

## 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](http://endowment.org/donate)



Funding Generations of Progress  
Through Research and Scholarships

American Floral Endowment  
1001 N. Fairfax Street, Suite 201, Alexandria, VA 22314  
tel: 703.838.5211 | fax: 703.838.5212  
[endowment.org](http://endowment.org)



Funding Generations of Progress  
Through Research and Scholarships

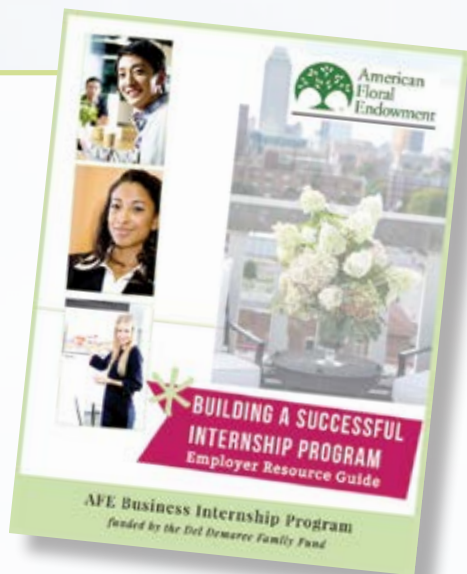
# ANNUAL REPORT

July 1, 2015 - June 30, 2016



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, importers, allied industry organizations and the general public.

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



**NEW!**

## BRINGING TOP TALENT TO YOUR ORGANIZATION

Partner with AFE to create a pipeline of fresh talent for your organization through AFE's Business Internship Program.

The new Employer Resource Guide helps ensure the internship program benefits you, your company and your intern.

**\*SIGN UP TODAY!**  
[endowment.org/biz](http://endowment.org/biz)



American  
Floral  
Endowment

Funding Generations  
of Progress Through Research  
and Scholarships

## Chairman's Message

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 J. Larimer*

Dwight Larimer  
 Chairman, American Floral Endowment  
 DESIGN MASTER color tool, inc., Boulder, CO

## Executive Committee

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

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Past Chairman  
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**Laura Shinall**  
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Gifts  
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**Randy Tagawa**  
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Greenhouses  
Brighton, CO

**Juan Carlos  
Gonzalez Uribe**  
G.R. Chia  
Colombia, S.A.

**Ken Young**  
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Shops  
Scottsdale, AZ

## AFE Staff

**Debi Chedester**  
Executive Director

**Lori Ostrow**  
Manager of  
Communications

**Terril A. Nell, Ph.D.**  
Research  
Coordinator

**Helen Johnson-  
Johansson**  
Administrative  
Assistant

## American Floral Endowment Audited Financial Statement July 1, 2015 - June 30, 2016

### Assets 6/30/16

Investments	\$16,961,585
Other Assets	\$812,935
<b>Total Net Assets</b>	<b>\$17,774,520</b>
Net Change in Assets	(\$364,331)

### Receipts

Capital Gains (Losses)	\$432,820
Interest and Dividends	\$349,357
Contributions	\$772,585
<b>Total</b>	<b>\$1,504,762</b>

### Disbursements

Grants	\$518,836
Supporting Services	\$484,607
<b>Total</b>	<b>\$1,003,443</b>

## ONLINE NOW!



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

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

### Containing materials from:

- AFE
- NC State
- Scientific journals
- Trade publications



*"This project is a  
wonderful example of  
what can be done when  
several groups work  
together to benefit the  
floriculture industry."*

John Dole, Ph.D., project leader and NCSU  
Horticultural Science Department Head

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





## 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.

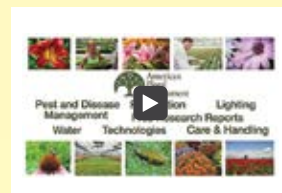


### Retail Florists Share Why They Turn to AFE

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



**Growers:** Sign up for our NEW electronic Grower Newsletter! Email [lostrow@afeendowment.org](mailto:lostrow@afeendowment.org) to get the latest updates and research reports.

## 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](http://endowment.org/nff).

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



**[endowment.org/internships](http://endowment.org/internships)**

## 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 2016:

- **Hennepin Technical College — \$6,000**
- **Joliet Junior College — \$5,000**
- **Kishwaukee College — \$6,000**
- **Mississippi State University — \$5,700**
- **The Ohio State University ATI — \$6,000**
- **Texas A&M University — \$6,000**

## 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.).



Deena and Ken Altman

**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.



Paul Ecke Jr.



