

Funding Generations of Progress
Through Research and Scholarships

AFE Bulletin

2020 • ISSUE FOUR

QUARTERLY NEWS FOR ENDOWMENT SUPPORTERS

AFE's Awarded Educational Grants for 2020



16 organizations will receive funding through our 2020-2021 Educational Grants.

This year's list includes 5 new programs in addition to continued funding for 11 ongoing programs. The funding will support educational training, conference program support, and industry resources for floral industry members, students, and faculty.

Through AFE's Educational Grants programs, organizations, universities, or industry groups can apply for grant funding or sponsorships from the Endowment. Every organization that AFE supports provides an important resource or program that is vital to the advancement and success of the floral industry.

The Annual Educational Grants prioritize programs that are wide-reaching and those that aim to bring young professionals to our industry. Weight is also placed on educational programs that help industry members grow and those that help identify and solve industry needs and challenges.

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Why Support AFE – A History of Giving

Read About Lee Phillip Bell and Be Inspired

When William and Lee Phillip Bell created their popular daytime drama, **"The Bold and the Beautiful,"** presumably they sought a name that would lure potential viewers. Unintentionally they selected one that perfectly describes Ms. Bell.

A woman of striking beauty, she and her husband took a bold step and created, co-produced and launched their first daytime drama, "The Young and the Restless" in 1973. "The Bold and the Beautiful" followed 14 years later. The Bell's two successful dramas earned them 18 Emmy Awards and it also enabled them to reside in a



By Sten Crissey, Past Trustee

mansion whose prior owners included Cary Grant and Howard Hughes. (Since her death this February, the home has been purchased by LeBron James of NBA fame.)

Sadly, Lee Phillip Bell died in February at the age of 91; her husband died in 2005.

The American Floral Endowment honors their memories by sharing the story of their successes and generosity – encouraging others to give as Ms. Bell gave.



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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 the American Floral Endowment 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.

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AFE's Awarded Educational Grants for 2020

Congratulations to the following organizations and programs receiving funding in 2020! AFE is proud to support your ongoing efforts to grow and develop the floral industry.

Newly Funded Projects:

- Kansas State University: Developing Digital Horticulture Teaching Resources
- Mississippi State University: Aerobic Mound Composting of Fresh Cut Floral Waste
- Mobil Floral Lab: CUBA
- National Alliance of Floral Associations Annual Meeting
- Texas State Florists' Associations: TSFA Educating Educators

Continued Funding:

- America In Bloom Symposium
- American Institute of Floral Designers: Bringing FFA to AIFD
- American Society for Horticultural Sciences: Seeing Your Professional Future Coming into Focus
- Clemson University: STEM It Up Program
- E-Gro Alert and Webinars
- Great Lakes Floral Expo
- National Floriculture Forum
- Seed Your Future: National Movement to Promote Horticulture
- The University of Kentucky and North Carolina State: Nutrient Monitoring Portal
- University of Florida: Greenhouse Training Online Course Development and Delivery
- Wisconsin & Upper Michigan Florists Association Annual Convention

In addition to the mentioned Educational Grants, AFE also administers programs that support floriculture research, scholarships, and internship programs.

Visit endowment.org/grants for more information.



Funding Generations of Progress Through Research and Scholarships

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 American Floral Endowment

AFE Awards More than \$38,500 in 2020 Scholarships



Ranjeeta Adhikari



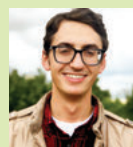
Meghan Bundick



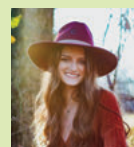
Annabelle Caswell



Brian Curley



Adam D'Angelo



Josey Darby



Nicole Davidson



Helene Dondero



Nicholas Dzurenda



Elaina Eberz



Renata Goossen



Emily Kolbe



Keller Shemwell



Jordyn Silva



Caleb Spall

We have awarded 15 students with scholarships totaling \$38,500. Fifty-nine applications were received for this 2020 scholarship cycle.

"We had many overachieving students apply for scholarships this year, which is why some scholarships were awarded to more than one recipient," said Greg Royer, Chairman of the Education Committee. "I'm proud to see the high quality of students each year, and I enjoy being a part of granting scholarships to these well-deserved students encouraging them to continue their education and become passionate industry leaders."



