesale Florist, Inc.

George Wolfe
Wolfe the Florist, Inc.

Harold Yoder
Eiichi Yoshida Sunnyside Nursery
Heritage Circle Members

AFE’s Heritage Circle is an honorary organization of individuals who have made provisions for a planned gift to AFE through a bequest, life insurance policy, trust or retirement plan beneficiary designation. It was established as a way for AFE to recognize and appreciate those who wish to make thoughtful contributions that will support the future of the industry.

Your support can provide vital assistance to AFE in our efforts to fund critical research and scholarships. By becoming a member of the Heritage Circle, you help fund a stronger Endowment for a stronger industry.

Ken and Deena Altman
Paul and Barbara Bachman
Gabriel and Maria Becerra
Tom* and Becky Butler
Sten and Maryann Crissey
August and Mary Belle De Hertogh
The Del Demaree Family
John R. De Winter*
Jim and Ellen Ellison
PJ Ellison
Tim Galea and Nancy Hooper
Brenda and Pete Garcia
Red and Katie Kennicott
Charles and Gina Kremp
John and Janet Kister
Dwight and Dawn Larimer
James and Peggy* Leider
Shirley and Terry Lyons
Robert and Charee Maddux
Michael Novovesky & Family
Herman and LaDonna Meinders
Jim and Gwen Phillip
J.R.* and Mary Phillip
Russell G. Phillip
Walter Preston*
Dennis Puppel
Mel and Joey Schwanke
Jacob* and Rita Van Namen
Charles and April Walton
Wanda M. Weder
Robert Wilkens
Anonymous

*Deceased

2015-2016
Friends of the Endowment

AFE would like to thank the individuals and businesses below that made a contribution to the Endowment during the 2015/2016 fiscal year (July 2015 - June 2016).

