



Two New Scholarships Help Support the Next Generation!



Hello, 2022! We're kicking off the New Year strong by announcing two new scholarships to our list of exceptional scholarship opportunities for floral industry students!

The **Dewar Family Scholarship** and the **Suntory "Dream Big" Scholarship** are exciting additions to our scholarship repertoire, and we are tremendously proud to be a catalyst for our future industry leaders to flourish.

continued on page 2



Announcing Industry-Wide Recruitment Resources

We have created new customizable recruitment resources developed to help every industry segment's local and national recruiting efforts. When used with the AFE Career Center, these templates provide floral industry members with everything they need to promote open positions and recruit broadly.

This library of ready-to-use documents includes job descriptions, job advertisements, checklists, guides for internship programs, career fair materials, and more... to support a faster avenue for connecting with, interviewing, and hiring local talent.



continued on page 3

About AFE

AFE's Mission Statement

The American Floral Endowment (AFE) is an independent nonprofit organization that funds research, scholarships, internships, and grants in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations, and the general public.



Funding Generations of Progress
Through Research and Scholarships



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.

Two New Scholarships Help Support the Next Generation!

continued from page 1

Additional funding opportunities are now available for junior and senior undergraduates through both the Dewar Family Scholarship and the Suntory Flowers "Dream Big" Scholarship. These scholarships join nearly 30 other scholarships available through the Endowment.

The newly established **Dewar Family Scholarship Fund** will be awarded to an undergraduate student (or students) studying environmental horticulture with an emphasis and focus on a career in floriculture. The fund is established by the Dewar Family of Dewar Nurseries.

Dewar Nurseries was established in 1963 by founder Alex Dewar, with the vision of providing premier plants and exemplary customer service. Over the years, the Dewar family has devoted themselves to not only providing the absolute best of floriculture but doing it with a deep-rooted passion for the industry and respect for the



Kimberly and Patricia Dewar

business and science that goes into ornamental flowers. That passion continues, with Alex's son Bill joining the business in the '80s, and most recently, his granddaughters, Patricia and Kimberly, showing three generations of commitment to the floral industry. This legacy continues with the new scholarship fund.

The **Suntory Flowers "Dream Big!" Scholarship** will be awarded to an undergraduate student (or students) with a demonstrated focus on a career in floriculture, ornamental horticulture breeding, or production. The scholarship supports those with a passion for exploration in developing new and innovative floral products. It is being established as a part of Suntory's 20th Anniversary.

Based in Japan, Suntory Flowers is a world-class breeding company dedicated to innovation and enriching people's lives by creating a world that's alive with flowers. Suntory's guiding philosophy and passion is "Yatte Minahare" – the spirit of bold ambition to dream big, take challenges and never give up. This means challenging conventional methods and striving to make the impossible possible, like creating the first blue rose or revolutionary new crops. This scholarship will ensure that new generations are encouraged to think creatively and innovate within our industry.

Read more about our scholarships and how to apply at endowment.org/scholarships.

NEW RECRUITMENT RESOURCES FOR EVERY INDUSTRY SEGMENT!

Free customizable templates to accelerate your employee search.



Announcing Industry-Wide Recruitment Resources

continued from page 1

“With labor being one of the more pressing challenges facing the floriculture industry, AFE understands the time and effort industry members must expend when looking for additional team members,” says AFE Chairman Laura Shinall, Co-Owner of FreshPath Marketing. “These comprehensive resources align with the AFE Career Center and allow businesses of any size to not only advertise their open positions, but also fill their labor gaps quickly.”

An online library of these documents is accessible at endowment.org/recruitment-resources and on the AFE Career Center (AFecareercenter.com). This library is carefully categorized by industry segment to make it even easier to navigate and find what you need – just download, personalize, and share. Each segment includes quick 'how to' instructions for the templates.

We remain committed to funding solutions to industry challenges. The AFE Career Center and new recruitment resources provide essential tools to help the industry recruit top talent. We work with universities, college faculty, young professionals, and students to provide vital industry support and collaborations, allowing us to serve as the hub for connecting employers with top talent.

In addition to your local recruiting efforts, head to the AFE Career Center to expand your search with our nationwide job board. Utilize the language we've provided in our resources and get your job posted for thousands to see.

Visit endowment.org and AFecareercenter.com to download these and other resources. While you're there, help us continue to provide these important resources by making a tax-deductible contribution. Every donation makes a difference in supporting the future of the floral industry.