Upcoming Deadlines for Scholarships and Internships:

- **Two Floriculture MS/Ph.D. Scholarships – Feb 1st**
Apply at endowment.org/floriculture-msphd-scholarship/
- **Floral Industry Internships – March 1st**
Apply at endowment.org/internships/
- **Business Internships – Applications Accepted Year-Round**
Apply at endowment.org/students/business-internship/

2020 Scholarship Recipients:

- **American Florists' Exchange Scholarship — \$2,400**
James Bridenbaugh Memorial Scholarship — \$500
Recipient: **Jordyn Silva, Modesto Junior College**
- **Julio and Sarah Armellini Scholarship — \$2,200**
Recipient: **Meghan Bundick, West Virginia University**
- **Ball Horticultural Company Scholarship — \$1,100**
Earl Dedman Memorial Scholarship — \$2,000
Recipient: **Renata Goossen, Kansas State University**
- **BioWorks IPM/Sustainable Practices Scholarship — \$1,200**
Recipient: **Nicholas Dzurenda, Virginia Tech**
- **CalFlowers Scholarship — \$5,800**
Recipient: **Nicole Davidson, City College of San Francisco**
- **John Carew Memorial Scholarship — \$2,000**
Recipient: **Caleb Spall, Michigan State University**
- **Ferriss Horticulture Scholarship — \$2,000**
Recipient: **Emily Kolbe, University of Wisconsin**
- **Garcia Family Scholarship — \$1,200**
Recipient: **Keller Shemwell, University of Missouri**
- **Richard T. Meister Scholarship — \$4,000**
Recipient: **Ranjeeta Adhikari, Purdue University**
- **National Greenhouse Manufacturers Association (NGMA) Scholarship — \$500**
Recipient: **Annabelle Caswell, University of Connecticut**
- **Mike and Flo Novovesky Scholarship — \$2,700**
Recipient: **Josey Darby, Texas A&M University**
- **Lawrence "Bud" Ohlman Memorial Scholarship — \$2,500**
Vocational (Bettinger, Holden, and Perry) Scholarship — \$1,500
Recipient: **Brian Curley, University of Massachusetts**
- **Seed Companies Scholarship — \$2,500**
Recipient: **Adam D'Angelo, University of Wisconsin**
- **John L. Tomasovic Sr. Scholarship — \$1,200**
Recipient: **Elaina Eberz, Oregon State University**
- **Jacob and Rita Van Namen Marketing Scholarship — \$1,200**
Recipient: **Helene Dondero, California Polytechnic State University**

Learn about our 2020 Scholarship Recipients at endowment.org/2020scholarshipawards/

Why Support AFE – A History of Giving

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Read About Lee Phillip Bell and Be Inspired

In 2008, Lee Phillip Bell established the **James and Helen Phillip Floral Design Grant** with a gift of \$500,000 to the American Floral Endowment. Her ties to the floral industry stem from her parents who founded “**Phillip’s Flowers**,” a very successful retail florist in Chicago. The business continues to be owned and operated by second, third and fourth generation family members. When establishing the grant, Ms. Bell noted, “**It’s a joy to honor James and Helen Phillip by helping people prepare to earn a livelihood in the flower business, which has meant so much to our family.**”

To simply focus on Ms. Bell’s obvious wealth would miss who she truly was. Warm and gracious with an easy smile, she made visitors feel comfortable and glad to be in her presence. This certainly was the case in 2007 when her nephew, Jim Phillip, and I visited her to discuss a possible gift to AFE. Yes, she was “warm and gracious,” but only a fool would take Lee Bell for granted and she did not suffer fools lightly. One does not acquire such wealth without the savvy to steward it wisely.

So, when we approached her about a gift to honor her parents, she asked numerous questions: How much money does AFE currently invest? Who invests the funds and how? How much is distributed for charitable purposes annually? How does AFE identify scholarship recipients? And the questions went on... After a thorough vetting, Ms. Bell determined her parents would indeed be honored if she invested in the Endowment. Because her gift is endowed, **the James and Helen Phillip Floral Design Grant will live on in perpetuity, honoring her parents forevermore.**

Lee Phillip Bell is not alone. Others have been inspired to invest generously in AFE. A former trustee designated 5% of his estate to the Endowment in his will. Asked if his generosity might upset his heirs he responded, “Look, if my heirs cannot get along with 95% of my estate something else is very wrong. The floral industry has provided the means to support our whole family. My heirs will be very happy we expressed our gratitude through this gift.”

The future of our industry depends on advancements through research and the access students can gain through scholarships and grants. But it won’t happen without broad industry support.

