



American
Floral
Endowment

Funding Generations of
Progress Through Research
and Scholarships

ANNUAL REPORT

July 1, 2018 - June 30, 2019



endowment.org



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Location

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EMPLOYERS: Attract top talent. Hire for success.

Having a hard time finding talent? We're here to help. Unlike other job boards who cater to the masses, we provide a direct line to qualified candidates who are interested in our beautiful and fast-paced industry. What are you waiting for? Get started!

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We know the job search can be overwhelming and daunting. We can help you find the right position in horticulture or floriculture. The best part: Flowers and plants are scientifically proven to improve our emotional health and well-being – which means you'll be working in an industry that makes a difference in peoples' lives. Get started on your next career move!

Featured Jobs

Asst. Professor - Applied Insect Ecologist
Virginia Tech
Tidewater Area, VA

Ph.D. Assistantships in Environmental Horticulture Department
University of Florida
Gainesville, FL

Floral Designer
Omaha, NE

Head Grower
Denver, CO

NEW IN 2020
AFecareercenter.com

Featured Services

Career Resources



Internships and Student Resources



Chairman's Message

Dear Industry Friends,

My first year as Chairman of the Board was an exciting one to say the least. As always, the floral industry has experienced growth and change over the last year and AFE works consistently to help industry members adapt.



We are excited to bring you our annual report that gives updates on not only AFE's financials and funding reports from the 2018-2019 fiscal year, but new programs and resources. Successes like new videos, marketing research, new scholarships and a new retail grant were all products of the past year.

The AFE Board of Trustees has committed funding and resources to address our industry's most critical challenges.

The funding and resources go towards identifying solutions through research and programs that will assist the industry in the greatest way possible. AFE's special research fund created to address losses from Thrips and Botrytis is producing results in its early stages, funding for national educational programs has increased, and AFE is launching a new Career Center in 2020 to connect talent and industry. It's all very exciting.

All of these important programs and resources are only possible due to industry contributions. If you are contributing to AFE through an annual tax-deductible contribution, we thank you. If you aren't, I ask you to consider making an annual pledge to the Endowment to expand on these important programs and do even more.

An industry without research, educational funding, and resources providing for the future is an industry that will surely see more challenges than successes. Visit our website and make a gift to the floral industry today – endowment.org.

Sincerely,



Jim Daly
Chairman, American Floral Endowment
VP of Smither-Oasis/Floralife®

2020 Executive Committee

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Walterboro, SC

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Executive Director

Candice Musgrove
Program
Coordinator

Terril A. Nell, Ph.D.
Research
Coordinator

American Floral Endowment Audited Financial Statement July 1, 2018 - June 30, 2019

Assets	6/30/19
Investments	\$20,610,575
Other Assets	\$1,307,136
Total Net Assets	\$21,917,711
Net Change in Assets	\$720,411

Receipts	
Capital Gains (Losses)	\$538,787
Interest and Dividends	\$544,911
Contributions	\$926,127
Total	\$2,009,825

Disbursements	
Grants	\$867,888
Supporting Services	\$378,709
Total	\$1,246,597

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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's important research initiative tackles industry problems.

For nearly 60 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.

In 2019, AFE reached its goal to raise \$1.5 million through industry support to conduct new and innovative research leading to effective control procedures and management strategies. The funding currently supports **twelve** research projects. The research will lead to reduced losses and higher quality flowers and plants.

You can increase the funding for projects like these by making a pledge or donation.

