

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
1001 N. Fairfax Street, Suite 201, Alexandria, VA 22314
tel: 703.838.5211 | fax: 703.838.5212
endowment.org



Funding Generations of
Progress Through Research
and Scholarships

ANNUAL REPORT

July 1, 2016 - June 30, 2017



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



AFE Videos Tout Floriculture Successes

Five videos were released to highlight floriculture successes through industry support and participation.

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.



Other Videos Include:

- **AFE Helping Growers Profit**
- **New Resources for Floral Wholesalers and Suppliers**
- **Students – Ready for a Career in Floriculture or Horticulture?**

endowment.org/videos

Chairman's Message

Dear Industry Friends,

Thank you all for your generous support of the Endowment. Your contributions help us tackle critical industry challenges, which is something that can only be accomplished through continuous collaborative effort.



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 that we fund each year. A few of them are:

- **Video Marketing Tools** — A video contest was created to promote fresh flowers. More than 50 video entries were received, providing florists with a FREE video gallery. Access these videos to promote your business and floral products to new and existing customers (see page 15).
- **Internship Programs** — We provide internships that train the next generation of leaders to assume key positions in the industry. These programs pair students with leading floral companies seeking top talent and provide students with valuable real-world experiences in management, marketing, logistics and new technology.
- **Consumer Marketing Research** — New research is available to help you target your marketing to consumers.

Investing in these programs and the many others that AFE provides is an excellent way to support our industry. Make a contribution today at endowment.org/donate.

Sincerely,

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

Executive Committee

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

Gabriel Becerra
Past Chairman
Golden Flowers
Miami, FL

Kristi Huffman
Treasurer/Secretary
Multi Packaging
Solutions
Lansing, MI

Jim Daly
Chairman-Elect
Smithers-Oasis/
Floralife, Inc.
Walterboro, SC

Laura Shinall
Treasurer/Secretary-
Elect
Syndicate Sales, Inc.
Kokomo, IN

Greg Royer
Royer's Flowers &
Gifts
Lebanon, PA

Board of Trustees

Ken Altman*
Altman Plants
Vista, CA

David Boulton
Flowers by George,
Inc.
Arlington, WA

Pat Dahlson
Mayesh Wholesale
Florist, Inc.
Los Angeles, CA

Laura Drotleff
Meister Media
Worldwide
Willoughby, OH

Bill Fernandez
Continental Flowers
Miami, FL

David Garcia
The Pete Garcia Co.
Atlanta, GA

Cindy Hanauer
Grand Central Floral
Jacksonville, FL

Eric Levy
Hillcrest Garden,
Inc.
Paramus, NJ

**Michael A.
Mellano, Ph.D.**
Mellano &
Company
San Luis Rey, CA

**Marvin Miller,
Ph.D.***
Ball Horticultural
Co.
West Chicago, IL

Randy Tagawa
Tagawa
Greenhouses
Brighton, CO

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

Ken Young
Phoenix Flower
Shops
Scottsdale, AZ

**Emeritus*

AFE Staff

Debi Chedester
Executive Director

Lori Ostrow
Manager of
Communications

Leslie Cook
Manager of
Development and
Special Projects

Terril A. Nell, Ph.D.
Research
Coordinator

American Floral Endowment Audited Financial Statement July 1, 2016 - June 30, 2017

Assets	6/30/17
Investments	\$18,862,803
Other Assets	\$684,962
Total Net Assets	\$19,547,765
Net Change in Assets	\$1,773,245

Receipts	
Capital Gains (Losses)	\$1,763,443
Interest and Dividends	\$378,501
Contributions	\$631,158
Total	\$2,773,102

Disbursements	
Grants	\$620,196
Supporting Services	\$379,661
Total	\$999,857

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
Associate Dean & Director

floricultureinfosearch.ces.ncsu.edu

Thrips and Botrytis Research Campaign



AFE is calling for industry-wide support for this important research initiative.

For more than 55 years, AFE has been the leading source for tackling critical industry problems by funding research and providing solutions to produce healthier and longer-lasting flower and plants.

In 2017, a special research campaign was established to address the control and management of Botrytis and thrips. Losses from these pests affect all segments of the industry every day. Botrytis and thrips are challenging to control using currently available pesticides and management strategies.

The Goal: Raise \$1.5 million through industry support to conduct new and innovative research leading to effective control procedures and management strategies. The research will lead to reduced losses and higher quality flowers and plants.

To date, \$840,000 has been pledged! Help us reach our goal by making a pledge or donation at endowment.org/botrytis-thrips.

