Your contributions support:

- **Scientific and Consumer Research** – working to create healthier, more attractive, longer-lasting flowers and plants to boost profits for everyone!

- **Scholarships and Internships** – giving tomorrow’s industry leaders the experience they need, and supporting the next generation of growers, wholesalers, retailers, importers, allied industry workers and educators.

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

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

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

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.
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?

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

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

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

**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

**Randy Tagawa**
Tagawa Greenhouses
Brighton, CO

**Cindy Hanauer**
Grand Central Floral
Jacksonville, FL

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

**Eric Levy**
Hillcrest Garden, Inc.
Paramus, NJ

**Ken Young**
Phoenix Flower Shops
Scottsdale, AZ

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

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

---

**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**

<table>
<thead>
<tr>
<th>Assets</th>
<th>6/30/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>$18,862,803</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$684,962</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$19,547,765</td>
</tr>
<tr>
<td>Net Change in Assets</td>
<td>$1,773,245</td>
</tr>
</tbody>
</table>

**Receipts**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Gains (Losses)</td>
<td>$1,763,443</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>$378,501</td>
</tr>
<tr>
<td>Contributions</td>
<td>$631,158</td>
</tr>
<tr>
<td>Total</td>
<td>$2,773,102</td>
</tr>
</tbody>
</table>

**Disbursements**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$620,196</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$379,661</td>
</tr>
<tr>
<td>Total</td>
<td>$999,857</td>
</tr>
</tbody>
</table>

**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

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

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

John Dole, Ph.D., project leader and NCSU 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.
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

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.
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

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

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.).

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.

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!

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!

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 Altman recipient
Kaylee South
The Ohio State University – OARDC

2017 Ecke recipient
Kellie Walters
Michigan State University

Deena and Ken Altman

Paul Ecke Jr.

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

YPC
Bringing young industry professionals and vibrant students together to build a stronger floriculture industry.

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

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

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

### AFE Named Funds & Balances

<table>
<thead>
<tr>
<th>Category</th>
<th>Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000 and above</td>
<td>Teleflora Fund: Established in 2012</td>
</tr>
<tr>
<td>$500,000 and above</td>
<td>FTD Fund: Established in 2013</td>
</tr>
<tr>
<td>$300,000 - $400,000</td>
<td>Ball Horticultural Company Fund: Established in 2015</td>
</tr>
<tr>
<td>$200,000 - $300,000</td>
<td>Ecke Family Fund: Established in 2013</td>
</tr>
<tr>
<td>$100,000 - $200,000</td>
<td>Blackmore Family Fund: Established in 2016</td>
</tr>
<tr>
<td></td>
<td>Egon and Laina Molbak Fund*: Established in 2017</td>
</tr>
<tr>
<td></td>
<td>Hortica Insurance Fund: Established in 2015</td>
</tr>
<tr>
<td></td>
<td>Mellano &amp; Company Fund: Established in 2013</td>
</tr>
<tr>
<td></td>
<td>Olive Hill Greenhouses Fund: Established in 2013</td>
</tr>
<tr>
<td></td>
<td>Tagawa Family Fund: Established in 2016</td>
</tr>
<tr>
<td>$25,000 - $100,000</td>
<td>Arizona Travel Grant Fund: Established in 2017</td>
</tr>
<tr>
<td></td>
<td>BioWorks Fund: Established in 2016</td>
</tr>
<tr>
<td></td>
<td>Carlstedt’s LLC Fund: Established in 2016</td>
</tr>
<tr>
<td>$10,000 - $25,000</td>
<td>Scotts Miracle-Gro Fund*: Established in 2017</td>
</tr>
<tr>
<td></td>
<td>Sunlet Nursery, Inc. Fund: Established in 2017</td>
</tr>
<tr>
<td>$5,000 - $10,000</td>
<td>The Peter Ullrich/Esmeralda Farms Fund: Established in 2014</td>
</tr>
<tr>
<td>$2,500 - $5,000</td>
<td>The Tom Butler Family Fund: Established in 2014</td>
</tr>
<tr>
<td>$1,250 - $2,500</td>
<td>Smithers-Oasis Fund: Established in 2015</td>
</tr>
<tr>
<td></td>
<td>Yoshimi and Grace Shibata Family Fund: Established in 2016</td>
</tr>
<tr>
<td></td>
<td>Herman and LaDonna Meinders Fund: Established in 2011</td>
</tr>
<tr>
<td></td>
<td>Scotts Miracle-Gro Fund*</td>
</tr>
<tr>
<td></td>
<td>Arizona Travel Grant Fund*</td>
</tr>
<tr>
<td></td>
<td>BioWorks Fund*</td>
</tr>
<tr>
<td></td>
<td>Carlstedt’s LLC Fund*</td>
</tr>
<tr>
<td></td>
<td>Scotts Miracle-Gro Fund*</td>
</tr>
<tr>
<td></td>
<td>Sunlet Nursery, Inc. Fund*</td>
</tr>
<tr>
<td></td>
<td>The Peter Ullrich/Esmeralda Farms Fund*</td>
</tr>
<tr>
<td></td>
<td>The Tom Butler Family Fund*</td>
</tr>
<tr>
<td></td>
<td>Smithers-Oasis Fund*</td>
</tr>
<tr>
<td></td>
<td>Yoshimi and Grace Shibata Family Fund*</td>
</tr>
<tr>
<td></td>
<td>Herman and LaDonna Meinders Fund*</td>
</tr>
</tbody>
</table>

*New
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 Dramm
John Dramm Sales

John Henry Dudley
The John Henry Company

James Durio
Jim Durio Florist, Inc.

Mike Duvall
Home Depot

Paul Ecke Jr.
Paul Ecke Ranch

PJ Ellison
Ellison's Greenhouse

Alvaro Ferro
Flores de Funza

Tony Fiannaca
Sparks Florist, Inc.

Fred Flipse
Fields of Flowers

Don Flowers
Don Flowers Florist, Inc.

Chuck Gainan
Gainan's Flowers

Pete Garcia
Pete Garcia Company

Ramon Garcia
Pete Garcia Company

Shahriar Ghoddousi
The John Henry Company

Edward 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.

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

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

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

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

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

*Deceased
Friends of the Endowment

continued from previous page

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

continued from previous page

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

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.
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](mailto:afe@endowment.org) to receive the electronic Bulletin.

Contact AFE if you're a grower and want to receive our [electronic Grower Newsletter](mailto:afe@endowment.org), which contains news and resources exclusively for growers.

**Social Media**

Connect with AFE on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com), [Pinterest](https://www.pinterest.com), [LinkedIn](https://www.linkedin.com), [Instagram](https://www.instagram.com), [Google+](https://plus.google.com), and [YouTube](https://www.youtube.com) for timely news and updates, and social media campaigns and contests.

**Follow Us!**

![Follow Us!](https://example.com)

*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.

---

**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](mailto:afe@endowment.org) 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
- Schneider’s Florist
- Teleflora
- James and Sue Vosters
- Charles and April Walton
- Waterous Floral Consultant, LLC
- Kenneth Zutz

---

*Studies showing that flowers are good for your health... and a matching gift campaign!*