Your contributions support:

- **Research** – producing healthier, longer-lasting flowers and plants to boost profits for everyone!
- **Scholarships and Internships** – providing tomorrow’s industry leaders with 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
Creating a stronger, more sustainable industry for generations to come.

AFE Provides You With:
- Programs Recruiting The Next Generation Workforce
- Consumer Purchasing Studies
- Solutions to Tough Industry Challenges Through Research

Get Involved!

Watch our video to learn how you can be part of the solution.

Chairman’s Message

Dear Industry Friends,

It is an exciting time to be in the floral industry, and I am proud to serve AFE as Chairman of the Board for the next two years.

Through industry support AFE continues to fund floriculture research, internships, scholarships and programs that solve industry challenges and strengthen the industry.

Beyond the annual funding for programs, this year another important AFE priority is addressing the lack of focus on cut flower research within universities. Since the 1990’s, universities have reallocated funds away from cut flowers onto other areas. As a result, the number of cut flower research departments has gone from eight to less than one.

Our goal is to build programs that focus on cut flowers in two to three universities. In addition, we will continue to support floral potted and bedding plant research, so our future remains strong. We hope these plans will help the floriculture industry to produce new information and technology and encourage knowledgeable people to join our industry.

To further secure the future of the industry, AFE has great plans to strengthen our scholarship and internship programs and introduce more young people to our industry. These efforts will result in more qualified growers, wholesalers and retailers, and will supply our businesses with the top talent we need. We’ll also remain focused on creating new educational resources and programs to strengthen the floral industry as a whole.

Making a large impact on the future of the floriculture industry is a very attainable goal for AFE, and we are grateful to the supporters and those participating in these programs for the good of the industry.

If you aren’t supporting AFE, consider it. Your contributions truly make a difference.

Sincerely,

Jim Daly
Chairman, American Floral Endowment
VP of Smithers-Oasis/Floralife®
Executive Committee

Jim Daly
Chairman
Floralife/Smithers-Oasis
Walterboro, SC

Dwight Larimer
Past Chairman
DESIGN MASTER
color tool, inc.
Boulder, Colorado

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

Greg Royer
Royer’s Flowers & Gifts
Lebanon, PA

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Phoenix Flower Shops
Scottsdale, AZ

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Continental Flowers
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Mellano & Company
San Luis Rey, CA

Bill Foster
BioWorks
Victor, NY

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

*Emeritus

AFE Staff

Debi Chedester
Executive Director

Candice Musgrove
Program Coordinator

Ashley Alexander
Communications Specialist

Terril A. Nell, Ph.D.
Research Coordinator

American Floral Endowment
Audited Financial Statement
July 1, 2017 - June 30, 2018

Assets 6/30/18
Investments $20,061,890
Other Assets $1,135,410
Total Net Assets $21,197,300
Net Change in Assets $1,649,535

Receipts
Capital Gains (Losses) $1,123,227
Interest and Dividends $404,841
Contributions $1,220,557
Total $2,748,625

Disbursements
Grants $697,826
Supporting Services $419,264
Total $1,099,090

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 57 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, $1,096,000 has been pledged! Help us reach our goal by making a pledge or donation.**

The following organizations are supporting this important initiative.

- Altman Plants
- Bouquet Collection, Inc.
- CalFlowers
- Continental Flowers
- Equiflor Corp. – Rio Roses
- Falcon Farms, Inc.
- FlorExpo, LLC
- Fresca Farms
- Galleria Farms
- Golden Flowers
- Jardines de los Andes
- Joseph H. Hill Memorial Foundation, Inc.
- Kee Kitayama Research Foundation
- Len Busch Roses
- Mayesh Wholesale Florist
- Metrolina Greenhouses
- Passion Growers
- Royal Flowers
- Tagawa Greenhouses
- 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 12/01/18)*

---

**Research Projects**

In 2017-2018, AFE funded the following:

**Plant Breeding and Genetic Engineering**

- **Making Better Plant Products by Understanding Dynamic Facets of Metabolism**
  Dr. Thomas A. Colquhoun, University of Florida – $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 – $30,827

**Disease Management**

- **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 – $36,840

**Insect Management**

- **A Novel Approach to Fungal-based Thrips Management with Marigold Guardian Plants**
  Dr. Margaret Skinner, University of Vermont – $24,815