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



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

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

## 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!



YPC members Kaylee South (center) and Nicholas Flax (right) presenting on YPC activities at a special AFE reception.



Join the YPC at [endowment.org/ypc](http://endowment.org/ypc)



Find out what the YPC is up to at  
[facebook.com/groups/AFEYPC](https://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

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

\*New















Herman and LaDonna Meinders



Yoshimi and Grace Shibata



Tom Butler

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

To make a donation to a tribute, visit [endowment.org/donate](http://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.

FREE  
REPORT



### 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](http://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.

**John Dramm**  
John Dramm Sales

**John Henry  
Dudley**  
The John Henry  
Company

**James Durio**  
Jim Durio Florist,  
Inc.

**Mike Duvall**  
Home Depot

**Paul Ecke Jr.**  
Paul Ecke Ranch

**PJ Ellison**  
Ellison's  
Greenhouse

**Alvaro Ferro**  
Flores de Funza

**Tony Fiannaca**  
Sparks Florist, Inc.

**Fred Flipse**  
Fields of Flowers

**Don Flowers**  
Don Flowers  
Florist, Inc.

**Chuck Gainan**  
Gainan's Flowers

**Pete Garcia**  
Pete Garcia  
Company

**Ramon Garcia**  
Pete Garcia  
Company

**Shahriar  
Ghoddousi**  
The John Henry  
Company

**Edward  
Goepfner**

**Carl Gortzig**

**William Gouldin**  
Strange's Florist,  
Greenhouse &  
Garden Center

**Granville Gude**

**Jo Lynn Gustin**  
Jones the Florist

**O. Ben Haley, Jr.**

**Donald Hook**  
Pittsburgh Cut  
Flower Company

**James Irwin**  
Irwin Greenhouses,  
Inc.

**Harrison (Red)  
Kennicott**  
Kennicott Brothers

**Paul Kirk**  
G.R. Kirk Company

**Charles Kremp  
3rd**  
Kremp Florist

**James Leider**  
Leider  
Horticultural  
Companies, Inc.

**Bob Maddux**  
Krueger-Maddux  
Greenhouses

**Gurney Mann**  
E.G. Hill Company

**Jacob Mast**  
Henry Mast  
Greenhouses, Inc.

**Dave Mears**  
Mears Floral  
Products

**Herman  
Meinders**  
Teleflora

**H. Michael  
Mellano**  
Mellano &  
Company

**Gustavo Moreno**  
Multiflora/  
Vistaflora  
Corporation

**Col. Walter  
Mosmiller, Jr.**

**David Niklas**  
Clackamas  
Greenhouses

**Eric Nissen**  
Sunshine State  
Carnations, Inc.

**Ole Nissen**  
Sunshine State  
Carnations, Inc.

**Charles Pennock**  
Pennock Co.

**Samuel Pennock  
III**  
Pennock Co.

**Jim Phillip**  
Phillip's Flowers

**Walter Preston**  
Manatee Fruit  
Company

**Kenneth Royer**  
Royer's Flowers

**Mabel Simmons**  
The Claprod  
Companies

**John Smith, Jr.**  
Knud Nielsen  
Company

**Mike Suyeyasu**  
Bill Suyeyasu  
Wholesale Florist,  
Inc.

**Kenneth Tagawa**  
Tagawa  
Greenhouses, Inc.

**Harry Tayama**

**Hero Tsukushi**  
**Jack Van Namen**  
Vans Inc.

**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

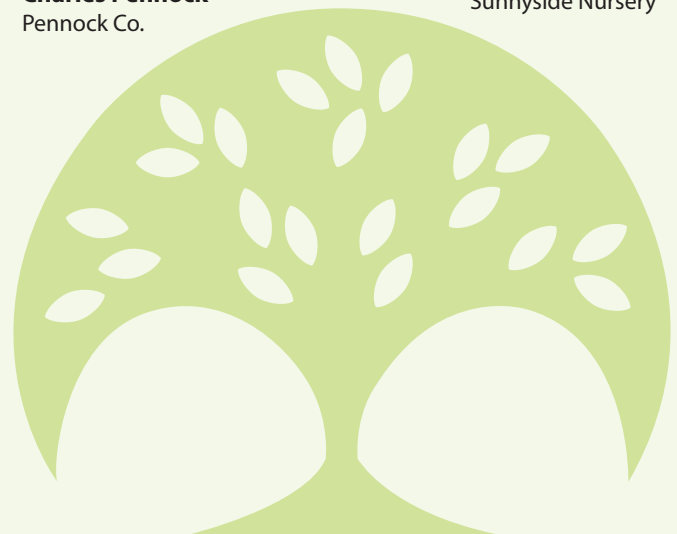
**Olin Wetzell**

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

*\*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	Armellini Express Lines, Inc.	Blooms & Heirlooms
2 Minute Corsage / CTL Glue N Go	Ashland Addison Florist Company	Blossom Shoppe Florist & Gifts
Accent Decor	Asocolflores	Blossoms on Monroe
Acolyte Technologies Corporation	Associated Cut Flower Co., Inc.	Blumz...by JR Designs
Alaska Peony Frowers Association	Autograph Foliages	Bonide Products, Inc.