AFE Career Center

Connecting Floral Industry, Talent, and Opportunity

EMPLOYERS:

Attract top talent. Hire for success.

Having a hard time finding talent?
We're here to help.

JOB SEEKERS

*Find the right job.
Make your career bloom.*

We know the job search can be overwhelming and daunting. We can help you find the right position in horticulture or floriculture.

Launch your search today!

AFecareercenter.com



American Floral Endowment

Funding Generations of Progress Through Research and Scholarships

Internship Experiences Providing Skills for Success

2021 AFE Internship Awards and Placements

The future looks bright! Let’s kickstart 2022 with some excitement, positive vibes, and industry successes – join us in congratulating ten dedicated students who rocked their internships in 2021 through AFE’s internship programs. With valuable industry experience under their belt, they’ve not only gained crucial skills but are eager to learn more and make significant impacts in the future.

Internships are win-win for floral industry organizations and students – while students can apply, practice, and expand their knowledge, industry organizations acquire top talent and bring new, forward-thinking to their operations. Opportunities such as these are integral to developing young professionals’ skills and the future of our industry. AFE is thrilled to facilitate these experiences through our internship programs, and we’d like to recognize the 2021 superstars who remained dedicated to their internships through COVID-19 – they paint a bright picture for the next generation! **Applications for our 2022 Internships are due March 1, visit endowment.org/internships.**

2021 Vic & Margaret Ball Internship Recipients



Cole Bieker – January 2021 – April 2021

In his last year at Kansas State University, Cole had the privilege of spending four months interning for Green Circle Growers in Oberlin, OH. To complement his studies in Horticulture Production, this internship provided Cole with an excellent opportunity for practice and real, hands-on tasks. “This internship was a terrific way for me to learn how to apply my education from Kansas State University and get a good feeling for what it is like to work for a large-scale production operation. The interactions at Green Circle Growers have had a direct and significant impact on my career path,” he noted.



William Billmeyer – January 2021 – June 2021

From a young age, William Billmeyer took an interest in plant propagation and breeding. This passion soon translated into his studies, and he now attends Kirkwood Community College, where he will graduate with a degree in Landscape Horticulture Studies. To further pursue this career, William spent six months interning for Tagawa Greenhouses in Brighton, CO learning the ins and outs of a professional horticulture operation. William was hesitant to move halfway across the country for an internship, but he says, “I was surprised by how much knowledge I gained from the location alone. I will be talking to first-year students about my experiences at Tagawa and with AFE and encouraging more students to apply for the Vic & Margaret Ball Intern Scholarship. The distance was well worth it!”



Samuel Caplan – May 2021 – August 2021

After a three-month internship with Neal Mast Greenhouses in Grand Rapids, MI, Samuel Caplan learned some important lessons through his position. Sam claims, “I think the most important skill I learned at my internship was time management. This internship was extremely useful in helping me make decisions regarding my career path.” With that in mind, Sam has graduated with a degree in Floriculture at Colorado State University.



Christina Rodriguez – January 2021 – July 2021

With her studies focused on Horticulture at Kansas State University, this internship served Christina and her future well. She said of the experience, “I have learned enough to write a book. I feel it is difficult even to express all that I have learned. I barely scratched the surface of the immense amount of knowledge I gained. I am very grateful for the opportunity to gain experience and skills in my field of study, horticulture. I now feel incredibly confident I will be more than capable of achieving my future career goals as a head grower. I wouldn’t have been able to do this with the opportunity of a lifetime – the Vic and Margaret Ball Internship!”



Ava Melzak – January 2021 – July 2021

A beautiful, functional, and sustainable landscape is part of Ava’s career dream – she took a big step toward it this past year with her six-month internship at Skagit Horticulture in Mt. Vernon, WA. Ava is a recent graduate of West Virginia University, and this internship has allowed her to further her education and appreciation for the field. “The Vic and Margaret Ball Internship Program provided me valuable insight and hands-on experience. I am very grateful that I was able to take advantage of this opportunity and learn more about floriculture and myself in the process.”



Meghan Bundick – January 2021 – July 2021

Meghan one day hopes she can work in a prestigious greenhouse. Until then, she has taken excellent steps to get there by studying Horticulture at West Virginia University and interning for Altman Plants in Payton, CO. “This internship experience was unlike anything I could have imagined,” she noted, “the impact this internship has had on my education is profound. I learned an extraordinary amount of information and performed countless new tasks every week.”