The following organizations are supporting this important initiative.

- Bouquet Collection, Inc.
- CalFlowers
- Continental Flowers
- Equiflor Corp. – Rio Roses
- Falcon Farms, Inc.
- Fresca Farms
- Galleria Farms
- Golden Flowers
- Kee Kitayama Foundation
- Metrolina Greenhouses
- Passion Growers
- The Elite Flower Company
- The Queen's Flowers Corp.
- Solé Farms
- Sunshine Bouquet Company

**Supporters of this special research fund will receive exclusive research updates and progress reports. Support the initiative today!*

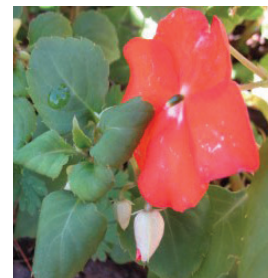
(as of 01/11/2018)

Research & Grants

In 2016-2017, AFE funded the following:

Production and Post-Harvest Research

- **A Novel Approach to Fungal-based Thrips Management with Marigold Guardian Plants**
Dr. Margaret Skinner, University of Vermont – \$22,780
- **Beneficial Fungal Endophytes for Effective Insect Management in Floriculture Crops**
Dr. Kevin Heinz, Texas A&M University – \$16,000
- **Engineering Impatiens for Resistance to the Devastating Disease Downy Mildew**
Dr. Zhanao Deng, University of Florida – \$31,500
- **Finding Solutions to Pre-Harvest Botrytis Infection of Cut Roses**
Dr. James Faust, Clemson University – \$45,182
- **Making Better Plant Products by Understanding Dynamic Facets of Metabolism**
Dr. Thomas A. Colquhoun, University of Florida – \$33,000
- **Making LED Lighting More Cost-Effective**
Dr. Marc van Iersel, University of Georgia – \$20,000
- **Managing Pythium Species in Floriculture Irrigation Water**
Dr. Mary Hausbeck, Michigan State University – \$40,000
- **Postharvest Management of Botrytis During Shipping and Storage**
Dr. John Dole, North Carolina State University – \$33,000
- **Understanding How Temperature Influences Crop Production Time to Facilitate Selection and Breeding of Cool-Tolerant Bedding Plants**
Dr. Ryan Warner, Michigan State University – \$28,791



Growers:

Sign up for our *Growing Further* quarterly newsletter to get the latest updates and research reports! Contact lostrow@afeendowment.org.



Arizona Retail Florist Education Travel Grant

A new travel grant was established for retail florists in Arizona to pursue national floral industry educational or design events.

Each year, one recipient will be selected by AFE's Education Committee to receive the travel grant of up to \$1,000 to help cover the cost of attending an out-of-state industry educational event. The grant is open to owners, managers and employees of traditional retail florists with a brick and mortar storefront in Arizona. The application deadline is October 1 each year (for travel in the following year). **The first recipient is Karin Crawford of God's Garden Treasures, who will attend the 2018 AIFD Symposium in Washington, D.C.**



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 Gus Poesch Student Travel Grants, \$3,000**
- **Floriculture Industry Roundtable with Dr. Cañas, \$2,500**
- **Use of Beneficial Microbes to Enhance Plant Growth, Decrease Disease Severity and Improve Stress Tolerance in Ornamentals**
Dr. Michelle Jones, \$26,450

Educational Grants

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

- **America in Bloom - \$1,500**
- **AmericanHort CareerUp Sponsorship - \$3,000**
- **E-Gro Alert & Webinars - \$4,100**
- **Great Lakes Floral Expo - \$1,000**
- **National Floriculture Forum - \$4,000***
- **SAF Convention Educational Internship Sponsorship - \$2,500**
- **Seed Your Future - \$20,000**



*AFE hosts NFF information on its website: endowment.org/nff.

Internships

Business Internship Program

Established through a significant gift from Del Demaree in 2016, 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 an 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 Employer Resource Guide and sign up to become a host at endowment.org/biz.





AFE released three videos promoting the Vic & Margaret Ball Intern Scholarship Program.

- The **student video** shares students' successful internship experiences.
- The **employer video** encourages companies to participate in the program by becoming a host employer.
- The **parent video** explains to parents what an internship can do for their children's future.



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.



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**.

- **Christina Newton, Eastern Kentucky University**
Hall's Flower Shop and Garden Center, Atlanta, GA
- **Katelyn Stoops, University of Missouri**
Kent's Floral Gallery, Columbia, MO

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).