- **Successful IPM of Western Flower Thrips Starts with Clean Cuttings**
  Dr. Rose Buitenhuis, Vineland Research and Innovation Centre, $45,000

**Post Production**

- **Economic and Postharvest Quality Analysis of Floriculture Crops Produced at Substrate Moisture Content**
  Dr. Terri Starman, Texas A&M University – $13,500

- **Inhibitors of Ethylene Action for Improving Cut Flower Longevity**
  Dr. Rasika Dias, University of Texas at Arlington – $21,050

- **Postharvest Management of Botrytis During Shipping and Storage**
  Dr. John Dole, North Carolina State University – $34,000

**Production Technology/Protocols**

- **Making LED Lighting More Cost-Effective**
  Dr. Marc van Iersel, University of Georgia – $20,000

- **Development of Sole-Source Lighting Guidelines for the Production of Floriculture Transplants**
  Dr. Erik Runkle, Michigan State University – $30,973
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 2018 recipient is Martha Aaron of Sedona Mountain High Flowers, who will attend the AIFD Symposium event in Las Vegas, Nevada.

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
- 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.

- e-Gro Alert & Webinars, $4,000
- e-Gro Nutrient Monitoring Portal, $3,000
- FFA – Career Development Event, $4,000
- Great Lakes Floral Expo, $1,000
- Michigan State University – National Conference, $1,000
- National Floriculture Forum, $3,500
- SAF Convention - Hosting an Intern Program, $2,500
- Seed Your Future, $5,000
- Stem It Up, $7,000
- The Collegiate Plant Initiative, $8,000
- WUMFA Convention - Educational Session, $500

Student Internships & Opportunities

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.

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

- Rebecca Helton, University of Missouri
  Internship at Dr. Delphinium, TX
- Jessica Petree, University of Missouri
  Internship at Busch’s Florist and Greenhouse, 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).

- Danielle Haynos, Kansas State University
  - three-month internship at Neal Mast Greenhouses in Grand Rapids, MI
- Ian Johnson, Iowa State University
  - six-month internship at Len Busch Roses in Minneapolis, MN
- Rhiannon de la Rosa, University of Arkansas
  - three-month internship at Davis Floral Company in Dewy Rose, GA
- Kyle Jacob Craft, University of Georgia
  - six-month internship at Smith Gardens, Inc. in Aurora, OR
- Amanda Sue Pieper, Utah State University
  - three-month internship at Green Circle Growers in Oberlin, OH
- Kimberly Cooper, University of Georgia
  - six-month internship at Green Circle Growers in Oberlin, OH
- Abigail Hogan, University of Wisconsin – River Falls
  - six-month internship at Green Circle Growers in Oberlin, OH
- Gergely (Gary) Motolai, Kansas State University
  - six-month internship at Tagawa Greenhouses in Brighton, CO
- Ryan Niepagan, Iowa State University
  - six-month internship at Tagawa Greenhouses in Brighton, CO
- Conner Nickerson, Kansas State University
  - six-month internship at D.S. Cole Growers in Loudon, NH
- Lauren Stanko, Utah State University
  - four-month internship at Smith Gardens, Inc. in Aurora, OR

Videos promote career opportunities through internship and scholarship programs

- 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** – $2,500
  Recipient: Helena Dondero – California Polytechnic State, San Luis Obispo

- **Julio and Sarah Armellini Scholarship** – $2,300
  Recipient: Kelly Pohlman, University of Kentucky

- **Ball Horticultural Company Scholarship** – $1,100
  Recipient: Ruqayah Bhuiyan, University of Georgia

- **Harold Bettinger Scholarship** – $2,100
  Recipient: Megan Haresnape, Kansas State University

- **BioWorks IPM/Sustainable Practices Scholarship** – $1,300
  Recipient: Leala Machesney, University of Maine

- **James Bridenbaugh Memorial Scholarship** – $500
  Recipient: Armando DeLoera Mejia, City College of San Francisco

- **CalFlowers Scholarship** – $2,000
  Recipient: Roame Thatcher, City College of San Francisco

- **John Carew Memorial Scholarship** – $2,100
  Recipient: Emily Teng, University of Hawaii at Manoa