The good news is that there are many easy and tax-wise ways to support AFE:

- Gifts of cash are tax deductible.
- If you have an IRA, by working with your account administrator, you can rollover funds directly to AFE and thereby exempt them from taxable income.



**Donate
to AFE!**



- If you have an old life insurance policy you no longer need, you can make AFE the owner and beneficiary of the policy and receive an immediate tax credit.
- If you own appreciated stock, you can gift the stock to AFE. By doing so you avoid all capital gains taxes AND you can declare a charitable gift deduction for the market value of the stock.
- Specific to this year, **the 2020 Congressional CARES Act provides the following enhanced charitable contributions incentives:**
 - First, it provides for a deduction for cash donations for nonitemizers of up to \$300. That is, taxpayers can deduct these amounts even if they elect the standard deduction.
 - Second, it eliminates the limit on cash gifts of individuals to public charities (but not to donor advised funds, supporting organizations, or private foundations).
 - Third, it increases the limit on charitable contributions from corporations to 25% of taxable income.

As year-end approaches, we should all reflect on our lives and the benefits we have received through the floral industry, then give generously to AFE in the spirit of Lee Phillip Bell.

To donate today visit: endowment.org/donate/

For more information on tax-wise ways to support the floral industry through AFE, contact Debi Chedester at **703-838-5239** or dchedester@afeendowment.org.



Is Your IRA in Full Bloom?

Do something great
(and *tax-smart*)!

If you have an IRA, by working with your account administrator, you can rollover funds directly to AFE and thereby exempt them from taxable income. Consult your tax advisor for more details.

Consider making a direct donation from your IRA to the Floral Endowment! Learn more at Endowment.org.IRABloom

Make your charitable gift for the future of floral!



American
Floral
Endowment

Questions? Please contact Debi Chedester at 703-838-5239 or dchedester@afeendowment.org

What's in "Store" for the 2020 Holiday Season?

Will It Be Naughty or Nice?

On Dasher, On Dancer, On Master and Visa! Without doubt, the 2020 holiday season will be one for the record books — either good, bad or somewhere in the middle! The timeline of Christmas selling continues to evolve, with Black Friday and Cyber Monday compelling many retailers to be "first out" with the holiday. As a result, the transition time between Fall, Halloween, Thanksgiving, and Christmas has become shorter and shorter each year as we compete with the efficiency of the 24/7 online "clicks" to buy floral products and



other gifting items. In addition, the convenience of same-day, next day, and free delivery options has raised the bar of service expectations in the eyes of today's consumers. And this year, we've fast-forwarded into "the Sword of Damocles", where COVID-19 has piled on additional pressures to an already stress-filled selling season! So, what's in store this year and how can we formulate a business plan that will mitigate the sleigh-loads of challenges this year? Here are five key business elements for your consideration:

1. Don't give The Grinch too much power

The light at the end of the tunnel is happening now, albeit much more slowly than many of us would like. Businesses are opening back up to a "new normal" as our customers are simultaneously learning how to navigate through this pandemic. The "good news"

is that we and our customers are learning. While many variables are still unknown, the coronavirus doesn't have to steal Christmas. The most successful businesses have not waited to get back to normal but, in fact, have pushed the envelope toward new ways to interact with customers and entice them to buy. Our customers hope to return to normal as quickly as we do! Let's meet them safely along that path!

2. Work with Your Suppliers and Wholesalers

This isn't a time to "work solo". It's time to work in lockstep with your favorite suppliers and wholesalers. By becoming familiar with a supplier's supply chain challenges and adapting to it, the retail side will have a much greater opportunity to grow exponentially. Schedule an online planning meeting, and don't be afraid to ask questions.

3. Review New Category Opportunities

Did you know that many online "flower" companies sell more non-floral products than flowers? Maybe now is the time to review your line-up and assess additional lines that may provide additional income to your business. Did you know that 70% of gift purchases are unplanned? Your customers are already coming to you for a "gift", so what else may they be interested in buying that would coordinate with their plant or flower purchase? Fact: An average U.S. household will spend \$1500 on Christmas gifts this year in addition to \$60 per household in decorative purchases.



4. Ramp Up the Service Initiative

Almost half of all consumers report that they would return to a retailer if they felt that the retailer understood both their visible and their latent needs. No doubt.... repeat purchases are the "Holy Grail" in our business, and in today's world. Brainstorm with the team! Are there new ways that could raise your company's service image at a time when your customers need white-glove service the most? Are there ways to make online and offline shopping more convenient in today's environment?

