



Funding Generations of Progress
Through Research and Scholarships

ANNUAL REPORT

July 1, 2014 - June 30, 2015



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

BRINGING BUSINESS PROFESSIONALS to the Floral Industry



Sign Up Today!
We'll send the talent to you!

Whether you're looking for summer interns or are in the market for a full-time employee, let AFE's new **BUSINESS INTERNSHIP PROGRAM** pair you with students who are ready to put their skills to work in the floral industry.

.....
This internship program provides manufacturers, wholesalers, suppliers, importers, retail floral shops and growing operations with emerging business leaders in:

- Management
- Sales
- Accounting
- Digital Marketing
- Information Technology
- Human Resources
- Marketing/Communications
- Graphic Design/Creative
- Logistics
- Analytics

SEE PAGE 9



MORE DETAILS AT [ENDOWMENT.ORG/BIZ](https://endowment.org/biz)

**PROGRAM FUNDED BY THE
DEL DEMAREE FAMILY FUND**

Chairman's Message

Dear Industry Friends,

As AFE Chairman, I want to encourage your ongoing support of the Endowment. Our Annual Report outlines the many programs funded by AFE each year. Your support is critical to helping us advance the floral industry through research, scholarships and educational programs. Thanks to your continuous donations, AFE's efforts benefit everyone in the industry – from growers to consumers!



Two new initiatives were established this year that the Trustees are extremely excited about:

- **Business Internship Program:** This new internship allows students and recent graduates to gain practical business experience from the industry's leading floral organizations. Established by a significant contribution from past AFE Chairman Del Demaree, the program will attract top collegiate talent to promote the floral industry as a viable career path. **Become a host employer and AFE will provide you with hardworking young business leaders!**
- **Young Professionals Council (YPC):** Open to 21- to 35-year-old students and professionals in the floral industry, YPC members collaborate with AFE to reach other young professionals, provide feedback on Endowment programs, and more. The goal: attract young people to our industry and educate future floral industry leaders with hands-on experience and networking opportunities.

Make a contribution at endowment.org/donate to provide a stronger Endowment for a stronger industry! **After all, if you don't support floriculture, who will?**

Sincerely,

Gabriel Becerra
Chairman, American Floral Endowment
Golden Flowers, Miami, FL

Executive Committee



Gabriel Becerra
Chairman
Golden Flowers
Miami, FL



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Chairman-Elect
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color tool, inc.
Boulder, CO



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Executive Director



Lori Ostrow
Manager of
Communications



Terri A. Nell, Ph.D.
Research
Coordinator

American Floral Endowment Audited Financial Statement July 1, 2014 - June 30, 2015

Assets	6/30/15
Investments	\$17,293,304
Other Assets	\$845,547
Total Net Assets	\$18,138,851
Net Change in Assets	\$173,878
Receipts	
Capital Gains (Losses)	-\$135,909
Interest and Dividends	\$359,548
Contributions	\$852,076
Total	\$1,075,715
Disbursements	
Grants	\$521,224
Supporting Services	\$380,613
Total	\$901,837

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

Research & Grants

In 2014-2015, AFE funded the following:

Production and Post-Harvest Research

- **Managing Pythium Species in Floriculture Irrigation Water**
Dr. Mary Hausbeck, Michigan State University - \$40,000
- **Integrated Control of Western Flower Thrips**
Dr. Steven 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
- **Gene Mining in Impatiens for Resistance to Infection by the Downy Mildew Pathogen, Plasmopara Obducens**
Dr. Gul Shad Ali, Dr. Aaron Palmateer and Dr. Tamer Kahveci, University of Florida - \$29,000
- **Development of Petunia with Enhanced Stress Tolerance**
Dr. Nicole Waterland, West Virginia University - \$19,000
- **New and Potent Inhibitors of Ethylene Action for Improving Cut Flower Longevity**
Dr. Rasika Dias, The University of Texas at Arlington - \$24,200
- **Innovative Packaging Technologies to Enhance the Quality of Fresh Cut Flowers**
Dr. Thomas Gianfagna, Rutgers University - \$10,300
- **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
- **Post-Shipping/Storage Solutions for Recovery and Rooting of Unrooted Cuttings**
Dr. John Dole, North Carolina State University - \$31,900
- **Development and Evaluation of Various Biochars as Aggregates for Increasing Substrate pH Stability**
Dr. Brian Jackson, North Carolina State University - \$28,000
- **Impacts and Residual Longevity of Systemic Insecticides on Pollinators in Floricultural Plant Production Systems**
Dr. Juang-Horng Chong, Clemson University - \$50,794