1-800-Cut Greens
2 Minute Corsage / CTL Glue N Go
Accent Decor
Acolyte Technologies Corporation
Alaska Peony Flowers Association
Alaska Peony Marketing Group
Albert J Lauer, Inc.
Albin Hagstrom & Sons, Inc.
Alexander R. Masson Greenhouses, Inc.
Allan’s Flowers & More
Allburn Florists
Allstate Floral, Inc.
Altman Family
America’s Florist
American Gas Products
American Horticulture Association
AmericasMart Atlanta
Amling Brothers / Newport Wholesale Floral, Inc.
Teresita Amore
Anagram International
Anytime Flowers
Aquamatics
Arctic Alaska Peonies
ArizonaEast
Armellini Express Lines, Inc.
Ashland Addison Florist Company
Asocolflores
Associated Cut Flower Co., Inc.
Autograph Foliages
B-Fresh Floral
Bachman’s, Inc. & Bachman Families
Dale and Ruth Bachman
Baisch & Skinner, Inc.
Ball Horticultural Company
Ballard Blossom, Inc.
Banner Greenhouses
Michael Barss and Mary Leider Barss
Bay City Flower Company, Inc.
Gabriel & Maria Becerra
Emily M. Belden
Bell Nursery USA
Bella Fiori Flower Shop, Inc.
Berkeley Florist Supply Company, Inc.
Berwick-Offray, Hampshire Paper and Lion Ribbon
Betallic LLC
Bill Doran Company
Billy Heroman’s BioWorks, Inc.
Blackmore Co., Inc.
BloomNation
BloomNet, Inc.
Blossoms on Monroe
Blumz...by JR Designs
Bonide Products, Inc.
Bonnett Wholesale Florist, Inc.
Borgen Systems
Botanique Preservation Equipment, Inc.
Bottomley Evergreens & Farms
David & Stacy Boulton
The Bouqs Company
Boven’s Quality Plants
Bowtied Designs
Boyd’s Flowers
Brierley, Johnson Florist
Amy & Kyle Brumby
Burge Flower Shop, Inc.
Burton + Burton
CalFlowers
California Cut Flower Commission
California Pajarosa CallaCo
Camflor, Inc.
Camille Beckman
Candle Artisans Inc.
Carlstedt’s LLC
Cedar Grove Gardens
Debi Chedester
continued on next page
Chesapeake Floral Association
Chrysal Americas
City Line Florist
Colonial Candle Computer Solutions, Inc.
Connectaflor LLC
Continental Flowers, Inc.
Cosentino Florist & Greenhouse
Country Florist of Waldorf, Inc.
Creative Displays, Inc.
Richard Criley
Sten & Marianne Crissey
CTI Industries
d. stevens llc
D.S. Cole Growers
d’fiori Floral Design
Pat Dahlson
Dallas Market Center
Jim Daly
Dandelions Flowers & Gifts LLC
Danziger Flower Farm
David Austin Roses Limited
DecoWraps
DeJong
Greenhouses, Inc.
The Del Demaree Family
Delhi Flower & Garden Centers, Inc.
Deloitte Consulting
DeSantis Florist
DESIGN MASTER color tool, inc.
Design of the Times Designs by Buddy, LLC
Diamond-Line Container Corp.
John Dole
DollarTree.com
Donath Lake Farm & Greenhouses
Dos Gringos - H&L Group LLC
Dramm and Echter, Inc.
Dramm Corporation
Laura Drotleff
Dunlap, Coddin & Rogers P.C.
Dutchman Tree Farms
DV Flora
DWF Wholesale Florists
Eagledale Florist
Eason Horticultural Resources, Inc.
East Jordan Plastics, Inc.
The Ecke Family
Maureen Ecke
Elaine’s Flower Shoppe
Jim & Ellen Ellison
Emma’s Flowers & Gifts
The Enchanted Florist
Engwall Florist & Greenhouses, Inc.
Equiflor/Rio Roses
Esmeralda Farms
Estate of Samuel Pennock
Exotic Flowers
Express Seed Company
Expressions Floral Design Studio
Farmers’ West Flowers & Bouquets
Guillermo Fernandez
Fern Trust, Inc.
Ferrari Family Foundation
First & Main, Inc.
Fitz Design
Nicholas Flax
Florabundance, Inc.
FloraCraft Corporation
Floral Delivery Ease, LLC
Floral Design Institute
Floral Finance Business Services
Floral Merchandising Systems
Floral Supply Syndicate
FloralStrategies
Floranext - Florist POS and Websites
Florasearch, Inc.
Florigene Flowers FLORISTWARE
Flot-Aire Refrigerators
The Flower Basket, Ltd.
FlowerBox
Flowers ‘N’ Ferns
Flowers by Dick & Son, Inc.
Flowers by George, Inc.
Flowers from Sky’s the Limit, Inc.
Flowers of Kingwood, Inc.
Four Seasons Flowers
Frank Adams Wholesale Florist
Fresca Farms, LC
Guarneri Flowers
Hartman’s Garden Center
Harvest Import, Inc.
Henry C. Alders Wholesale Florist, Inc.
Henry Mast Greenhouses, Inc.
The Hiawatha Corp.
Ellie Hikes and Tony Ketelaar
Hill’s Imports
Hillcrest Garden Inc.
Hillside Gardens, Inc.
Holland America Bulb Farm, Inc.
Hollandia Greenhouses
Hortica
Hortus Group
Horticultural Centre of Ontario
Hotel Gift Shop
HPP Worldwide / World Floral Expo
Kristi Huffman
Independent Garden Center
Inge-Glas of Germany
International Rose Breeders, LLC
ITC Wilches S.A.S.
Alice Jackson
Jamali Floral & Garden Supplies
Jenny’s Floral
Karl Jens
JetRam, Inc.
John Henry Company / Floral Innovations
John Toomey Company
JRM Chemical, Inc.
Julia’s Florists
Kay Berry
Kendall’s Flowers & Gifts
Kennicott Brothers Company
Key Floral, Inc.
Kitayama Brothers/ Greenleaf Wholesale Florist, Inc.
Kitty’s Flowers
Kremp Florist
Kurt S. Adler, Inc.
Lafayette Florist & Greenhouses, Inc.
Diane Lagerstedt
Dwight & Dawn Larimer
Suzy Lawrence
Lederer Greenhouses, Inc.
Leider Horticultural Companies, Inc.
Len Busch Roses, Inc.
Eric Levy
Libbey
Liberty Blooms
Lion Ribbon Co.
Longfellow Greenhouses
Los Angeles Flower Market of the American Florists’ Exchange Ltd.
Lubbock Wholesale Florist, Inc.
Lynn Lary McLean, LLC
The Magnolia Company
Main Wholesale Florist
Malmborg’s, Inc.
Mast Young Plants
Masterpiece Flower Co.
Matzke Florist
Mayesh Wholesale Florist, Inc.
McCarthy Flowers
McShan Florist, Inc.
Herman & LaDonna Meinders
Mellano & Company
Michael A. Mellano
Melrose International
Messe Frankfurt / Floradecora