- **Hauk Boyes, Cornell University** - three-month internship at Ball Horticultural Company in Chicago, IL
- **Thomas Brumblow, University of Georgia** - three-month internship at Heronswood Garden in Kingston, WA
- **Laura Coggan, Virginia Tech** - three-month internship at Neal Mast Greenhouses in Grand Rapids, MI
- **Kahli Connolly, University of Maine** - three-month internship at North Creek Nurseries in Landenberg, PA
- **Emily Currens, University of Georgia** - four-month internship at Neal Mast Greenhouses in Grand Rapids, MI
- **Markis Hill, Kansas State University** - three-month internship at Swift Greenhouses in Gilman, IA
- **Nicolette Malifitano, University of Maine** - six-month internship at Tagawa Greenhouses in Brighton, CO
- **Ariana Newton, West Virginia University** - six-month internship at Tagawa Greenhouses in Brighton, CO
- **Karen Schneck, Kansas State University** - six-month internship at Skagit Gardens in Mt. Vernon, WA
- **Amanda Woolley, Kansas State University** - three-month internship at Tagawa Greenhouses in Brighton, CO

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:

- **Joliet Junior College — \$2,500**
- **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.

- **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



Two New Scholarships in 2018!

CalFlowers Scholarship

This scholarship is for undergraduate students attending an accredited

California college or university (first priority) or an undergraduate California resident attending an accredited college or university elsewhere in the U.S. (second priority).

Students applying for this scholarship do not need to be majoring in an agricultural program, but must demonstrate a commitment to seeking employment in the floriculture industry after graduation.

A work history or a meaningful internship experience in floriculture is necessary if the applicant is not obtaining an agricultural degree. Students should have a GPA of 3.0 or higher.

CalFlowers was founded in 1941 by a small group of flower shipping companies to foster the success of the California floral industry. Today, CalFlowers is the leading floral trade association in California serving growers and the entire supply chain in the state and in 47 states across the U.S.



Long Island Flower Growers Association – Bob Gunther Memorial Scholarship

This scholarship was established in memory of the late Bob Gunther, owner of Gunther's Greenhouses & Florist in Oceanside, New York.

It is intended for students from Long Island and New York who are studying ornamental horticulture at a community college or four-year institution in New York.

This includes floriculture, landscape maintenance, landscape design, turf and any other courses of study related to ornamental horticulture.

Robert Edward "Bob" Gunther was treasurer for the Long Island Flower Growers Association (LIFGA) for many years and instrumental in the establishment of LIFGA's first scholarship.

Gunther received the Lifetime Achievement Award from LIFGA, where he also served as a board member.

He and his brother Fred took over the family business after his father passed away in 1969. Bob ran the business up until the time of his passing in 2015 at the age of 85.



#FlowerLoveVideoContest and New Video Library

NEW! Flower Love Video Library Launched



endowment.org/Flower-Love-Videos



Check out the winners and download more than 50+ videos submitted from the AFE #FlowerLoveVideoContest.

The 2017 #FlowerLoveVideoContest inspired creative videos from flower lovers from across the country, and also promoted the use and giving of fresh flowers.

Congratulations to the winners:

- **\$4,000 Grand Prize Winner:**
"Let Happiness Bloom" by Jaclyn Fiola
- **\$500 Honorable Mention:**
"The Flower Princess" by Mickelle Martin
- **\$500 Honorable Mention:**
"Happiness Blooms From Within" by Kristin Peters

**FREE
Marketing
Videos**

The contest was funded by the Floral Marketing Research Fund (FMRF) and sponsored by **Asocolflores**. It was created based on results from the 2016 FMRF-funded study "Marketing Tactics to Increase Millennial Floral Purchases," also sponsored by Asocolflores.

The grand prize-winning video features various people receiving flowers on different occasions — including birthdays, graduation, holidays, and "just because" — and the joy on their faces after receiving the special gifts.

New Flower Video Library Launched!

AFE's new online video library features the 50+ videos that were entered into the contest. These videos are now available for the industry to use in advertising and marketing materials to promote the power of flowers.

Feel free to share any of the videos on websites and social media to help promote holidays or everyday giving!

endowment.org/flower-love-videos

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 by Ken and Deena Altman – owners of Altman Plants – who support efforts to improve education and research for the industry. This scholarship awards \$5,000 to recipients.



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.

Application Deadline:
February 1 each year!