Gus Poesch Research Fund

Renowned floriculture researcher Gus Poesch left an indelible mark on the industry, specifically as a mentor to students. The Gus Poesch Research Fund was created to help recruit high quality floriculture graduate students and fund floriculture research projects at The Ohio State University. Two projects were funded for 2014-2015.

- **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

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 2014-2015.

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

More than 150 final research reports are available at endowment.org/final-research-reports.html.



Internships & Scholarships

Business Internship Program

NEW!

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!

Hosts Needed!

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.



Students and recent graduates will gain practical business experience from the industry's leading organizations, develop essential skills and improve their future employment opportunities. Students will also be eligible to receive one of four annual \$2,500 scholarships by submitting a short video to AFE about their internship experience. The Business Internship Program launched in 2016.

endowment.org/biz

endowment.org

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).

- **Matthew Briggs, Kansas State University** - six month internship at Tagawa Greenhouses, Brighton, CO
- **Josh Henry, The Ohio State University** - six month internship at Smith Gardens, Aurora, OR
- **Kendell Lolley, Kansas State University** - six month internship at Smith Gardens, Aurora, OR
- **Andrew Payton, University of Georgia** - six month internship at Tagawa Greenhouses, Brighton, CO
- **Jacob Schwab, University of Maine** - six month internship at Tagawa Greenhouses, Brighton, CO
- **Hilari Woodard, Kansas State University** - three month internship at The Sun Valley Floral Group, Arcata, CA



Matthew Briggs
Kansas State University



Jacob Schwab
University of Maine



Josh Henry, The Ohio State University

Application Deadlines for the Ball and Mosmiller Internships:
March 1 and **October 1** each year!

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 scholarships are for \$2,000.

- **Cecilia Zea, Tarleton State University** - Belle Fiori, Milwaukee, WI
- **Kaitlin Ziesmer, Murray State University** - A Festive Touch, Murray, KY

AFE Scholarships

AFE annually administers scholarships to assist students pursuing a career in floriculture/horticulture. The following scholarships were awarded for 2015:

- **American Florists' Exchange Scholarship - \$2,400**
Recipient: Erin Hsu, University of California-Davis
- **Julio and Sarah Armellini Scholarship - \$2,200**
Recipient: Maya Baumeister, University of Georgia
- **Ball Horticultural Company Scholarship - \$900**
Recipient: Kelsey Schlegel, Messiah College
- **Harold Bettinger Scholarship - \$2,000**
Recipient: Keri Livingston, Colorado State University
- **BioWorks IPM/Sustainable Practices Scholarship - \$1,200**
Recipient: Sara Wallace, Oklahoma State University
- **James Bridenbaugh Memorial Scholarship - \$500**
Recipient: Kaitlin Ziesmer, Murray State University
- **John Carew Memorial Scholarship - \$2,000**
Recipient: Lesley Judd, North Carolina State University
- **Carlson-Johnson Scholarship for Nontraditional Students (\$1,100) and the Mike and Flo Novovesky Scholarship - \$2,400**
Recipient: Melissa Kichler, University of Cincinnati
- **Earl Dedman Memorial Scholarship (\$2,000) and the James K. Rathmell, Jr. Memorial Scholarship for Horticultural Work/Study Abroad - \$3,300**
Recipient: Tanner Cole, The Ohio State University
- **Long Island Flower Growers Association (LIFGA) Scholarship - \$1,400**
Recipient: Patrick McLoughlin, Cornell University