- **Carlson-Johnson Scholarship for Nontraditional Students** – $1,200
  Recipient: Matt Witemyre, Merritt College

- **Earl Dedman Memorial Scholarship** – $2,100
  Recipient: Kimberly Cooper, University of Georgia

- **Long Island Flower Growers Association (LIFGA) Scholarship** – $1,400
  Recipient: Sarah Snow, New York Botanical Garden School of Professional Horticulture

- **Long Island Flower Growers Association Bob Gunther Scholarship** – $1,000
  Recipient: Jesse Friel, Farmingdale State College

- **Richard T. Meister Scholarship** – $4,300
  Recipient: Shea Keene, University of Florida

- **National Greenhouse Manufacturers Association (NGMA) Scholarship** – $600
  Recipient: Sean Tarr, Michigan State University

- **Mike and Flo Novovesky Scholarship** – $2,800
  Recipient: Lianna Smith, Tulane University

- **Lawrence "Bud" Ohlman Memorial Scholarship** – $500
  Recipient: David Figueroa, Texas Tech University

- **James K. Rathmell, Jr. Memorial Scholarship for Horticultural Work/Study Abroad** – $3,600
  Recipient: Ariana Newton, West Virginia University

- **Seed Companies Scholarship** – $2,600
  Recipient: Erin Pfarr, Rutgers University

- **John L. Tomasovic Sr. Scholarship** – $1,100
  Recipient: Jennifer Desormeaux, Virginia Tech

- **Edward Tuinier Memorial Scholarship** – $4,900
  Recipient: Sean Tarr, Michigan State University

- **Jacob and Rita Van Namen Marketing Scholarship** – $1,200
  Recipient: Cole Rider, Mt. San Antonio College

- **Vocational (Bettinger, Holden and Perry) Scholarship** – $1,600
  Recipient: Matt Witemyre, Merritt College

**Total Amount Awarded: $42,800**
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

Paul Ecke Jr.

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!

2018 Altman recipient
Krishna Bhattarai
University of Florida

2018 Altman recipient
Nathan Nordstedt
The Ohio State University

2017 Ecke recipient
Kaylee South
The Ohio State University – OARDC

2018 Ecke recipient
Melissa Munoz
Clemson University

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.

The YPC has more than 53 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!

Join the YPC at endowment.org/ypc

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

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
- Social Media Guide for Floral Retailers and Wholesalers
- Purchasing Barriers Tracking Study for Non-Flower Buyers
- Consumer Preferences Study for Flowers as Gifts
- Flower Marketing Monday
- Flower Love Video Contest

Flower Marketing Monday

Started in April 2018, we have released a new video promoting flowers every Monday morning on the AFE Facebook and Twitter pages. The campaign, complete with a catchy hashtag #FlowerMarketingMonday, showcases a new 60 second or less video. Retailers, wholesalers, growers, manufacturers and anyone else in the floral industry can share the videos on their own website and social media platforms. Furthermore, industry members can use these videos to help promote everyday buying and/or upcoming holidays.

The goal is to make each weekly video go viral and inspire flower giving across the globe!

The more than 50 video submissions include humorous skits, cute animations, surprise moments, artistic montages and testimonials that promote the everyday smiles that flowers bring.

So, share or embed the FREE videos from Facebook or download from Vimeo. (We created a guide that explains how we suggest you use the videos.) The videos are perfect to use on your business marketing outlets: Facebook, Twitter, LinkedIn, Google+, Pinterest, YouTube or your website! Simply add your own messaging to your posts! After, you can share them immediately or save them to promote later! All in all, the more shares, the more consumer outreach!
**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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teleflora Fund</td>
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<tr>
<td>FTD Fund</td>
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<tr>
<td>The Todd Bachman Memorial Fund</td>
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<td>The Ecke Family Fund</td>
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<td>Ball Horticultural Company Fund</td>
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<td>Smithers-Oasis/Floralife Fund</td>
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<td>Yoshimi “Shimi” &amp; Grace Shibata Family Fund</td>
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<td>Blackmore Family Fund</td>
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<td>The Scotts Miracle-Gro Company Fund</td>
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<td>BioWorks Fund</td>
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<td>Sunlet Nursery, Inc. Fund</td>
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<tr>
<td>The Peter Ullrich/Esmeralda Farms Fund</td>
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**Student Internship Funds**