2016 Altman recipient
Joshua Henry
North Carolina State University



2016 Ecke recipient
Kellie Walters
Michigan State University



2017 Altman recipient
Travis Higginbotham
Virginia Tech



2017 Altman recipient
Nathan Jahnke
North Carolina State University



2017 Altman recipient
Emily Teng
University of Hawaii at Manoa



2017 Ecke recipient
Kaylee South
The Ohio State University – OARDC

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. 11 members received free registration to industry programs so far.

The YPC has more than 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



Find out what the YPC is up to at
facebook.com/groups/AFEYPC

Undesignated Named Funds

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

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

AFE Named Funds & Balances

\$1,000,000 and above

Teleflora Fund

Established in 2012

\$500,000 and above

FTD Fund

Established in 2013

\$300,000 - \$400,000

Ball Horticultural Company Fund

Established in 2015

Ecke Family Fund

Established in 2013

\$200,000 - \$300,000

Herman and LaDonna Meinders Fund

Established in 2011

Smithers-Oasis Fund

Established in 2015

Yoshimi and Grace Shibata Family Fund

Established in 2016

\$100,000 - \$200,000

Blackmore Family Fund

Established in 2016

Egon and Laina Molbak Fund*

Established in 2017

Hortica Insurance Fund

Established in 2015

Mellano & Company Fund

Established in 2013

Olive Hill Greenhouses Fund

Established in 2013

Tagawa Family Fund

Established in 2016

The Pennock Company Fund

Established in 2014

\$25,000 - \$100,000

Arizona Travel Grant

Established in 2017

BioWorks Fund

Established in 2016

Carlstedt's LLC Fund

Established in 2016

Scotts Miracle-Gro Fund*

Established in 2017

Sunlet Nursery, Inc. Fund

Established in 2013

The Peter Ullrich/Esmeralda Farms Fund

Established in 2014

The Tom Butler Family Fund

Established in 2014

***New**

teleflora.



Bail®

The Ecke Family



SMITHERS-OASIS

OASIS FLORAL PRODUCTS

FloralLife®

OASIS GROWER SOLUTIONS



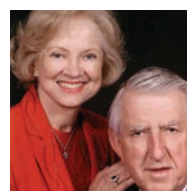
hortica
INSURANCE & EMPLOYEE BENEFITS
To guide and provide



BioWorks®



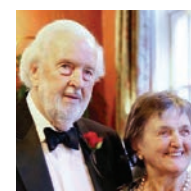
Scotts Miracle-Gro



Herman and LaDonna Meinders



Yoshimi and Grace Shibata



Egon and Laina Molbak



Tom Butler

Memorial 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.

Bobbi Ecker-Blatchford, AAF, AIFD, PFCI

Professional Floral Communicators -

International (PFCI) has established "**Bucks for Bobbi**," in memory of celebrated floral designer and mentor Bobbi Ecker-Blatchford, AAF, AIFD, PFCI. She passed away on Feb. 3, 2017 at the age of 85.



Barbara "Bobbi" Ecker-Blatchford of Watervliet, Mich. was born on Aug. 24, 1931 and devoted her life to the floral industry.

Over the course of her 60-plus-year career, Bobbi became a noted speaker, commentator, award-winning floral designer and consultant to manufacturers, growers and distributors in the U.S., Canada and South America.

She was recognized and honored by many industry groups, including the American Institute of Floral Designers, International Floriculture Expo and Michigan Floral Association, which inducted her into its Hall of Fame in 2012. SAF recognized Bobbi with PFCI's 1997 Tommy Bright Award for lifetime achievement in floral presentation.

John L. Tomasovic, Sr. AAF

Friends and family of John Tomasovic, who died on January 11, 2018 at the age of 83, have established a memorial tribute in his name. A legend in the plant industry and the owner of Tomasovic Greenhouses & Nursery Inc. in St. Louis, John became one of the industry's most dedicated leaders, known for his vision and determination to grow the next generation.



AFE's **John L. Tomasovic, Sr. Scholarship** has been awarded to dozens of students to date and about \$20,000 has been distributed through the scholarship.

In 1969, John and his wife Pep purchased Tomasovic Greenhouses & Nursery Inc. from his father to carry on the family tradition of growing prize-winning flowers. Throughout his long and distinguished career, John served in many leadership roles throughout the floral industry.

Contribute to these funds at endowment.org/donate

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.

To download any of the FMRF reports, log in or create a free account on our newly-designed website - **FMRF.org**.

Floral Purchasing Tracking Study

Dating back to 1992, AFE has periodically conducted survey research in the form of a diary study to understand in greater detail the floral purchases of the public.



Formerly called the Consumer Tracking Study and last conducted in 2005, AFE partnered with SAF to revive the year-long study that provides real purchasing data to help plan for inventories, marketing, and pricing to help florists maximize their sales.