- **Richard T. Meister Scholarship - \$4,000**
Recipient: Garrett Owen, Purdue University
- **National Greenhouse Manufacturers Association (NGMA) Scholarship – \$600**
Recipient: Anna Ribbeck, Louisiana State University
- **Lawrence "Bud" Ohlman Memorial Scholarship (\$500) and the John L. Tomasovic Sr. Scholarship - \$900**
Recipient: Mary Lewis, University of Georgia
- **Seed Companies Scholarship - \$2,500**
Recipient: Laura Kaderabek, North Carolina State University
- **Edward Tuinier Memorial Scholarship - \$4,600**
Recipient: Ben Harcey, 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 : \$37,100



Lesley Judd
North Carolina
State University



Keri Livingston
Colorado State
University



Kaitlin Ziesmer, Murray State University

Application Deadline for Scholarships: **May 1** each year!

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 2015:

- **College of Southern Nevada - \$3,000**
- **Hennepin Technical College - \$5,000**
- **Joliet Junior College - \$5,000**
- **Kishwaukee College - \$6,000**
- **Mississippi State University- \$5,000**
- **The Ohio State Univ. ATI - \$5,000**
- **Texas A&M University - \$5,000**



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.



Deena and Ken Altman



Paul Ecke Jr.

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. **The annual application deadline for both scholarships is February 1.**

2015 Paul Ecke Jr. Recipient

Daniel Klittich, a doctoral candidate at the University of California (UC Davis), was awarded the Paul Ecke Jr. Scholarship. He will receive \$5,000 for two consecutive years, provided he continues to meet scholarship requirements.



“Support from the industry is a very meaningful and appreciated honor. I am very excited and grateful for the opportunity to help the industry move forward.”

- Daniel Klittich

Young Professionals Council



The Young Professionals Council (YPC) was established in 2015 to enable a vibrant group of 21- to 35-year-olds to share their ideas, collaborate with influential industry members and help promote and support

AFE's mission by bringing fresh, energetic leadership to their roles. The goal of the YPC is to help reach other young professionals interested in becoming leaders in the floral industry and to provide feedback on AFE's programs.

Join the YPC at endowment.org/ypc

Student members:

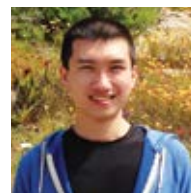
- QiuXia Chen (Michigan State University)
- Joshua Craver (Purdue University)
- Ryan Dickson (University of Florida)
- Nicholas Flax (Iowa State University)
- Sarah Hollis (Texas A&M University)
- Bethany Kennedy (Texas A&M University)
- Emma Lookabaugh (North Carolina State University)
- Qingwu (William) Meng (Michigan State University)
- Ikenna Obi (Sam Houston State University)
- Brian Poel (Michigan State University)
- Kaylee South (University of Georgia)

Industry members:

- Lacey Bilke (Co-owner of Madeline's Flowers)
- Lenzee Bilke (Co-owner of Madeline's Flowers)
- Tha Cha (Grower at Cha Veggies, Production Manager at Wagner Greenhouse)
- Kara Crist (Research and Development Manager at Tagawa Greenhouses)
- Eric Fernandez (Director of Mass Markets and Business Development at Continental Flowers)
- Octavia Law (Founder/CEO of Poppy, Inc.)
- Keri Livingston (Program Manager at Altman Specialty Plants)
- Shelby McCarty (Owner of SRM Events)
- Jodi McShan (Vice President of McShan Florist)
- Krystal Snyder (Technical Specialist at J.R. Peters)



Kara Crist



Qingwu (William) Meng



Bethany Kennedy



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.

AFE thanks the following organizations and families for creating new named funds in 2015.

- **Ball Horticultural Company Fund** - \$325,000
- **Smithers-Oasis Fund** - \$250,000
- **Altman Family Scholarship Fund** - \$150,000
- **Hortica Insurance Fund** - \$125,000

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 underwrites 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 organi-

zations, 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.

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, Illinois, 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.