2015-2016 Friends of the Endowment
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Fresh Bloomers Flowers and Gifts
Freytag’s Florist
FTD Inc.
G & G Distributors, Inc.
G.M. Floral Company
Gainan’s Floral & Greenhouses
Chuck Gainan
Garcia Group
David D. Garcia
Ramon & Brenda Garcia
Garden Roses Direct
Garden Valley Ranch LLC
Gardens America, Inc.
Garrison Hill Florists, Inc.
GEMS Group, Inc.
Gene’s Beaver Floral
George W Radebaugh & Sons
Georgia State Floral Dist.
Giftmart Wholesale Co.
Glad-A-Way Gardens
Glendale Flowers of AZ
Golden Flowers, Inc.
gotFlowers?
GR Chia SAS
Grand Central Floral LLC
Green Glo Products
Green Valley Floral, Inc.
Greight Marketing Concepts
Griffin Greenhouse Supplies, Inc.
Grolink, Inc.
Growing Green
GTB / Ford Motor Media
Cindy Hanauer
Hardin’s Wholesale Florist, Inc.
William L. Hardin
Harster Greenhouses Inc.
Harvest Import, Inc.
Henry C Alders Wholesale Florist, Inc.
Henry Mast Greenhouses, Inc.
The Hiawatha Corp.
Ellie Hikes and Tony Ketelaar
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Hillcrest Garden Inc.
Hillside Gardens, Inc.
Holland America Bulb Farm, Inc.
Hollandia Greenhouses
Hortica
Hortus Group
Hospital Gift Shop
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Kristi Huffman
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Alice Jackson
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JetRam, Inc.
John Henry Company / Floral Innovations
John Toomey Company
JRM Chemical, Inc.
Julia’s Florists
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Kendall’s Flowers & Gifts
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Key Floral, Inc.
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Masterpiece Flower Co.
Matzke Florist
Mayesh Wholesale Florist, Inc.
McCarthy Flowers
McShan Florist, Inc.
Herman & LaDonna Meinders
Mellano & Company
Michael A. Mellano
Melrose International
Messe Frankfurt / Floradecora