Conducted by IPSOS, this report offers real purchasing data on consumer purchases, amount spent, what was purchased, for what occasions and preferences.

A webinar was held that explained some of the key findings of the study; the webinar audio is being offered **exclusively and complimentary** to anyone purchasing the study.

Increasing Floral Sales Through Pinterest

Selling on Pinterest is one of the newest and best ways for businesses to stand out. Pinterest has one of the latest marketing tools to help businesses sell products — a Buyable Pin.

This is a **huge** opportunity for florists to showcase their own floral arrangements and services (i.e. for wedding planning, etc.), reach a wider audience, and boost sales!

AFE and the FMRF put together all the resources needed to set up a Pinterest business account, connect it to a company's website, and get florists ready to sell on Pinterest.

Among the resources is a video tutorial on setting up your business account and a quick-start set-up guide.

Other Free Reports Available:

- Marketing Tactics to Increase Millennial Floral Purchases
- Generations of Flowers
- 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

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 Damm
John Damm 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 Goeppner
Carl Gortzig

William Gouldin
Strange's Florist,
Greenhouse &
Garden Center

Granville Gude

Jo Lynn Gustin
Jones the Florist

O. Ben Haley, Jr.

Billy Hardin, Jr.
Hardin Global

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

Yoshimi Shibata
Mt. Eden Floral
Company

Mabel Simmons
The Claprood
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 Wetzel

Norman White
White's Nursery &
Greenhouses, Inc.

Bob Wilkins
Delaware Valley
Wholesale Florist,
Inc.

George Wolfe
Wolfe the Florist,
Inc.

Harold Yoder
Eiichi Yoshida
Sunnyside Nursery



Contact AFE if you are interested
in serving as one of our honorable
Trustees!

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 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	Anonymous
John and Janet Kister	
Dwight and Dawn Larimer	
James and Peggy* Leider	

**Deceased*

Friends of the Endowment

AFE would like to thank the individuals and businesses below that made a contribution to the Endowment in 2017.

1-800-Cut Greens	ArizonaEast	Bonide Products, Inc.
1-800-FLOWERS	Armellini Logistics	Botanique Preservation Equipment, Inc.
2 Minute Corsage / CTL Glue N Go	Ashland Addison Florist Company	Bottomley Evergreen & Farm, Inc.
Accent Decor	Asocolflores	David and Stacy Boulton
Acolyte Technologies Corporation	Autograph Foliages	Bouquet Collection, Inc.
Alaska Peony Growers Association	B-Fresh Floral	Boven's Quality Plants
Alaska Peony Marketing Group	Bachman's, Inc.	Bowtied Designs
Alaska Perfect Peony	Baisch & Skinner Wholesale Florist	Boyd's Flowers
Albin Hagstrom & Sons, Inc.	Baker & Taylor Books	Brierley, Johnson Florist
Alexandra Farms	Fern Balaun	Brighten Floriculture Ltd
Allan's Flowers & More	Ball Horticultural Company	Paul and Kelly Brockway
Allburn Florists	Ball SB L.C.	Burge Flower Shop, Inc.
Allied Hort Sales, Inc.	Banner Greenhouses	Burton + Burton, Inc.
Allstate Floral, Inc.	Michael Barss and Mary Leider Barss	Busy Bee Florist and Gifts
Altman Family	Steven and Sarah Bartfield	Becky Butler
AMC, Inc.	Bay City Flower Company	CalFlowers
America's Florist Inc.	Gabriel Becerra	California Cut Flower Commission
American Gas Products	Emily M. Belden	California Floral Council
American Plant Products	Bella Fiori Flower Shop, Inc.	California Pajarosa
AmericanHort	Benson's Farm	CallaCo
AmericasMart Atlanta	Berwick-Offray, Hampshire Paper and Lion Ribbon	Camflor, Inc.
Amling Brothers / Newport Wholesale Floral, Inc.	Betallic LLC	Camille Beckman
Teresita Amore	Billy Heroman's	Candle Artisans Inc.
Anagram International	BioWorks, Inc.	Cavicchio Greenhouse
Anytime Flowers	Blackmore Co., Inc.	Cedar Grove Gardens
Aquamatics	Bloomaker, Inc.	Debi Chedester
Arctic Alaska Peonies	Bloomerang Solutions	Chrysal Americas
Arizona Family Florist	BloomNet, Inc.	
	Blossom Shoppe Florist & Gifts	
	Blossoms on Monroe	
	Blumz...by JR Designs	