Ball Horticultural Company Fund

Established in 2015 at \$325,000

Ball Horticultural Company is an internationally renowned

breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture, including the Wave® petunia family and Super Elfin® impatiens. Ball is committed to sustainable practices and has highlighted its green accomplishments in its "Sustainability Report." The company has worldwide production, sales and marketing through its many subsidiaries on six continents.

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

Smithers-Oasis Fund

Established in 2015 at \$250,000

The Smithers-Oasis

Fund has been

established to promote

the floriculture

industry by providing

support to AFE through unrestricted funds. Smithers-Oasis is a

leading global manufacturer and marketer of products for the

floriculture industry, sold under the company's three brands:

Oasis Floral Products, Floralive Postharvest Products, and Oasis

Grower Solutions.



The company provides solution-based products and services to the industry from propagation to home through growing media for the greenhouse grower; postharvest care and handling of cut flowers and potted plants; and floral foam products, wedding accessories, adhesives, tapes, decorative wires, and other specialty products for floral designers. Smithers-Oasis is dedicated to advancing the art and science of floriculture worldwide and is committed to having a positive impact on its employees, customers, communities, and the floriculture industry.

The Del Demaree Family Fund

Established in 2014 with a \$250,000 donation



The Del Demaree Family Fund established the new internship program to attract top collegiate talent with a concentration in business to the floral industry.

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.

Interested in creating a named fund?

Contact AFE at 703-838-5211.

Herman and LaDonna Meinders Fund

Established in 2011 with a \$250,000 pledge

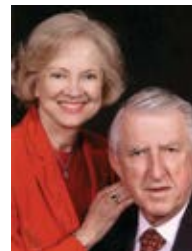
An industry icon and past AFE Trustee,

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.

Altman Family Scholarship Fund

Established in 2015 with a \$150,000 donation



Ken and Deena Altman, owners of Altman Plants, began their love of the industry in 1975 with what started out as an innocent hobby. With an avid interest in plants, their business slowly transformed itself into a wholesale nursery business encompassing over 1700 acres in six states.

Today, Altman Plants supplies exciting plant programs to large retailers with point of purchase materials, sales reps to assist with merchandising, a large distribution system that covers the U.S., and offers expertise in growing plants from cactus to herbs, from grasses to perennials, and more. The Altmans are highly appreciative of the field of horticulture and enjoy giving back. They have established the Center for Applied Horticultural Research as an effort to help the industry and they support numerous efforts to improve education and research for the industry. The Altman Family Scholarship is for full-time MS or Ph.D. students in floriculture or horticulture with a career goal in becoming a leading floriculture scientist, marketer and/or educator.

Hortica Insurance Fund

Established in 2015 at \$125,000

Founded in 1887 by the Society of American Florists (SAF), Hortica Insurance & Employee Benefits is a mutual company dedicated solely to the floral and horticultural industry. It is a proven partner for the industry, providing insurance and employee benefit solutions. Hortica has been an active supporter of the Endowment since its inception. Prior to AFE and SAF joining resources, AFE relocated its offices to Hortica's headquarters in Edwardsville, Illinois. Hortica managed the Endowment's administrative functions for four years during a period of its restructuring and growth.



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, California, 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 AFE. Tom was a renowned industry leader and served as Chairman of AFE from 2010-2012. He continued his dedication to the Endowment 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.

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.

The Peter Ullrich/Esmeralda Farms Fund

Established in 2014 at \$35,000



Born in Germany in 1942, Peter Ullrich moved to the U.S. in 1962 and is Chairman of Esmeralda Farms. He was one of the first growers 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.

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, California, 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.



Funding Generations
of Progress Through Research
and Scholarships

TEXT-TO-PLEDGE Text “grow”, your name & amount to **91011** to make a pledge to AFE.

Grow Your Name \$100

TEXT-TO-DONATE* Give \$10 via your phone bill. Text “grow” and your name to **52000**.

Grow Your Name

*A one-time donation of \$10 will be added to your mobile bill, or deducted from your prepaid balance. Message and data rates may apply.

www.endowment.org 703-838-5211

2014-2015 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 2014.