5. Appeal to the Senses

Remember... customers shop with five senses, not one. Many times, a merchandising plan focuses solely on the visual aspect and completely disregards the other four senses. As we discussed at the beginning, retail has dramatically changed and the best way for us to compete with online, non-floral gifting options is to ramp up our merchandising elements to engage all five of these senses.

Now more than ever, the importance of a tight business strategy and a well-executed merchandising plan will become the conjoining force between customer engagement and the optimization of your sales and profit goals. While we're all collectively standing under the mistletoe — let's hope for that sweet kiss of success in 2020!

Read the Full Article at endowment.org/2020-holiday-season

How Do I Love Thee? Let's Count the Dollars! Valentine's Week 2021

Indeed, we're all reciting love sonnets to the success of Valentine Week 2021, as 2020 has dulled so many financial arrows! In 2020, Valentine's Day fell on a Friday, and in 2021, Valentine's Day will move to the end of a weekend - **SUNDAY!** Yikes! In the retail floral business, this is equal to kissing a frog!



But Cupid's not the only one with arrows in his quiver! How do we hit our financial bull's eye and convert the pigeons of discontent into the bluebirds of happiness? With Valentine's Day holding court as the first- or second-largest sales week of the year and generating 30 percent to 40 percent of the year's total holiday dollars, it's safe to say that

a successful Valentine's Day in 2021 will be a crucial component of organic growth across the entire industry.

So how do we "count the ways" toward a successful Valentine's Week in 2021? Here are FIVE important strategies for your consideration:

1. Plan the Work, and Work the Plan

Budgets for a holiday — especially one of this magnitude — must be calculated with acute detail, factoring in the following components:

A. What were your base Valentine's Day sales in 2020? Let's start there.

B. Were there any weather or product shortage anomalies in 2020 that likely will not recur in 2021? If the weather and/or supply is more stable in 2021, there may be some upside as a result.

C. What is your target sales increase? Can you exceed it while simultaneously maintaining strong profitability?

D. Dig out your sales records from 2016, which was the last time that Valentine's Day fell on a Sunday. What sales increase percentage was achieved versus the prior year and what was the unit increase percentage from year to year based on this similar calendar? This information will be a big clue for 2021's Valentine Sunday!

E. Are there any factors that may cause a non-organic sales increase in 2021 such as a remodeled store, new product categories, less competition, or increased customer traffic? Factor in those changes for a potential upside!

F. Are there any factors that may cause a non-organic sales decrease in 2021 such as reduced retails, less labor, fewer product categories, new competition, or less customer traffic? Factor in those changes for a potential downside.

G. Sales dollars alone don't tell the full story. Be sure to calculate and budget anticipated customer count, retail sales per customer, and total units by category. Start the budget-building process by individual SKU, then roll them up into category sales and then into total store budget. This will create

the most accurate forecast and provide a better foundation for financial tracking as Valentine's week progresses.

2. Understand Target Spending Thresholds

3. Understand Your Customer Mix

4. Expand Your Product Categories



5. Enhance and Advertise Contactless Shopping

As entrepreneur Richard Branson said, "Customers shouldn't think of your business as a place to buy a product or use a service. It should be a fun place to be!"

Valentine's Week 2021 is a time to go all out with in-store excitement and engaging associates. Plan some fun employee contests or coordinate customer prizes. Aside from all the budgeting, marketing, and planning, the best way to a customer's wallet is to focus on the feeling they get when they're face-to-face with your helpful employees and heart-full products!

Read the Full Article at endowment.org/valentines-week-2021

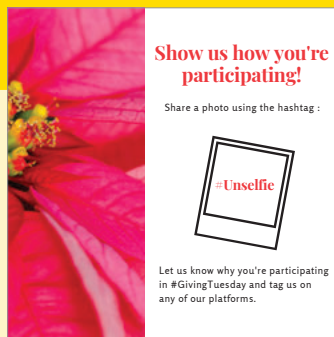
AFE's Giving Tuesday 2020

Donate by Dec 1st and receive a free gift!

\$25+ = One "Keep Calm and Buy Flowers" Phone Wallet

\$50+ = One #GivingtoGrow Face Mask

endowment.org/givingtuesday



Giving Tuesday is a "global generosity movement" that encourages people around the world to do good. Every act of generosity counts! This year, Giving Tuesday falls on **December 1st**.

Giving Tuesday was created in 2012 as a simple idea: **a day that encourages people to do good**. Over the past seven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

American Floral Endowment is participating in Giving Tuesday by asking our community to give what they can to **support the floral industry through research, scholarships, internships, and grants**.