Alaska Peony Marketing Group	B-Fresh Floral	Bonnett Wholesale Florist, Inc.
Albert J Lauer, Inc.	Bachman's, Inc. & Bachman Families	Borgen Systems
Albin Hagstrom & Sons, Inc.	Dale and Ruth Bachman	Botanique Preservation Equipment, Inc.
Alexander R. Masson Greenhouses, Inc.	Baisch & Skinner, Inc.	Bottomley Evergreens & Farms
Alexandra Farms	Ball Horticultural Company	David & Stacy Boulton
Allan's Flowers & More	Ballard Blossom, Inc.	The Bouqs Company
Allburn Florists	Banner Greenhouses	Boven's Quality Plants
Allied Hort Sales, Inc.	Michael Barss and Mary Leider Barss	Bowtied Designs
Allstate Floral, Inc.	Bay City Flower Company, Inc.	Boyd's Flowers
Altman Family	Gabriel & Maria Becerra	Brierley, Johnson Florist
America's Florist	Emily M. Belden	Amy & Kyle Brumby
American Gas Products	Bell Nursery USA	Burge Flower Shop, Inc.
American Horticulture Association	Bella Fiori Flower Shop, Inc.	Burton + Burton
AmericasMart Atlanta	Berkeley Florist Supply Company, Inc.	CalFlowers
Amling Brothers / Newport Wholesale Floral, Inc.	Berwick-Offray, Hampshire Paper and Lion Ribbon	California Cut Flower Commission
Teresita Amore	Betallic LLC	California Pajarosa
Anagram International	Bill Doran Company	CallaCo
Anytime Flowers	Billy Heroman's	Camflor, Inc.
Aquamatics	BioWorks, Inc.	Camille Beckman
Arctic Alaska Peonies	Blackmore Co., Inc	Candle Artisans Inc.
ArizonaEast	BloomNation	Carlstedt's LLC
	BloomNet, Inc.	Cedar Grove Gardens
		Debi Chedester

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## 2015-2016 Friends of the Endowment

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Chesapeake Floral Association	Diamond-Line Container Corp.	Guillermo Fernandez
Chrysal Americas	John Dole	Fern Trust, Inc.
City Line Florist	DollarTree.com	Ferrari Family Foundation
Colonial Candle	Donath Lake Farm & Greenhouses	First & Main, Inc.
Computer Solutions, Inc.	Dos Gringos - H&L Group LLC	Fitz Design
Connectaflor LLC	Dramm and Echter, Inc.	Nicholas Flax
Continental Flowers, Inc.	Dramm Corporation	Florabundance, Inc.
Cosentino Florist & Greenhouse	Laura Drotleff	FloraCraft Corporation
Country Florist of Waldorf, Inc.	Dunlap, Coddling & Rogers P.C.	Floral Delivery Ease, LLC
Creative Displays, Inc.	Dutchman Tree Farms	Floral Design Institute
Richard Criley	DV Flora	Floral Finance Business Services
Sten & Marianne Crissey	DWF Wholesale Florists	Floral Merchandising Systems
CTI Industries	Eagledale Florist	Floral Supply Syndicate
d. stevens llc	Eason Horticultural Resources, Inc.	FloralStrategies
D.S. Cole Growers	East Jordan Plastics, Inc.	Floranext - Florist POS and Websites
d'fiori Floral Design	The Ecke Family	Florasearch, Inc.
Pat Dahlson	Maureen Ecke	Florigene Flowers
Dallas Market Center	Elaine's Flower Shoppe	FLORISTWARE
Jim Daly	Jim & Ellen Ellison	Flot-Aire Refrigerators
Dandelions Flowers & Gifts LLC	Emma's Flowers & Gifts	The Flower Basket, Ltd.
Danziger Flower Farm	The Enchanted Florist	FlowerBox
David Austin Roses Limited	Engwall Florist & Greenhouses, Inc.	Flowers 'N' Ferns
DecoWraps	Equiflor/Rio Roses	Flowers by Dick & Son, Inc.
DeJong Greenhouses, Inc.	Esmeralda Farms	Flowers by George, Inc.
The Del Demaree Family	Estate of Samuel Pennock	Flowers from Sky's the Limit, Inc.
Delhi Flower & Garden Centers, Inc.	Exotic Flowers	Flowers of Kingwood, Inc.
Deloitte Consulting	Express Seed Company	Four Seasons Flowers
DeSantis Florist	Expressions Floral Design Studio	Frank Adams Wholesale Florist
DESIGN MASTER color tool, inc.	Farmers' West Flowers & Bouquets	Fresca Farms, LC
Design of the Times		
Designs by Buddy, LLC		