The following organizations are supporting this important initiative:

- | | | |
|--|--|-----------------------------|
| ■ Altman Plants | ■ Fresca Farms | ■ Metrolina Greenhouses |
| ■ Ball S.B. | ■ Golden Flowers | ■ Passion Growers |
| ■ Bouquet Collection, Inc. | ■ Jardines de los Andes | ■ Royal Flowers |
| ■ CalFlowers | ■ Joseph H. Hill Memorial Foundation, Inc. | ■ Tagawa Greenhouses |
| ■ Colombia Flower Council by Asocolflores & AFIF | ■ Kee Kitayama Research Foundation | ■ The Elite Flower Company |
| ■ Continental Flowers | ■ Len Busch Roses | ■ The Queen's Flowers Corp. |
| ■ Equiflor Corp. – Rio Roses | ■ Mayesh Wholesale Florist | ■ Solé Farms |
| ■ Falcon Farms, Inc. | | ■ Sunshine Bouquet Company |
| ■ FlorExpo, LLC | | |

**While results will be shared industry-wide, supporters of this special research fund receive exclusive first-access research updates and progress reports. Support the initiative today!*

(as of 1/1/20)

Research Projects

In 2018-2019, AFE funded the following projects:

Plant Breeding and Genetic Engineering

- **Developing Seed-Propagated Downy Mildew Resistant Impatiens** Dr. Mark Bridgen, Cornell University

Disease Management

- **Finding Solutions to Pre-Harvest Botrytis Infection and Thrips Infestation of Cut Roses** Drs. James Faust/JC Chong, Clemson University

Insect Management

- **A Novel Approach to Fungal-based Thrips Management with Marigold Guardian Plants** Dr. Margaret Skinner, University of Vermont
- **Distinction of Arthropod-induced Stressors of Chrysanthemum Using Hyperspectral Imaging Technologies** Dr. Christian Nansen, University of California, Davis
- **Integrated Management of Thrips Using New Generation Bioinsecticides and Commercially-Reared Natural Enemies** Dr. Kevin M. Heinz, Texas A&M AgriLife Research
- **Successful IPM of Western Flower Thrips Starts with Clean Cuttings** Dr. Rose Buitenhuis, Vineland Research and Innovation Centre
- **Ultraviolet Light for Integrated Pest Management of Western Flower Thrips** Dr. Bruce Parker, University of Vermont

Post Production

- **Economic and Postharvest Quality Analysis of Floriculture Crops Produced at Substrate Moisture Content** Dr. Terri Starman, Texas A&M University
- **Inhibitors of Ethylene Action for Improving Cut Flower Longevity** Dr. Rasika Dias, University of Texas at Arlington

Production Technology/Protocols

- **Adaptive Supplemental Lighting to Reduce Energy Costs in Greenhouses** Dr. Marc van Iersel, University of Georgia
- **Development of Sole-Source Lighting Guidelines for the Production of Floriculture Transplants** Dr. Erik Runkle, Michigan State University
- **Smartphone-Based Rapid, Inexpensive, and Accurate Estimation of Plant Nitrogen Status in Floriculture Production** Dr. Krishna Nemali, Purdue University

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, \$27,357

Education and Travel Grants

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 2019 recipient is Bre Schindler, AIFD of PJ's Flowers and Events in Phoenix, Arizona, who will attend the AIFD Symposium event in Chicago, Illinois.**



Educational Grants

- **National Floriculture Forum Annual Meeting**
- **Society of American Florists Annual Convention**
- **E-Gro Alert and Webinars**
- **Michigan State and North Carolina State – Nutrient Monitoring Portal**
- **America In Bloom 2020 Symposium**
- **Seed Your Future National Movement to Promote Horticulture**
- **American Institute of Floral Designers – Bringing FFA to AIFD**
- **The Collegiate Plant Initiative: Connecting College Students to Horticulture**
- **Clemson University – STEM It Up Program**
- **WUMFA Annual Convention**
- **Great Lakes Floral Expo**
- **American Society for Horticultural Sciences Education and Career Day**
- **University of Florida – Greenhouse Training Online Course Development**

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.

***Download the FREE Employer Resource Guide and sign up to become a host at endowment.org/biz.**





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**.



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**.

- **Kelsey Brazelton**, University of Arkansas
Internship at Dr. Delphinium, Dallas, TX
- **Keri Knott**, Virginia Tech
Internship at Longwood Gardens, Kennett Square, PA
- **Sabrina Morris**, University of Missouri
Internship at Tiger Garden, 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).