continued on next page

Friends of the Endowment

continued from previous page

Chrysler Commercial Marketing Fund	Donath Lake Farm & Greenhouses	Florabundance, Inc.	Galleria Farms, LLC	Hortica	Lion Ribbon Co.
City College Of San Francisco	Dos Gringos - H&L Group LLC	FloraCraft Corporation	David D. Garcia	Hospital Gift Shop	Jeremy Lohman
City Line Florist	Dramm and Echter, Inc.	Floral Delivery Ease, LLC	Garden Roses Direct	HPP Worldwide / World Floral Expo	Long Island Flower Growers Association
Erin Clark	Dramm Corporation	Floral Design Institute	Garden Valley Ranch LLC	Independent Garden Center	Louisiana State Florists' Association
Colonial Candle	Laura Drotleff	Floral Merchandising Systems	Gardens America, Inc.	Inge-Glas of Germany	Los Angeles Flower Market of the American Florists' Exchange Ltd.
Continental Flowers, Inc.	Dutchman Tree Farms	Floral Style, Inc.	Garrison Hill Florists, Inc.	International Rose Breeders, LLC	Lubbock Wholesale Florist, Inc.
Cosentino Florist & Greenhouse	DV Flora	Floral Supply Syndicate	GEMS Group, Inc.	ITC Wilches S.A.S.	Lynn Lary McLean, LLC
Creative Displays, Inc.	DWF Wholesale Florists	FloralStrategies	Gene's Beaver Floral	Jacobson Floral Supply, Inc.	Main Street Hub
Richard Criley	E.G. Hill Company Inc.	Floraline Display Products	George W Radebaugh & Sons	Jamali Floral & Garden Supplies	Sonja Maki
Sten and Maryann Crissey	Eagledale Florist	Floranext - Florist POS and Websites	Georgia State Floral Dist.	Jenny's Floral	Malmborg's, Inc.
CTI	Eason Horticultural Resources, Inc.	Florasearch, Inc.	Giftmart Wholesale Co.	Karl Jens	Manatee Fruit Company
d. stevens LLC	East Jordan Plastics, Inc.	Florigene Flowers	Golden Flowers, Inc.	JetRam, Inc.	Masterpiece Flower Co.
D.S. Cole Growers	Jim and Ellen Ellison	FLORISTWARE	Juan Carlos Gonzalez Uribe	Jet Fresh Flowers	Mayesh Wholesale Florist, Inc.
Pat Dahlson	The Enchanted Florist	Flot-Aire Refrigerators	gotFlowers?	John Henry Company / Floral Innovations	McCarthy Flowers
Dakota Products	Miu Eng	Flower Farm	David Graper	John Toomey Company	McShan Florist, Inc.
Dallas Market Center	Equiflor/Rio Roses	Flower Shop Network, Inc.	Green Bay Botanical Garden	JRM Chemical, Inc.	Mellano & Company
Jim Daly	Esmeralda Farms	FlowerBox	Green Glo Products	Julia's Florist	Michael A. Mellano
Dandelions Flowers & Gifts LLC	Exotic Flowers	Flowers 'N' Ferns	Green Point Nurseries, Inc.	Kansas State University	Melrose International
Danziger Flower Farm	Expoflores	Flowers by Dick & Son, Inc.	Green Valley Floral	Kay Berry, Inc.	Messe Frankfurt / Floradecora
David Austin Roses Limited	Express Seed Company	Flowers by George, Inc.	Growing Green	Kendall's Flowers & Gifts	Metrolina Greenhouses, Inc.
Deco Wraps	Expressions Floral Design Studio	Flowers from Sky's the Limit, Inc.	GTB / Ford Motor Media	Kennicott Brothers Company	Michigan Floral Association
DeJong Greenhouses, Inc.	Extra Touch District 8K	Flowers of Kingwood, Inc.	Cindy Hanauer	Key Floral, Inc.	Mickey's Minis Floral Express
DeSantis Florist	Falcon Farms	Four Seasons Flowers	William L. Hardin	Kitayama Brothers/ Greenleaf Wholesale Florist, Inc.	Marvin Miller, Ph.D.
DESIGN MASTER color tool, inc.	Farmers' West Flowers & Bouquets	Frank Adams Wholesale Florist	Marlin Hargrove	Kitty's Flowers	Mischler's Florist, Inc.
Designs by Buddy, LLC	Farrell Florist	Fred C. Gloeckner Foundation, Inc.	Harster Greenhouses Inc.	Kurt S. Adler, Inc.	Misty Fresh Cut Flowers
Diamond Line	James Faust	Fresca Farms, LC	Harvest Import, Inc.	LA Flower Market	Egon and Laina Molbak
Diamond Ridge Peonies	Fern Trust, Inc.	Fresh Bloomers Flowers and Gifts	Henry C Alders Wholesale Florist, Inc.	Lafayette Florist & Greenhouses, Inc.	Katy Moss Warner
Dillon Floral Corporation	Guillermo Fernandez	FTD Inc.	Ellie Hikes and Tony Ketelaar	Diane Lagerstedt	Mt. Eden Floral Company
DNC Associates	Ron and Terry Ferriss	G & G Distributors	Hi-Rise Balloons & Floral Supply	Dwight and Dawn Larimer	Mueller Brothers, Inc.
John M. Dole	Fides B.V.	Chuck Gainan	Hiawatha Evergreens Corp.	Lederer Greenhouses, Inc.	Multi Packaging Solutions
DollarTree.com	Fiesta Toy	Gainan's Floral & Greenhouses	Hill's Imports, Inc.	Leider Horticultural Companies, Inc.	Murrieta VIP Florist
Don's Own Flower Shop, Inc.	First & Main, Inc.		Hillcrest Garden Inc.	Leisure Arts, Inc.	Myriad Flowers International
	Fitz Design		Hillside Gardens, Inc.	Len Busch Roses, Inc.	Mark Nance
	Flopak USA		Holland America Bulb Farm, Inc.	Eric Levy	
			Hollandia Greenhouses	Janice Lillie	