To Learn More and Get Involved visit endowment.org/givingtuesday/

Donations to AFE are tax-deductible.

Memorial Tribute Established in Memory of Arthur Brentwood Humphrey

Announcing a new memorial tribute in memory of Arthur Brentwood Humphrey, a longtime friend of the floral industry who died on October 6, 2020, at the age of 74. The \$1,000 fund was established by the Mayme Leong Family of Ah Sam Florist and Ken & Lynn Young of Phoenix Flower Shops.



emblazoned with a lightning bolt and the famous phrase "I Survived Awful Arthur" at the completion of a project.

Arthur would ask that we all remember to share your knowledge and your love, pay it forward whenever you can, and love as hard as you can.

If you do these things, he will be by your side encouraging you to... "Just get'er Done" as you traverse your day. And sometimes, if things do not work out as planned, you might hear a whisper... "At Least it Demo'd Well".

Arthur is survived by his wife Jamie, daughter Catherine Trice and her husband John.

Contributions to the **Arthur Brentwood Humphrey Memorial Tribute** can be made online at endowment.org/donate/, or by sending a check to:



**American Floral Endowment
c/o Arthur Brentwood Humphrey
Memorial Tribute
1001 N. Fairfax Street, Suite 201
Alexandria, VA 22314**

The family is always notified of donations and contributions can be made in any amount.

Read More at endowment.org/memorial-tributes

Successful Poinsettia Packing, Shipping, and Handling



By AFE Research Coordinator, Dr. Terril Nell

Preparing Your Poinsettias for Shipping and Retail Display Begins at Bract Color

Maintaining Poinsettia quality from production to consumer is paramount to increasing sales. Proper production practices, shipping and handling procedures and care at retail stores will assure long lasting and high quality plants for consumers.

In the past, growers would 'harden off' crops to prepare them for the entire handling, shipping, and handling programs by reducing watering and fertilizer and lowering temperatures. Today, poinsettia performance is best when plants are grown with strong root systems and are grown lean in the final four weeks just as plants were 'hardened-off' in the past. In this 'How-to' article, I am going to summarize the best management practices into four factors. Let us look at the primary factors leading to successful handling and shipping.

Prevent Bract Edge Burn

This devastating decay of bracts must be prevented because it is nearly impossible to cure once it becomes visible. Bract Edge Burn is caused by calcium deficiency just like tomato blossom end rot. Calcium deficiency causes a small necrotic, black spot on the edge of the bracts. The problem is worse when plants are grown the final 4 weeks with high fertilizer, a generous supply of water, warm temperature, and high humidity. In many cases, it is best to lower the day and night

temperatures several degrees during the final four weeks. 'Luxurious consumption' of water and fertilizer promotes rapid bract expansion. Calcium is translocated very poorly from the roots to the bracts that result in calcium deficiency and with rapid bract enlargement sufficient calcium is not available in the bracts. The serious problem begins when the burn provides an entry point for Botrytis spores. Botrytis growth is rapid in high humidity once the spores infect the bracts. Entire bracts may be destroyed in 2–3 days. It is best to water plants the day before sleeving and boxing to avoid high moisture levels in the sleeves and shipping boxes.

The solution to preventing bract edge burn:

Spraying calcium weekly beginning at the first sign of bract color delivers calcium directly to the bracts and prevents the occurrence of necrotic spots. It is best to use calcium chloride, calcium chelates, or a cal-mag fertilizer. The use of calcium nitrate is discouraged since the plants do not need nitrogen at this stage of growth. Apply calcium at 400 parts per million calcium weekly with a spreader sticker from the beginning of bract color to shipping.

Packaging/Sleeving

It is best to sleeve plants for as short a period as possible. Water plants the day before sleeving and boxing or placement on racks. Moist soil will raise the humidity within the sleeves and promote the growth of Botrytis.

Shipping

Poinsettias need to be shipped at temperatures of 53–57 F. Temps below 50 F will cause chilling damage. If calcium sprays have been used, boxing, storage, and shipping can be 3–4 days. Some varieties may be sensitive to extended storage and shipping periods and the plants may develop yellow leaves and drop leaves and cyathia prematurely.