- **Sarah Chance**, University of Georgia
Six months at Northcreek Nurseries, Landenberg, PA
- **Katelynn Clark**, Kansas State University
Six months at Tagawa Greenhouses, Brighton, CO
- **Renata Goossen**, Kansas State University
Four months at Green Circle Growers, Oberlin, OH
- **Lael Helen Mathis**, Colorado State University
Six months at Sun Valley Floral Group, Arcata, CA
Kade Fizzel, Kansas State University
Six months at Metrolina Greenhouses, Huntersville, NC
- **Katherine Myres**, University of Arkansas
Three months at Neal Mast Greenhouses, Grand Rapids, MI
- **Justin Pruess**, Colorado State University
Three months at Green Circle Growers, Oberline, OH
- **Erin Sparkman**, Mississippi State University
Three months at Neal Mast Greenhouses, Grand Rapids, MI
- **Elizabeth Tanner**, University of Idaho
Four months at Ocean View Flowers, Lompoc, CA
- **Austin Vonkutzleben**, University of Georgia
Six months at Skagit Horticulture, LLC in Mt. Vernon, WA

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:

- **Kishwaukee College — \$7,000**
- **Mississippi State University — \$8,000**
- **The Ohio State University ATI — \$7,000**
- **Texas A&M University — \$7,000**

Scholarships

AFE annually administers scholarships to assist students pursuing a career in floriculture/horticulture.

- **American Florists' Exchange Scholarship — \$2,400**
Recipient: Armando DeLoera – City College of San Francisco
- **Julio and Sarah Armellini Scholarship — \$2,200**
Recipient: Abigail Keairns – Murray State University
- **Ball Horticultural Company Scholarship — \$1,100**
Recipient: Caleb Spall, Michigan State University
- **Harold Bettinger Scholarship — \$2,000**
Recipient: Rhiannon Newton, West Virginia University
- **BioWorks IPM/Sustainable Practices Scholarship — \$1,200**
Recipient: Sage Drohan, Orange Coast College
- **James Bridenbaugh Memorial Scholarship — \$500**
Recipient: Alexis Ramstine, Colorado State University
- **CalFlowers Scholarship — \$5,800**
Recipient: Helene Dondero, California Polytechnic State University, San Luis Obispo
- **John Carew Memorial Scholarship — \$2,000**
Recipient: Mary Lewis, University of Georgia

- **Earl Dedman Memorial Scholarship — \$2,000**
Recipient: Gergely Motolai, Kansas State University
- **Long Island Flower Growers Association (LIFGA) Scholarship — \$1,400**
Recipient: Cassandra Castano, Farmingdale State College
- **Long Island Flower Growers Association Bob Gunther Scholarship — \$1,000**
Recipient: Cassandra Castano, Farmingdale State College
- **Richard T. Meister Scholarship — \$4,000**
Recipient: Emily Teng, University of Hawaii at Manoa
- **National Greenhouse Manufacturers Association (NGMA) Scholarship — \$500**
Recipient: Gergely Motolai, Kansas State University
- **Mike and Flo Novovesky Scholarship — \$2,700**
Recipient: Alexis Ramstine, Colorado State University
- **Lawrence "Bud" Ohlman Memorial Scholarship — \$2,500**
Recipient: Krishna Bhattarai, University of Florida
- **Seed Companies Scholarship — \$2,500**
Recipient: Erin Pfarr, Rutgers University
- **John L. Tomasovic Sr. Scholarship — \$1,200**
Recipient: Keslie Robbins, Mississippi State University
- **Edward Tuinier Memorial Scholarship — \$4,600**
Recipient: Caleb Spall, Michigan State University
- **Jacob and Rita Van Namen Marketing Scholarship — \$1,200**
Recipient: Kelly Pohlman, University of Kentucky
- **Vocational (Bettinger, Holden and Perry) Scholarship — \$1,500**
Recipient: Armando DeLoera – City College of San Francisco

Total Amount Awarded: \$42,300



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!