continued on next page

Friends of the Endowment

continued from previous page

Naranjo Roses / Grupo Naranjo	Plaza Flowers	Seagroatt Riccardi, Ltd.	Suzann's Flowers	The Whitehurst Company	Verdifratti, Inc.
Nashville Wraps, LLC	PMN - State Farm	Selecta Cut Flowers	Joseph A. Swinak	Tiger Lily Florist	Vickerman Company
National Ribbon Company	Polar Peonies, LLC	Seminole Floral Delivery Systems	Syndicate Sales, Inc.	Tomasovic Greenhouses & Nursery, Inc.	Virgin Farms Direct
Nature's Flowers	PolymerAg	Sequoia Floral International	Tagawa Greenhouses, Inc.	Trapp and Company	Viviano Flower Shop
Terril and Cathy Nell	Portofino International Trading	Shelley's Flowers & Gifts	Alan Tanouye	Tropical Plant Industry Exhibition (TPIE)	Vogt's Flowers, Inc.
Neubauer's Flowers, Inc.	Potomac Floral Wholesale, Inc.	Shibata Family Ltd Partnership	Teleflora	The Troy Family	James and Sue Vosters
Ninomiya-Koda Foundation	Possum Run Greenhouses, Inc.	Laura Shinall	Texas Basket Company	U.S. Greens Corp	VRE Systems
Nissan North America, Inc.	Potter, Inc.	Shirley's Flowers & Gifts	Texas State Florists' Assn.	United Floral Inc.	Wadsworth Control Systems, Inc.
Nordlie, Inc.	Produce Marketing Association	Silver Vase, Inc.	The Bouqs Company	Universal Design Plastics	Wagner Greenhouses, Inc.
North American Bancard	Progressive Balloon Insurance	Simpson's Greens & Floral Distributors	The Ecke Family	University of Missouri	Charles and April Walton
Norton's Flowers & Gifts	Pugh's Flowers	Smithers-Oasis Company/Floralife	The Elite Flower Company	Vacuum Orna-Metal Co.	John Wangrin
Nova Packaging Solutions, Inc.	Pyramid Flowers, Inc.	Eric and Maryanne Smoczyk	The Flower Shoppe	Van de Wetering Greenhouses	Washington Bulb Company, Inc.
Ocean Breeze International	QTM Windchimes	Society of American Florists	The Hiawatha Corp.	Van der Salm Farms, Inc.	Waterous Floral Consultant, LLC
Ocean View Flowers	Quality Growers	Soderbergs Floral and Gift	The Magnolia Company	Van Dyk Brothers Wholesale Florists	Wenke/Sunbelt Greenhouses
Oelschig Nursery, Inc.	Ram/UM Detroit	Sole Farms	The Minneapolis Foundation	Vanessa's Flowers	World Market Center Las Vegas
Olive Hill Greenhouses	Real Local Florists	SRC Refrigeration	The National Ribbon Company	Vanguard Plastics Corporation	York Flowers, Inc.
Oregon Flowers, Inc.	Rebel Hill Florist	Stadium Flowers, Inc.	The Queens Flowers Corporation	Vans Inc.	Kenneth and Lynn Young
Pacific Floral Exchange, Inc.	Red Oak Greenhouses, Inc.	Starbright Floral Design	The Roy Houff Company	Vase Valet Enterprises, Ltd.	Zeidler Floral Company, Inc.
Pacific Flower Shippers, Inc.	Reeves Floral Products, Inc.	State Florists Association of Indiana	The Sun Valley Group, Inc.		Kenneth Zutz
Pajama Sweets	Regency International	Stemcounter.com	The USA Bouquet Company		Elizabeth Zwinak
Palace Florists	Reliant Ribbons Bows & Trims	StemPro Systems			
Alan K. Parkhurst	Relles Florist	Anne M Stewart			
Passion Growers LLC	Resendiz Brothers	Strange's Florist, Greenhouse & Garden Center			
Peachtree Advertising	Protea	Sun Valley Floral Farms			
Pennock Company	Roman, Inc.	Sunburst Farms, Inc.			
Pete Garcia Company/Garcia Group	Rosa Flora Limited	Sunlet Nursery, Inc.			
Phillip's Flower Shops	Royal Flowers, Inc.	Sunshine Bouquet Company			
Phoenix Flower Shops	Royal Imports	Suntory Flowers Ltd			
Pikes Peak of Texas	Gregory Royer	Suntory Flowers North America			
Pioneer Balloon Company	Royer's Flower Shop	Surf Florist Inc & Miami Beach Flowers			
Pioneer Flower Farms	Sakata Seed America	Sutton Ferneries Inc.			
	San Francisco Flower Mart				
	Sandtastik				
	Lin Schmale-Tate				
	Schneider's Florist				
	Schusters of Texas, Inc.				
	Scott's Miracle-Gro Company				

