

AFE Bulletin

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Making the Most of AFE's Free #FlowerMarketingMonday Videos

The new #FlowerMarketingMonday video series encourages ALL members of the floral industry to use the short flower-promoting videos as personalized marketing materials to promote their businesses. A new video is shared on our social media pages each Monday that can be used to promote your business!



To ensure that everyone uses the videos to their fullest potential, we created a new guide: "How to Make the Most of #FlowerMarketingMonday." We developed it to show you step-by-step how to access, download, personalize and use each and every video in the series.

Thirteen videos have already been released to date, so get them and promote Flower Power!

Get your **FREE** copy of "How to Make the Most of #FlowerMarketingMonday" [here](#).

[Read More...](#)

AFE Presents Floral Careers Opportunities to FFA Students at AIFD Symposium!

Having the AIFD Symposium in DC, just minutes from AFE's offices, provided the perfect opportunity for AFE to meet with a group of FFA students to discuss "Exciting Career Opportunities in Floriculture". AFE Chairman Dwight Larimer and Executive Director Debi Chedester spoke with 20 students, along with their faculty advisors.

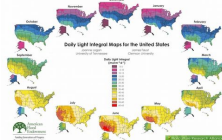


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DLI Maps are Ready!

The new Daily Light Integral (DLI) maps that display the ambient light that is delivered daily during each month of the year across the entire U.S. are hot off the presses!

If you are interested in receiving the DLI in poster format, [let us know!](#)



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AFE Presents Essential Industry Research at the International Floriculture Exposition 2018; Chicago

JULY 2018
MONTHLY BULLETIN

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The AFE Bulletin is proudly sponsored by The Todd Bachman Memorial Fund.



Todd Bachman served as Chairman and CEO of Bachman's before his untimely death in 2008. Todd was a past Chairman of AFE and was very active in many state and national industry organizations. His wife and daughters are honored to carry on his legacy.

Upcoming Deadlines:

October 1, 2018:

- Vic & Margaret Ball Intern Scholarship Applications - for commercial production ([Apply here](#))
- Mosmiller Intern Scholarship Applications - for retail, wholesale or allied trade ([Apply here](#))

A packed meeting room of top retailers gathered at the [International Floriculture Expo](#) on June 25, 2018, to hear new data on the specifics of consumer purchasing...

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Legacy Planning: Charitable Gifts as Part of Your Estate Plan

We have all heard the famous idiom that following death, "you can't take it with you". While the saying is true, one does have it within their power to leave a lasting legacy behind for the betterment of others, aside from what one leaves behind for their family.

[Planned gifts directed to AFE](#) have a big and lasting impact on the future of floriculture.

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UF/IFAS CALS Student Named a Top National Horticulture Industry Professional

This article was written by Dana Edwards and was originally published in UF/IFAS Blog.

GAINESVILLE, Fla. – A native of Rajapur, Nepal, Krishna Bhattarai came to the University of Florida for graduate school to continue his education in improving disease-resistant crops. Though Bhattarai has been in the United States for less than a decade, his research on the Gerbera daisy and strong presence in local and academic communities has been noticed by his peers.

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AFE Fundraising Dinner

Annual Fundraising Dinner

42nd Annual Fundraising Dinner

SHINING STARS = BRIGHT FUTURE

Palm Springs, California
September 13, 2018

Become a sponsor or purchase your dinner ticket now!

For more information, contact Debi Chedester at dchedester@afendowment.org or 703-838-9229

Find out more and become a sponsor or purchase a ticket [here](#).

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AFE is dedicated to advancing the entire floriculture industry through funding research, educational grants and scholarships. Since 1961, more than \$15 million has been funded in research and educational projects, and more than \$2 million has been funded in scholarships and internships designed to attract and retain future industry leaders.

- Business Internship Applications ([Apply here](#))
- Arizona Retail Florist Education Travel Grant - for Arizona retail florists ([Apply here](#))

Knowledge is meant to be shared

Put the facts to work for you...

FLORAL PURCHASE TRACKING STUDY

FMRF.org

Donate to AFE!



If You Don't Support Floriculture, Who Will?

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