Provide Display Instructions to Retailers

Share handling instructions with the retailer since some store-level employees may not have handled poinsettias in the past. The key elements for retail handling are:

- 1. Remove plants from boxes and remove sleeves upon arrival. If the plants are on carts, they can remain in sleeves and on carts for a couple of days. Keep carts out of direct sunlight.**
- 2. Check soil moisture and water only if the soil is beginning to dry.**
- 3. Do not allow water to stand in the pot covers – roots will be damaged if plants sit in water.**
- 4. Display in a well-lit area. Avoid direct sunlight and cold air drafts.**
- 5. Check soil moisture every 1–2 days and water only if the soil is beginning to dry.**

Following these four simple guidelines will make your poinsettias more resilient to the stresses of storage, shipping, and display. And, the plants will perform much better for the consumer.



Announcing AFE and Rio Roses Virtual Mask-erade Photo Contest Winner!

We transformed our Annual Fundraising dinner into a Virtual Mask-erade Event featuring Photo Contest sponsored by Rio Roses

The contest ran from August until mid-September and encouraged participants to use their Giving to Grow event mask to design their own mask-erade look. The best mask-erade photo wins 50 stems of Rio Roses sent to them monthly for an entire year starting this month!

Out of over 90 entries, Cactus Flower Florists in Scottsdale, Arizona won and will be receiving FREE roses for a YEAR! Rio Roses conducted scoring based on design technique/creativity, uniqueness, and location/background.

Presenting the winning mask-erade look is Cactus Flower's mask model and Event Designer, Jackie Lee:

The American Floral Endowment's Manager of Communications and Outreach, Karin Krause, spoke with some of the Cactus Flower Florists' team, President & Owner, Eric Luoma, and Head Designer, Phil Dickinson, to learn a bit more about why he supported the Giving to Grow Virtual Mask-erade, what inspired the winning mask-erade design, and get a better understanding of Cactus Flower's background.

Q. Why did you get involved in AFE's Giving to Grow Virtual Mask-erade?

A. "My friend and fellow florist, Ken Young, asked Cactus Flower Florists to support the American Floral Endowment by participating in the Giving to Grow Virtual Mask-erade to give back during this challenging time," said Luoma. "I jumped at the chance and asked our design team to curate elegant mask décor that we could not only share with fellow florists, but to our own clientele in the Scottsdale area."

As a member of our Board of Trustees, Ken Young, regularly promotes AFE's events and initiatives to his network in the floral industry. AFE is extremely grateful for all of the Board's efforts, which ensured that our mask-erade was a success.



Q. Why did Cactus Flower Florists choose to support AFE?

A. Luoma noted, "When my parents Fred and Sharron Luoma opened our doors in 1972, AFE was already educating florists across the country on how we could be stewards of our floral community. AFE continues this today by providing scholarships to floral professionals, chain of life training to keep flowers beautiful for longer and research programs for our future. My sister, Kristina Dyrr, and I support AFE because AFE supports us, our family business, and better the floral community."

This upcoming year will actually mark AFE's 60th anniversary of supporting the floral industry through scholarships, internships, grants, and other industry programs. The funding from the Virtual Mask-erade will go help fund these initiatives along with new research and development during a time when the industry especially needs the ability to adapt and face new challenges.

Q. What inspired your mask design and photo?

A. "I was inspired by the colors of our Arizona sunsets and paired the mask with a bridal bouquet being created in the design room by our mask model/event designer Jackie Lee. The result was an elegant design using succulents, spray roses and hints of eucalyptus," said Dickinson. "Cactus Flower Florists is dedicated to creating standout floral designs for our discerning clients and now proud to bring that beauty to face masks!"

The American Floral Endowment and Rio Roses congratulate the Cactus Flower Florists team on their win and look forward to seeing what creative designs they create with their monthly delivery of free roses. We are grateful for the continued support from the floral industry and thank each of our participants for joining our virtual event. AFE looks forward to continuing to pay it forward through providing research, funds, and resources; we couldn't do it without the commitment of our community.

Missed the event? Check out the photos at endowment.org/givingtogrow-photos



A Special Thanks to our Sponsors!



On behalf of the AFE Board of Trustees and staff, we thank our generous sponsors who contributed over \$80,000 for our 2020 Virtual Mask-erade Fundraising Dinner.

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Mask Design Contest Sponsor



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Terril & Cathy Nell
Viviano Flower Shop
Walter Knoll Florist
WinField United



AMERICAN FLORAL ENDOWMENT

60 Years Of Providing For The Future



Endowment.org/60th



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2021 marks the 60th Anniversary of AFE.

Help us share the many successes
and accomplishments by sharing
YOUR unique AFE Story!

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