Irma Can't Stop Us from Recognizing Industry Champions!

Our thoughts and prayers are with all those affected by the severe Hurricanes.

2017 AFE Fundraising Dinner

While the 2017 AFE Annual Fundraising Dinner in Palm Beach, Fla., was canceled due to Hurricane Irma, AFE wishes to express our sincere thanks to the generous event sponsors and industry donors who support AFE's floriculture programs to advance and promote our industry.

Download the 2017 AFE Dinner Program to read our full list of dinner sponsors, and much more at endowment.org.

Stay Connected!

endowment.org

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.

AFE Bulletin*

AFE publishes a quarterly print and monthly electronic newsletter, which helps keep donors and industry members informed. The Bulletin highlights relevant industry news and helps the industry stay abreast of Endowment projects.

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

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

Social Media

Connect with AFE on **Facebook, Twitter, Pinterest, LinkedIn, Instagram, 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.

Thank You!

Smithers-Oasis/Floralife and Sakata Seed America teamed up with AFE for two separate matching gift campaigns in 2017.

Contributions made to the Endowment during these campaigns were matched dollar-for-dollar by these generous businesses.

The industry heard the call to support floriculture... and answered back tremendously! Both goals were EXCEEDED.

In total, more than \$60,000 was raised to support AFE's programs!

View the list of generous donors from both matching gift campaigns below.

Sakata Seed America

Accent Décor
David & Stacy Boulton
Busy Bee Florist and Gifts
Becky Butler
Debi Chedester
D.S. Cole Growers
Jim Daly
Design Master Color Tool, Inc.

John Dole
DWF Wholesale Florists
James Faust
David Garcia
Kennicott Brothers Company



Dwight & Dawn Larimer
Eric & Karen Levy
Peter & Sara Moran
Katy Moss Warner
Pete Garcia Company
Pyramid Flowers, Inc.
Sutton Ferneries Inc.

The Minneapolis Foundation
Tomasovic Greenhouses & Nursery, Inc.
Alecia Troy
Waterous Floral Consultant, LLC

Smithers-Oasis/Floralife

American Plant Products
Teresita Amore
Ball Horticultural Company
Benson's Farm
Laura Drotleff
Miu Eng
David Graper
Green Bay Botanical Garden
Ellie Hikes and Tony Ketelaar
Karl Jens
Bill Kluth



Len Busch Roses, Inc.
Sonja Maki
McShan Florist, Inc.
Chad Miller
Ninomiya-Koda Foundation
Pugh's Flowers

Schneider's Florist
Teleflora
James and Sue Vosters
Charles and April Walton
Waterous Floral Consultant, LLC
Kenneth Zutz