

AFE Bulletin

[AFE Home](#) | [Donate](#) | [RSS](#) | [Print-friendly](#) | [Search Back Issues](#)

#FlowerMarketingMonday Video Series Continues to Grow

According to HubSpot Research, 64% of customers are more likely to buy a product online after watching a video about it.



Through AFE's new social media campaign - **#FlowerMarketingMonday** - which was launched in April, floral industry members can begin sharing short videos promoting flowers to their local consumers with a personalized message promoting their shops! Seven videos have already been released!

New video are being revealed each Monday on AFE's [Facebook page](#) through December 2018.

The short videos were originally submitted as a part of the [Floral Marketing Research Fund's #FlowerLoveVideoContest](#). Now, AFE shares the videos weekly so they are available for download and customization, making them perfect for anyone in the floral industry to use as marketing materials.

[Read More...](#)

Fundraising Dinner Recognizes Shining Stars!

AFE's 42nd annual fundraising dinner will be held in Palm Springs, Calif., on September 13, 2018 in conjunction with the Society of American Florist's Annual Convention. As largest fundraising event of the year, **we're looking for industry organizations to become a SPONSOR of the event to help raise money for floriculture programs!**



Even if you can't attend, you can support the future of floriculture and become a sponsor! There are NEW sponsorship opportunities available and all levels of sponsors are recognized during the event.

[Read More...](#)

New Faces at AFE

In the past few months, AFE has had two new employees join their staff. The new members include Candice Musgrove as Program Coordinator and Ashley Alexander as Communications Specialist.



[Read More...](#)

New Daily Light Integral (DLI) Map Being Released

JUNE 2018
MONTHLY BULLETIN

IN THIS ISSUE

- #FlowerMarketingMonday Video Series Continues to Grow
- Fundraising Dinner Recognizes Shining Stars!
- New Faces at AFE
- New Daily Light Integral (DLI) Map Being Released
- Funds for Floriculture!
- Light Management Book Earns Industry Kudos
- YPC Member's Take on CAST

[SEND TO A FRIEND](#)

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



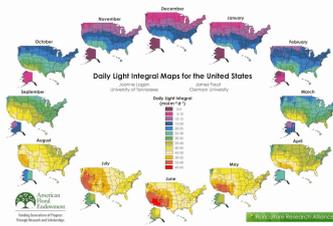
Todd Bachman served as Chairman and CEO of Bachman's before his untimely death in 2008. Todd was a past Chairman of AFE and was very active in many state and national industry organizations. His wife and daughters are honored to carry on his legacy.

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

In the next few weeks, AFE will be publishing the new updated 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. DLI is a measurement of light that is particularly valuable for estimating plant growth. Posters will be available as well as an interactive website.



"The DLI maps are valuable because they allow a grower to better manage the light environment in which they grow their plants," says Clemson researcher and project leader Dr. Jim Faust. "For example, one can estimate the number of days per year that supplemental lighting may be necessary to achieve the desired plant growth during winter months or how much shade cloth may be required to reduce the light intensity delivered to crops during the summer months."

[Read More...](#)

Funds for Floriculture!

Through industry contributions, AFE helps to provide resources to the floriculture industry by funding an array of modern research, scholarships and internship programs and educational grants. Nearly \$700,000 towards research, scholarships and internship programs is funded annually. Many of these programs focus on solving critical challenges that exist in floriculture and creating a knowledgeable industry.



[Make a donation today!](#)

[Read More...](#)

Light Management Book Earns Industry Kudos

This article was originally printed in **Greenhouse Grower** and was written by the editors of **Greenhouse Grower**.



In late May, the book's editors, Dr. Erik Runkle and Dr. Roberto Lopez of Michigan State University, and chapter co-author and nominator Dr. A.J. Both of Rutgers University, learned they will receive a 2018 [American Society for Agricultural and Biological Engineers \(ASABE\) Educational Aids Blue Ribbon award](#). They will be recognized for the award at the ASABE 2018 Annual International Meeting in Detroit, MI, in late July. Runkle and Lopez were also recognized with the [2018 American Society for Horticultural Science \(ASHS\) Extension Division Material Award \(Book\)](#). Following a comprehensive review by an awards committee, a total of 18 submissions were chosen as award winners across several categories. The award will be presented in August at the 2018 ASHS Annual Conference in Washington, DC, during the Extension Division luncheon.

[Read More...](#)

YPC Member's Take on CAST

By **Krystal Snyder, Technical Specialist at J.R. Peters Inc.**

I was lucky enough to join the "Spring Trials with Cornell" trip in April. It was an amazing opportunity in many aspects. From seeing all the new varieties, catching up with old friends, meeting new ones, and growing my network of "plant people."

This was my first trip to CAST, and what an experience. Dr. Mark Bridgen put together

[\(Apply here\)](#)

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?

an itinerary that allowed us to see nine locations. Seeing all the work the breeding companies put into the new varieties, set-ups and displays, I was so impressed. It was really beneficial to my career to see the newer varieties that my growers are bringing in. That will help me troubleshoot any nutritional problems they may run into.



[Read More...](#)

AFE is dedicated to advancing the entire floriculture industry through funding research, educational grants and scholarships. Since 1961, more than \$15 million has been awarded 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.



American Floral Endowment
1001 North Fairfax Street, Suite 201
Alexandria, VA 22314
Phone: 703-838-5211
Fax: 703-838-5212
E-mail: afe@endowment.org
Web: www.endowment.org