Peggy and Michael Leider

Ken Tagawa, a previous AFE Trustee, established a memorial tribute in memory of Margaret Lynch “Peggy” Leider and her son Michael J. Leider Jr. Past AFE Chairman Jim Leider suffered the losses of his wife and son in 2015, first with the death of Peggy who passed away on March 23, and two months later with the death of his and Peggy’s oldest son Michael, who died on May 24.



Peggy first met Jim at Cornell University, and was a major supporter of the family greenhouse business, Leider’s Greenhouses — a 117-year-old greenhouse operation based in Buffalo Grove, Illinois. Peggy was a member of several organizations, including the Chicago Botanic Garden Women’s Board. She was proud that her children and grandchildren were carrying on the family business to the fifth generation.

Michael Leider graduated from the University of Illinois with a degree in Ornamental Horticulture in 1982. He contributed to various projects at the Chicago Botanical Gardens as a wholesale plant supplier, and most recently sourced all of the plants for the February 2015 Orchid Show.

Yoshimi and Grace Shibata

A tribute was established to honor the lifetime legacy of the late flower grower and wholesale florist Yoshimi “Shimi” Shibata, and his accomplishments in the floral industry.



Shimi is a past president of the Mt. Eden Floral Company based in San Jose, California. The renowned floral industry leader led the company for more than 55 years. Other related companies owned and operated by Shimi are GM Floral Co and the California–Florida Plant Co, which was a joint venture with Sumitomo Corporation of Japan.

Shimi had many leadership roles throughout the industry. To name a few, he served on the AFE Board of Trustees, as well as on the boards and executive committees of the Society of American Florists (SAF), Wholesale Florist and Florist Suppliers Association (WF&FSA), Roses Inc. and the California State Floral Association. He was elected president of WF&FSA in 1972, and in 1976 he was inducted into SAF’s Hall of Fame. The California Association of Flower Growers and Shippers (CalFlowers) awarded him with the 2015 Distinguished Service Award, recognizing his leadership, strategic thinking and contributions to the floral industry in California.

Shimi married Grace in 1947 and had three children — Naomi, Robert and Michael. Shimi passed away on Oct. 31, 2015. He was 100 years old.

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.

Results from the studies and FREE reports below are available to the industry now!

- 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 and Gifts

The latest study (**Funeral Directors and Flowers**)

provides funeral directors' perspectives and consumer preferences on sympathy flowers, charity donations versus memorial flowers, and the relationship between floral retailers and funeral directors. 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.



**FREE
REPORT**

Three new studies are currently being funded. Results will be published in 2016.

- Generations of Flowers Study (partnering with SAF)
- Investigating Marketing Tactics to Increase Generation Y Consumers' Use of Flowers (funded by Asocolflores)
- Consumer Purchasing Study (in conjunction with SAF)

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.

Stanley Bachman
Bachman's Inc.

Todd Bachman
Bachman's Inc.

William Belden
Oscar G. Carlstedt
Co.

Kenneth Benjamin
Cenflo, Inc.

Tom Butler
Teleflora

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R.J. Carbone
Company

Everett Conklin

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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
Company

John Henry Dudley
The John Henry
Company

James Durio
Jim Durio Florist,
Inc.

Mike Duvall
Home Depot

Paul Ecke Jr.
Paul Ecke Ranch

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 Claprood
Companies

John Smith, Jr.
Knud Nielsen
Company

Mike Suyeyasu
Bill Suyeyasu
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Inc.

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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