2019 Altman recipient
Paul Cockson
North Carolina State University



2019 Altman recipient
Yiyun Lin
Ohio State University



2019 Altman recipient
David Tork
University of Minnesota, Twin Cities



2019 Ecke recipient
Mary Lewis
University of Georgia

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.

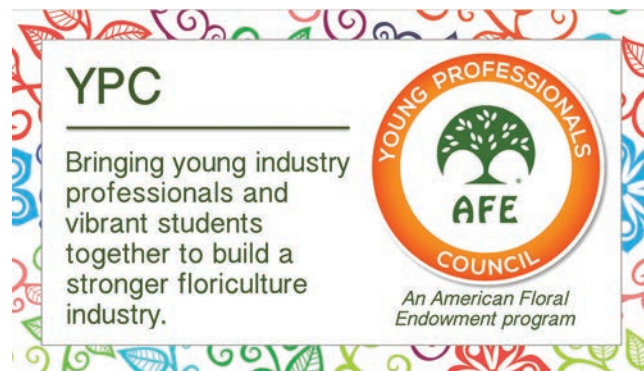
The Endowment gives YPC members leadership and networking opportunities to become future leaders in the floral industry.

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.

Results from previous studies including Marketing to Millennials, Purchasing Barriers to Flower Buying, Generations of Flowers, and more are available now.

To download any of the FMRF reports, log in or create a free account at **FMRF.org**.

New Projects Currently Underway

Consumer Preferences for Floral Designs Selection with Eye-Tracking

Conducted jointly by AFE and the Produce Marketing Association (PMA), researchers determine which of the design elements are truly important to consumers and drive their purchase behavior. The study results can be used by florists, suppliers, retailers, and bouquet makers to increase sales. Research was conducted at Texas A&M.

Consumer Valuation of Plants

The project conducted by researchers at Vineland Research Centre determines factors that moderate consumers' perceived value of plants. Put more simply, when a consumer sees a price tag, how do they decide if the plant features (e.g., perceived cost of production, expected longevity, plant architecture, pot size, care convenience) make it worth the cost.

Floral E-Commerce Research

This joint study with the Produce Marketing Association provides flower members with critical buying information about the floral e-commerce industry.

Understanding How Advertising Can Lead to Increased Demand and Satisfaction Among Consumers in the Floral Industry

This project conducted at University of Georgia examines and makes recommendations for several of the Floral Marketing Research Fund marketing priorities. Notably, this project will help firms put the right product in the right place at the right time.

Other Free Reports Available at FMRF.org

2019 New Named Funds!

Two new named funds were established in 2019.

The Retail Florist's Continued Education Fund was established by Bob and Carol Sharpe from Frederick, Maryland.

Bob and Carol want to help floral businesses succeed so they worked with AFE to create the Retail Florist's Continued Education Fund.



This new fund will provide reimbursement grants to retail florists in the Maryland, Virginia and DC area to brick and mortar retail floral owners to continue their education through in-person industry events, community courses or webinar classes.

The goal is to encourage retail florists to never stop learning, whether it's computer classes, social media classes, accounting, marketing or floral design...all with the end result of continued learning.

The Garcia Family Scholarship Fund joins the more than 25 other AFE scholarships in promoting and assisting young professionals in joining the floral and horticultural industries.



The Garcia Family Scholarship Fund is intended for students attending a two-year college, or Junior or Seniors attending

a four-year institution with a career focus on the marketing or distribution of floral products, including retail, wholesale, manufacturing and/or floral business ownership/operations.

The Garcia Family has proudly served the floral industry since 1965. Owned by the Garcia family, **Garcia Group, Inc.** operates six different divisions: Floral-Pak® Company; Plus One Imports™; Garcia Group Glass—Floraglas® and G3® brand products; Vase D'Lite® and Premium Wood Picks. All are represented exclusively by the **Pete Garcia Company™ THE BEST LINES IN THE WORLD®**.