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Michigan Floral Association
Mickey’s Minis Floral Express
Midwest Floral Group
Dr. Marvin Miller
Misty Fresh Cut Flowers
Egon & Laina Molbak
Mt. Eden Floral Company
Mueller Brothers, Inc.
Multi Packaging Solutions
Murrieta VIP Florist
Myriad Flowers International
Naranjo Roses / Grupo Naranjo
Nashville Wraps, LLC
National Floral Supply of Maryland, Inc.
National Ribbon
Nature’s Flowers
Terril & Cathy Nell
Jaclyn Nelson
Neubauer’s Flowers, Inc.
Nissan North America, Inc.
Norton’s Flowers & Gifts
Nuckton Company
Ocean Breeze International
Ocean View Flowers
Oelschig Nursery, Inc.
Olive Hill Greenhouses
Oregon Flowers, Inc.
Pacific Floral Exchange, Inc.
Pacific Flower Shippers, Inc.
Palace Florists
Pennock Company
Pete Garcia Company
Phillip’s Flower Shops
Phoenix Flower Shops
Pikes Peak of Texas
Pilot Peak Consulting
Pioneer Balloon Company
Pioneer Flower Farms
Plaza Flowers
Pleasant View Gardens, Inc.
PMN - State Farm
Pokon & Chrysal USA
Polar Peonies, LLC
PolymerAg
Poppy, Inc.
Portofino International Trading
Potter Inc.
Grant Price Produce Marketing Association
Progressive Insurance
Pugh’s Flowers
Pyramid Flowers, Inc.
QTM Windchimes
The Queens Flowers Corporation
Ram / UM Detroit
Real Local Florists
Rebel Hill Florist
Red Oak Greenhouses, Inc.
Reed’s Flowers
Reeves Floral Products, Inc.
Regency International Business Corp.
Reliant Ribbons
Bows & Trims
Relles Florist
Resendiz Brothers
Protea Growers
Roadside Blooming House LTD
Roman J. Claprootd Company
Roman, Inc.
Rosa Flora Limited
Dennis and Gretchen Rosenbrook
The Roy Houff Company
Royal Flowers
Royal Imports
Royer’s Flower Shop
Gregory Royer
Likun Ruan
Russell Florist, Inc.
Russell Gardens
Sakata Ornamentals
Sakata Seed America
San Francisco Flower Mart
Sandtastik
Lin Schmale-Tate
Schroeder’s Flowers, Inc.
Schusters of Texas, Inc.
Schwartz’s Greenhouse, Inc.
Scott’s Miracle-Gro Company
Seagroatt Riccardi, Ltd.
Selecta Cut Flowers
Seminole Floral Delivery Systems
Shelley’s Flowers & Gifts
Sherard Marketing Inc.
Shibata Family Ltd Partnership
Grace Shibata
Laura Shinall
Shirley’s Flowers & Gifts
Silver Vase
Simpson’s Greens & Floral Distributors
Smithers-Oasis Company/Floralife
Soderbergs Floral and Gift
Sole Farms
Sonny’s Texas Posies Company
SRC Refrigeration Stadium Flowers, Inc.
Star Roses and Plants/Conard-Pyle
Starbright Floral Design
StemPro Systems
Strange’s Florist, Greenhouse & Garden Center
Strider/Florist 2.0
The Sun Valley Group, Inc.
Sunburst Farms, Inc.
Sunlet Nursery, Inc.
Sunshine Bouquet Company
Surf Florist Inc & Miami Beach Flowers
Sutton Ferneries Inc.
Suzann’s Flowers
Joseph A. Swinak
Syndicate Sales, Inc.
Tagawa Greenhouses, Inc.
Alan Tanouye
Teleflora
Texas Basket Company
Texas State Florists’ Assn.
Tiger Lily Florist
Tiki Exports, Inc.
Tomasovic Greenhouses & Nursery, Inc.
Trapp and Company
Tropical Plant Industry Exhibition (TPIE)
The USA Bouquet Company
U.S. Greens Corp
United Fresh Produce Association
Universal Design Plastics
Juan Carlos Gonzalez Uribe
Van der Salm Farms, Inc.
Van Dyk Brothers Wholesale Florists
Vanessa’s Flowers
Vanguard Plastics Corporation
Vase Valet Enterprises, Ltd.
Verdifratti, Inc.
Vickerman Company
Virgin Farms Direct
Viviano Flower Shop
Vogt’s Flowers, Inc.
VRE Systems
Wadsworth Control Systems, Inc.
Wagner Greenhouses, Inc.
Charles & April Walton
John Wangrin
Washington Bulb Company, Inc.
Waukesha Floral & Greenhouse
The Whitehurst Company
Robert Williams
Wilson Farm, Inc.
WinField World Market Center Las Vegas
York Flowers, Inc.
Kenneth & Lynn Young
Zeidler Floral Company, Inc.
Kaitlin Ziesmer
Elizabeth Zwinak

2016 Fundraising Dinner Highlights

AFE’s biggest fundraising event of the year, the 2016 Annual Fundraising Dinner, was an exciting and momentous evening, honoring industry champions and raising money for floriculture. The dinner, attended by nearly 300 industry members, was held on Sept. 22 in conjunction with the Society of American Florists’ Annual Convention in Maui, Hawaii.

The event included the screening of AFE’s new video that highlights floriculture success stories, recognizing donors reaching new giving levels, and live Hawaiian entertainment. Additional highlights include the announcement of five new named funds, honoring outgoing Chairman Gabriel Becerra, and welcoming incoming Chairman Dwight Larimer.
Stay Connected!

Website
AFE’s main hub of information contains research findings, educational opportunities, past Bulletins, annual reports dating back to the 1980s, a complete list of AFE donors, and much more.

endowment.org

Bulletin*
In addition to the quarterly print newsletter, AFE is changing its electronic newsletter format from quarterly to monthly, for more frequent communication with supporters and donors. The Bulletin highlights relevant industry news and helps the industry stay abreast of Endowment projects.

Email AFE at afe@endowment.org to receive the electronic Bulletin.

Contact AFE if you’re a grower and want to receive our NEW electronic Grower Newsletter, which contains news and resources exclusively for growers.

Social Media
Connect with AFE on Facebook, Twitter, Pinterest, LinkedIn, Google+ and YouTube for timely news and updates, and social media campaigns and contests.

Follow Us!

*The AFE Bulletin is proudly sponsored by The Todd Bachman Memorial Fund. Todd Bachman served as Chairman and CEO of Bachman’s before his death in 2008. He was a past AFE Chairman and was very active in many state and national industry organizations. 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.