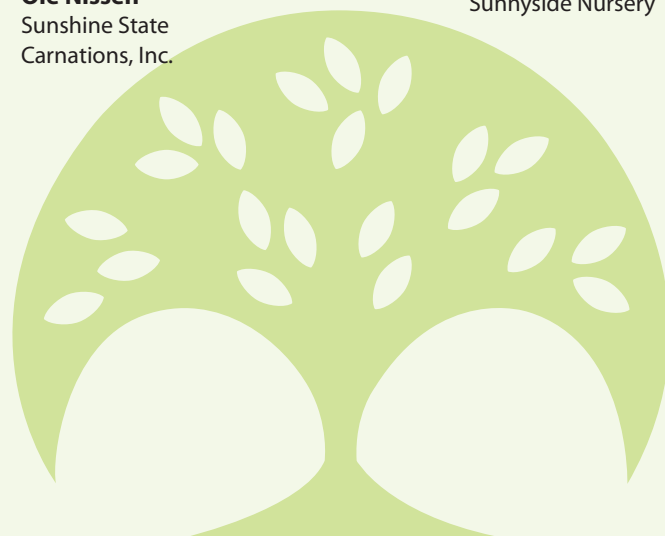
Olin Wetzal

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	James and Peggy* Leider
Paul and Barbara Bachman	Shirley and Terry Lyons
Gabriel and Maria Becerra	Robert and Charee Maddux
Tom* and Becky Butler	Michael Novovesky & Family
Sten and Maryann Crissey	Herman and LaDonna Meinders
August and Mary Belle De Hertogh	Jim and Gwen Phillip
The Del Demaree Family	J.R.* and Mary Phillip
John R. De Winter*	Russell G. Phillip
Jim and Ellen Ellison	Dennis Puppel
PJ Ellison	Mel and Joey Schwanke
Tim and Nancy Galea	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	

**Deceased*

2014-2015 Friends of the Endowment

AFE would like to thank the individuals and businesses below that made a contribution to the Endowment during the 2014/2015 fiscal year (July 2014 - June 2015).

AA Importing, Inc.	Bella Fiori Flower Shop, Inc.	Computer Solutions, Inc.
Accent Decor	Beneva Solutions	Connectaflor
Debi Aker	Berkeley Florist Supply Company, Inc.	Continental Farms LLC
Albert J. Lauer, Inc.	Berwick Offray, Hampshire Paper and Lion Ribbon	Continental Flowers, Inc.
Albin Hagstrom & Son, Inc.	Bill Doran Company	Cosentino's Florist
Allan's Flowers & More	Billy Heroman's	Country Florist of Waldorf, Inc.
Allburn Florist	Blackmore Company, Inc.	Richard Criley
Allied Hort Sales, Inc.	Bloomfield Florist	Sten Crissey
Altman Family	BloomNet, Inc.	d'Fiori Floral Design
AmericanHort	Blossom Shoppe Florist & Gifts	D.S. Cole Growers
Armellini Express Lines, Inc.	Bonnett Wholesale Florist, Inc.	Jim Daly
Ashland Addison Florist Company	Boven's Quality Plants	De Jong Greenhouses, Inc.
Bachman's, Inc. and Bachman Families	Boyd's Flowers	Delhi Hills Flower & Garden Center, Inc.
Barbara Bachman and Family	Brierley-Johnson Florist	The Del Demaree Family
Dale and Ruth Bachman	Richard and Ronald Bullock	DeSantis Florist
Paul Bachman	Tom and Becky Butler	DESIGN MASTER color tool, inc.
Baisch and Skinner Wholesale Florist	California Flower Market, Inc.	Designs of the Times
Ball Horticultural Company	California Pajarosa	Jim and Lela Doll
Ballard Blossom, Inc.	Cascade Floral Wholesale	Donath Lake Farm and Greenhouses
BASF	Chrysal Americas	Dos Gringos - H&L Group LLC
Gabriel Becerra		Dramm & Echter, Inc.
Bell Nursery		

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2014-2015 Friends of the Endowment