Establishing a named fund is a great way to leave a lasting tribute to the floral industry for years to come. Any fund can be established with a donation or pledge of \$25,000 or more.

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

- Teleflora Fund**
\$1,417,973
- FTD Fund**
\$640,466
- The Todd Bachman Memorial Fund**
\$416,149
- The Ecke Family Fund**
\$392,093
- Ball Horticultural Company**
\$359,441
- Smithers-Oasis/Floralife Fund**
\$292,361
- Yoshimi “Shimi” & Grace Shibata Family Fund**
\$270,518
- Herman and LaDonna Meinders Fund**
\$250,797
- Egon & Laina Molbak Fund**
\$190,106
- The Pennock Company Fund**
\$160,041
- Hortica Insurance Fund**
\$152,823
- Mellano & Company Fund**
\$145,819
- Tom Butler Family Fund**
\$119,032
- Olive Hill Greenhouses Fund**
\$116,593
- Tagawa Greenhouses Fund**
\$94,901

- Blackmore Family Fund**
\$106,386
- The Scotts Miracle-Gro Company Fund**
\$83,044
- BioWorks Fund**
\$48,010
- Sunlet Nursery, Inc. Fund**
\$31,363
- The Peter Ullrich/Esmeralda Farms Fund**
\$25,698

Student Internship Funds

- Vic & Margaret Ball Internship Scholarship Fund**
\$1,448,892
- The Del Demaree Family Business Internship Fund**
\$295,148

Research Funds

- Gus Poesch Research Fund**
\$867,957
- Christian B. Nissen Research Fund**
\$74,801

Scholarship Funds

- Paul Ecke Jr. MS/PHD Scholarship**
\$330,414
- Altman Family Scholarship**
\$270,856

- CalFlowers Scholarship**
\$153,674
- Edward Tuinier Scholarship**
\$121,902
- Richard T. Meister Scholarship**
\$107,300
- James Rathmell Scholarship**
\$94,889
- Mike & Flo Novovesky Scholarship**
\$72,702
- Seed Company Scholarship**
\$64,907
- American Florists’ Exchange Scholarship**
\$62,376
- Julio and Sarah Armellini Scholarship**
\$58,299
- Markham-Colegrave Int’l Scholarship**
\$60,518
- John Carew Scholarship**
\$53,185
- Harold Bettinger Scholarship**
\$52,532
- Earl Dedman Scholarship**
\$52,122
- Vocational Scholarship**
\$39,562
- Long Island Flower Grower Assn (LIFGA) Scholarship**
\$36,128
- BioWorks Scholarship**
\$32,409
- John Tomasovic Scholarship**
\$33,228

- Jacob & Rita Van Namen Scholarship**
\$31,085
- LIFGA Bob Guenther Scholarship**
\$30,535
- Carlson-Johnson Scholarship**
\$31,261
- Ball Horticultural Scholarship**
\$27,822
- National Greenhouse Manufacturing Association Scholarship**
\$14,488
- James Bridenbaugh Scholarship**
\$10,857
- Bud Ohlman Scholarship**
\$2,988
- Garcia Family Scholarship Fund**
\$31,200

Grant Funds

- James & Helen Phillip Floral Design Grant**
\$926,751
- Retail Florist’s Continued Education Fund**
\$50,000
- Voit & Todd Grant Fund**
\$39,515
- Arizona Retail Florist Travel Grant Fund**
\$28,000

**Balances as of Nov. 30, 2019*

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.



Krissy Doyle

Krissy worked for nearly two decades as SAF's manager of Member and Data Services before passing away in the summer of 2019 at the age of 49 after a valiant fight with cancer.

Born in San Diego, California, Krissy was the daughter of a U.S. Naval Submarine Master Chief. She lived in many different parts of the country before settling in Northern Virginia and discovering her first and lasting passion for drama. After high school, she performed professionally at many theatres in the greater Washington, D.C., area. She was known for her dynamic and powerful singing voice, irresistible charm and vivacious energy on the stage.