Fresh Bloomers Flowers and Gifts	William L. Hardin	Kitayama Brothers/ Greenleaf Wholesale Florist, Inc.
Freytag's Florist	Harster Greenhouses Inc.	Kitty's Flowers
FTD Inc.	Harvest Import, Inc.	Kremp Florist
G & G Distributors, Inc.	Henry C Alders Wholesale Florist, Inc.	Kurt S. Adler, Inc.
G.M. Floral Company	Henry Mast Greenhouses, Inc.	Lafayette Florist & Greenhouses, Inc.
Gainan's Floral & Greenhouses	The Hiawatha Corp.	Diane Lagerstedt
Chuck Gainan	Ellie Hikes and Tony Ketelaar	Dwight & Dawn Larimer
Garcia Group	Hill's Imports	Suzi Lawrence
David D. Garcia	Hillcrest Garden Inc.	Lederer Greenhouses, Inc.
Ramon & Brenda Garcia	Hillside Gardens, Inc.	Leider Horticultural Companies, Inc.
Garden Roses Direct	Holland America Bulb Farm, Inc.	Len Busch Roses, Inc.
Garden Valley Ranch LLC	Hollandia Greenhouses	Eric Levy
Gardens America, Inc.	Hortica	Libbey
Garrison Hill Florists, Inc.	Hortus Group	Liberty Blooms
GEMS Group, Inc.	Hospital Gift Shop	Lion Ribbon Co.
Gene's Beaver Floral	HPP Worldwide / World Floral Expo	Longfellow Greenhouses
George W Radebaugh & Sons	Kristi Huffman	Los Angeles Flower Market of the American Florists' Exchange Ltd.
Georgia State Floral Dist.	Independent Garden Center	Lubbock Wholesale Florist, Inc.
Giftmart Wholesale Co.	Inge-Glas of Germany	Lynn Lary McLean, LLC
Glad-A-Way Gardens	International Rose Breeders, LLC	The Magnolia Company
Glendale Flowers of AZ	ITC Wilches S.A.S.	Main Wholesale Florist
Golden Flowers, Inc.	Alice Jackson	Malmberg's, Inc.
gotFlowers?	Jamali Floral & Garden Supplies	Mast Young Plants
GR Chia SAS	Jenny's Floral	Masterpiece Flower Co.
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Green Glo Products	JetRam, Inc.	Mayesh Wholesale Florist, Inc.
Green Valley Floral, Inc.	John Henry Company / Floral Innovations	McCarthy Flowers
Greight Marketing Concepts	John Toomey Company	McShan Florist, Inc.
Griffin Greenhouse Supplies, Inc.	JRM Chemical, Inc.	Herman & LaDonna Meinders
Grolink, Inc.	Julia's Florists	Mellano & Company
Growing Green	Kay Berry	Michael A. Mellano
GTB / Ford Motor Media	Kendall's Flowers & Gifts	Melrose International
Cindy Hanauer	Kennicott Brothers Company	Messe Frankfurt / Floradecora
Hardin's Wholesale Florist, Inc.	Key Floral, Inc.	

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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. Clapood Company  
Roman, Inc.  
Rosa Flora Limited  
Dennis and Gretchen Rosenbrook  
The Roy Houff Company  
Royal Flowers  
Royal Imports  
Royer's Flower Shop  
Gregory Royer  
Liquan 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.



Dwight Larimer (left) and Gabriel Becerra



# 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](http://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](mailto: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.



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