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John Dramm	Flowers of Kingwood, Inc.	The Hiawatha Corporation
Laura Drotleff		
Dunlap, Coddling & Rogers P.C.	Frank Adams Wholesale Florist, Inc.	Hillcrest Garden, Inc.
DVFlora	Fresca Farms LC	Hortica
DWF Wholesale Florists	FTD Inc.	Hortus Group
Eason Horticultural Resources, Inc.	Gainan's Flowers	Hospital Gift Shop
The Ecke Family	Chuck Gainan	Huddart Floral Company
Maureen Ecke	Garcia Group	Kristi Huffman
Egan Gardens, Inc.	Ramon Garcia	International Floral Distributors
Elaine's Flower Shoppe	Gems Group, Inc.	Iwasaki Bros., Inc.
PJ Ellison	Georgia State Floral Distributers	Karl Jens
Engwall Florist & Greenhouses, Inc.	Glendale Flowers of Arizona LLC	The John Henry Company
Equiflor Corporation/Rio Roses	Golden Flowers, Inc.	John Nuckton & Company
Esmeralda Farms	GR Chia SAS	Julia's Florist
Express Seed Company	Grand Central Floral, LLC	Kennicott Brothers Company
Fantasy Farms	Green Thumb Floral & Gifts	Kremp Florist
Bill Fernandez	Greight Marketing Concept, Inc.	Charles Kremp
Florabundance, Inc.	Griffin Greenhouse Supplies, Inc.	Kube-Pak Corporation
Floral Style, Inc.	Grolink Plant Company, Inc.	Lafayette Florist and Greenhouses
The Florist Federal Credit Union	Growing Green	Dwight and Dawn Larimer
The Flower Basket, Ltd	Hardin's Wholesale Florist, Inc.	Lederer's Greenhouses, Inc.
Flower Shop Network	Billy Hardin, Jr.	Leider Horticultural Companies, Inc.
Flowers By Dick & Son, Inc.	Henry C. Alders Wholesale Florist, Inc.	Len Busch Roses
Flowers By George, Inc.	Henry Mast Greenhouses, Inc.	Eric Levy
		Liberty Blooms
		Lubbock Wholesale Florist, Inc.

Lynn Lary McLean LLC	Olive Hill Greenhouses	Rocket Farms, Inc.
Main Wholesale Florist	Oregon Flowers, Inc.	Roman J. Claprood Company
Malmborg's, Inc.	The Original Los Angeles Flower Market	Dennis and Gretchen Rosenbrook
Manatee Fruit Company	Oscar G. Carlstedt Company	The Roy Houff Company
Mayesh Wholesale Florist, Inc.	Pacific Floral Exchange, Inc.	Royer's Flowers & Gifts
Herman and LaDonna Meinders	Connie Peak	Russell Florist, Inc.
Meister Publishing Company	Pennock Floral	San Francisco Flower Mart
Mellano & Company	Pete Garcia Company	Schroeder's Flowers
Memorial Florists and Greenhouses	Bev Peters	Scotts Miracle-Gro
Metro Floral Wholesale, Inc.	Phillip's Flowers & Gifts	Seagroatt Riccardi, LTD
Midwest Floral Group	Phoenix Flower Shops	Shelley's Flowers & Gifts
Marvin Miller, Ph.D.	Pikes Peak of Texas, Inc.	Laura Shinall
Egon and Laina Molbak	Pilgrim Packaging Inc.	Smithers-Oasis Company/Floralife
Mt. Eden Floral Company	Pilot Peak Consulting	Sonny's Texas Posies Company, Inc.
Mueller Brothers, Inc.	Pleasant View Gardens, Inc.	Stadium Flowers, Inc.
National Floral Supply of Maryland, Inc.	Pohmer Consulting Group	Star Roses and Plants
Terril and Cathy Nell	ProFlowers	Starbright Floral Design
Newport Wholesale Floral, Inc./Amling Brothers	Pugh's Flowers	Strange's Florists, Greenhouses and Garden Centers
Mary Anne Niebyl	The Queen's Flowers Corporation	Strider/Florist 2.0
Ninomiya Nursery Company	Rebel Hill Florist	The Sun Valley Group, Inc.
Ocean View Flowers	Red Oak Greenhouses, Inc.	Sunlet Nursery, Inc.
Oelschig Nursery, Inc.	Reed's Flowers	Suzann's Flowers
OHP, Inc.	Regency International Business Corporation	Syndicate Sales, Inc.
	Relles Florist	Tagawa Greenhouses, Inc.