In 2000, Krissy segued that energy into her successful career at SAF. As a primary force in the association's membership department, she interacted daily with SAF members from all over the country and around the globe. She was well known for her mastery of database technology and used that expertise to help SAF communicate with targeted audiences of floral industry business owners. Most of all, Krissy was recognized and embraced by all corners of the floral industry for her warmth, generosity and giving spirit.

Michael Kraft

Michael was a treasured member of the floral industry from the age of 22 when he joined the family business. Alongside his two brothers, for over 30 years, he co-owned Nanz & Kraft Florists in Louisville, Kentucky, founded in 1850.



Along with buying as many flowers and plants as were available from local Kentucky and Indiana farms, Michael traveled from South America to California to build grower relationships and procure the freshest flowers for his customers. With the goal of always improving Nanz & Kraft, he traveled 2-3 times a year for peer group meetings, learning what other shops did best and bringing those ideas home.



Paul Thomas

Paul was a renowned researcher, prolific speaker and champion of budding horticulturists. He devoted his life to the study of horticulture. His numerous accomplishments included publishing more than 350 peer-reviewed scientific and outreach articles, receiving 41

academic awards and giving more than 600 presentations to industry groups. He also received SAF's Alex Laurie Award for outstanding achievement in research just last year.

Paul especially loved mentoring students and helping them embark on horticultural careers. For more than 20 years, he was a professor at the University of Georgia, where he taught greenhouse management, horticultural business practices and interiorscaping classes. A key component of his program was facilitating experiential learning through industry internships. Thomas served as the State Extension Specialist in floriculture. In this position, he planned and implemented regional and state programs involving greenhouses and the florist industry.

He had recently retired from UGA and, just this month, started work as the American Floral Endowment's ambassador for internships and scholarships. He was traveling between universities when he passed away. Prior to his new position, he reviewed research grants and scholarship applications for AFE and also helped coordinate internship promotional videos the organization still uses today.

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.

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

Ken Altman
Altman Plants

Felix Ankele
Gordon Boswell
Flowers, Inc.

Paul Bachman
Bachman's Inc.

Stanley Bachman
Bachman's Inc.

Todd Bachman
Bachman's Inc.

Gabriel Becerra
Golden Flowers

William Belden
Oscar G. Carlstedt
Co.

Kenneth Benjamin
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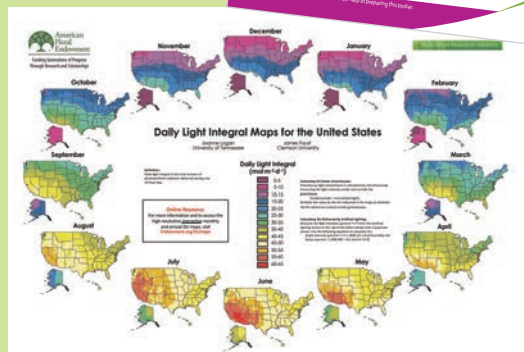
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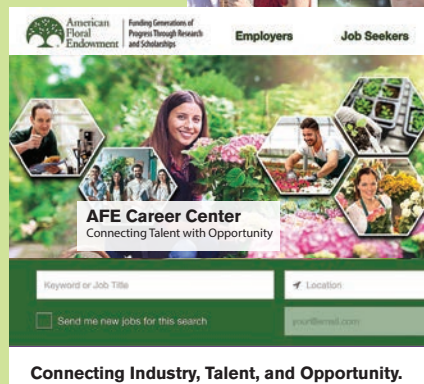
New Industry Resources!

→ Care and Handling Poster

↓ Daily Light Integral Maps for the U.S.



To get your copy of the Care and Handling poster or Daily Light Integral Map, please contact afe@endowment.org.



↑ #FlowerMarketing-Monday Videos

← AFE Career Center (new in 2020!)

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