<table>
<thead>
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<tr>
<td>Vic &amp; Margaret Ball Internship Scholarship Fund</td>
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<td>The Del Demaree Family Business Internship Fund</td>
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**Research Funds**

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<tr>
<td>Gus Poesch Research Fund</td>
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<td>Christian B. Nissen Research Fund</td>
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**Scholarship Funds**

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<td>CalFlowers Scholarship</td>
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<td>Edward Tuiner Scholarship</td>
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<td>Seed Company Scholarship</td>
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<td>American Florists’ Exchange Scholarship</td>
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<td>Julio and Sarah Armellini Scholarship</td>
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<td>Markham-Colegrave Int’l Scholarship</td>
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<td>John Carew Scholarship</td>
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<td>Vocational Scholarship</td>
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<td>Long Island Flower Grower Assn (LIFGA) Scholarship</td>
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<td>John Tomasovic Scholarship</td>
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<td>Jacob &amp; Rita Van Namen Scholarship</td>
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<td>LIFGA Bob Guenther Scholarship</td>
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<td>Carlson-Johnson Scholarship</td>
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**Grant Funds**

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</thead>
<tbody>
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<td>James &amp; Helen Phillip Floral Design Grant</td>
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<tr>
<td>Voit &amp; Todd Grant Fund</td>
<td>$39,407</td>
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<tr>
<td>Arizona Florist Travel Grant Fund</td>
<td>$27,796</td>
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</tbody>
</table>

To join this list and create a named fund contact AFE today!
Memorial Tributes

The Endowment has more than 300 tributes (living, memorial and corporate). Tributes are a way to remember and honor industry members, family and friends in a special and lasting manner.

August “Gus” De Hertogh

August (Gus) De Hertogh, Ph. D., passed away October 26, 2018 at the age of 83.

Dr. De Hertogh was an internationally renowned researcher and expert in the industry, specifically, revolutionizing forcing bulbs as pot crops on a global scale. He served as AFE’s first Research Coordinator from 1999 to 2014.

Gus began his career in tackling challenges with flower bulbs in 1965 at Michigan State University. Here he helped start the Flower-Bulb Project, a collaborative effort between the Dutch Bulb Exporters Association and the Department of Horticulture at Michigan State University. For the next 35 years he would continue to research flower bulbs. Gus also served as the chairman of the Department of Horticulture for 10 years. All the while, continuing his research on flower bulbs.

At AFE, Gus helped to establish and oversee the most comprehensive research proposal review process in the industry.

Gayle (Gay) Smith

Gayle (Gay) Smith passed away at the age of 63 in March 2018.

To honor Gay and her many contributions within the industry, Chrysal Americas President Jim Kaplan established the Gay Smith Memorial Tribute.

Gay served as the technical manager for Chrysal for more than 18 years, but her career in the floral industry spanned more than 45 years.

She moved to San Francisco after graduating from the University of Arizona and eventually found her way to the San Francisco Flower Market, where she worked for Kitayama Brothers. By 1981, she had made a name for herself as the first female manager working among the male-dominated world of growers and wholesalers at the market.

Years later Gay began working at Melridge, Inc., where she found her true love of flower care and handling. She was active with many organizations including the Society of American Florists, where you could always find her helping out with the Outstanding Varieties Competition making sure all of the entries were hydrated.

Alan H. “Buddy” Jacobson

Alan H. “Buddy” Jacobson, passed away November 29, 2018 at age 87.

Buddy joined the family business in 1955 after earning his business degree in marketing from Boston University and completing military training with the army. As a salesman, Buddy traveled to retail floral shops throughout New England selling supplies. Buddy’s attention to customer satisfaction and keen business acumen propelled Jacobson into a floral industry leader and the largest hardgoods supplier in New England.

He transformed the business with his desire for a walk-in facility for superior customer experience. Buddy always strived to meet customer needs and exceed their expectations. Proof of this was only furthered in 1991, when he established Jacobson’s import arm, Holiday Designs Ltd., to provide unique, trend-forward products to the marketplace.

Buddy’s impact on the floral industry didn’t stop at the family business; he was a driver of Jacobson’s national and local floral industry involvement.

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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 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.