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2014-2015 Friends of the Endowment

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Randy Tagawa Teleflora	Van der Salm Farms, Inc.	Washington Bulb Company, Inc.
Tiger Lily Florist, Inc.	Van Dyk Brothers Wholesale Florist	Waukesha Floral & Greenhouse
Tomasovic Greenhouses & Nursery, Inc.	Jack & Carolyn Van Namen	Wilson Farm
Juan Carlos Uribe	Vanessa's Flowers	Wyld West Annuals, Inc.
The USA Bouquet Company	Viviano Flower Shop	Kenneth and Lynn Young
James and Alice Van de Wetering	Charles and April Walton	Zeidler Floral Company, Inc.



2015 Fundraising Dinner Highlights

AFE's biggest fundraising event of the year, the 2015 Annual Fundraising Dinner, was a record-breaking occasion, with more than 270 supporters in attendance. New scholarships, educational programs and donor recognitions were announced at the dinner, held on Sept. 10 in Amelia Island, Florida in conjunction with SAF's Annual Convention.

Among the many highlights, four new named funds totaling more than \$850,000 were announced, and they will join the 12 other named funds created since 2011. Tim Galea and his wife Nancy Hooper were also welcomed as the newest members of AFE's Heritage Circle, designating their contributions to AFE's Tom Butler Family Fund. Additional highlights include the announcement of the new Young Professionals Council and the new Business Internship Program and honoring Charles and April Walton for their "challenge match," raising \$57,000 for the Endowment.

Stay Connected!

Website



As AFE's main hub of information, **endowment.org** contains research findings, educational opportunities, past bulletins, annual reports dating back to the 1980s, a complete list of AFE donors and much more.

Bulletin

AFE publishes a quarterly print and online newsletter, which highlights relevant industry news and helps the industry stay abreast of the projects AFE has recently completed. If you would like to receive the electronic bulletin, send your email address to **afe@afeendowment.org**.



Social Media



Get social and connect with AFE on **Facebook, Twitter, Pinterest, LinkedIn, Google+** and **YouTube** for timely news and updates. We also post about campaigns and contests on social media, so connecting with AFE is an excellent way to stay informed.



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

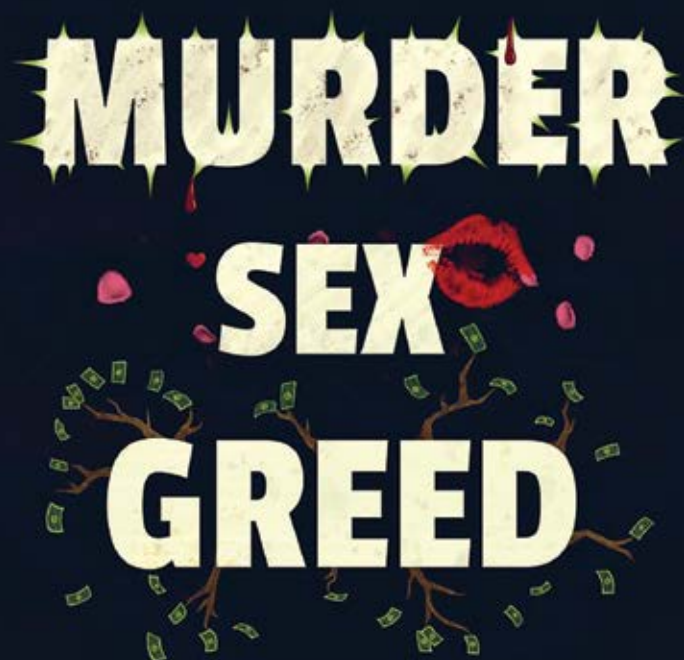


2014 MarCom Platinum Award, AFE's fourth accolade for the "Murder, Sex and Greed" video.

Murder, sex and greed have not often been associated with floriculture...until now, and for good reason. In a multi-award winning animated video, AFE created an eye-opening approach to educate 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 endowment.org/awareness or by scanning the QR code to the right 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 American Floral Endowment is up to some pretty surprising things.

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



Funding Generations of Progress
Through Research and Scholarships



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**



Funding Generations of Progress
Through Research and Scholarships

American Floral Endowment
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endowment.org