Holly Barrus – January 2021 – July 2021

After a six-month internship with Heartland Growers in Westfield, IN, Holly continues to study Horticulture and Urban Agriculture at the University of Idaho. As a student she is motivated to become a reliable expert in Horticulture and looks forward to gaining and utilizing the skills that are needed to make the world a more beautiful place.



Madison Frost – May 2021 – November 2021

Madison Frost spent six months interning with Metrolina Greenhouses in Huntersville, NC. She studies Horticulture at Brigham Young University – Idaho, and knows these skills will come in handy as she plans to run her own greenhouse or nursery eventually. “I learned so much from this internship experience and felt like I really benefited from the opportunity to apply what I learned in school to real-world situations and problems. I left this internship feeling so accomplished and confident in my knowledge and abilities, and I am excited for what the future brings,” she said.

2021 Mosmiller Internship Recipients



Grace Anderson – May 2021 – August 2021

During her three-month internship with Tiger Garden in Columbia, MO, Grace Anderson re-affirmed her passion for the event world. As she studies Plant Science at the University of Missouri–Columbia, she’s hoping to eventually establish a career in event floral. “This internship made me want to dive into the event world, even more, especially weddings. Because of this internship, obtaining a position like this will be much easier now that I have more experience with all aspects of day-to-day operations of shops as well as what goes into planning and designing weddings and events of all sizes.”



Hannah Brendzen – May 2021 – August 2021

Hanna finds flowers to be the most amazing structures on the planet. While she continues to figure out her career path as she studies Environmental Plant Science Horticulture at Missouri State University, she recognizes the impact this internship experience has made on her and is confident in the doors it will open in the future. “I honestly did not expect to feel the way about floral design that I do after this internship. I love it. This internship has taught me that Flowers connect people. They’re perfect for every occasion; they’re happiness in a glass vase.” Hannah spent her internship with A Moment of Grace Florist in Warrenton, MO.

AFE’s impactful internship programs build a solid foundation of unparalleled experience with top industry organizations. As we look forward to a year full of potential in 2022, the Endowment is proud to share these positive internship experiences and continue to help prepare more young professionals for successful careers. Learn more about our opportunities for students at endowment.org.

Upcoming Application Deadlines

MARCH 1

- James & Helen Phillip Floral Design Grant
- Mosmiller Internship
- Vic & Margaret Ball Internship

MAY 1

- Undergraduate and Graduate Scholarships

Help is On the Way! Making an Impossible Supply Chain Possible

By Cindy Hanauer, Trustee Emeritus; American Floral Endowment

Have you heard of the NEW state-of-the-art **Airglades International Airport** – paired with a full-service logistics center where perishables are **THE PRIORITY**? Isn't it time?

Airglades International Airport is a new perishable logistics center and airport being developed in South/Central Florida-100 miles north of Miami. The initial investors are well-known leaders in the agriculture business: Florida Cargo Fresh, Inc., Hilliard Brothers of Florida, Ltd., and the United States Sugar Corporation—a collective group of perishable producers who understand the needs of perishables: efficiency, immediacy, affordability, temperature control, and fresh product to the consumer.

Airglades' Unique Advantages

The immense advantages of Airglades will benefit all facets of the floriculture industry and provide strategic positioning to solve many of the supply chain issues that currently face the industry:

1. Prime Location

- 100 miles north of Miami- AIRGLADES INTERNATIONAL AIRPORT (AIA)
- Central location with land space to expand
- Multi-modal connectivity capabilities
- Prime location to connect fresh flowers (domestic and international), distributors, logistics companies, plants, hard goods, fulfillment centers, educators... AND other perishables

2. Faster and Fresher

Airglades International Airport and Logistics Center will offer an unbroken cold chain with a more efficient, dedicated processing path for perishables. Everything is under one roof, unlike existing facilities at other airports, which are increasingly outdated, overcrowded, and spread across multiple sites. Airglades is designed to allow importers/suppliers to locate all of its business under one roof and avoid current traffic bottlenecks in cargo import and trucking.

Finally... perishable products will be the sole priority! This will allow suppliers/importers to get fresher products on the road faster, improve service levels, and increase overall yield on products, especially during peak holiday seasons.

3. Better Efficiencies that Convert to Lower Costs

Airglades has already been approved as a port of entry by the FAA and is supported by all local and federal agencies including the USDA, APHIS, US Customs & Border Protection, and the TSA. All agencies will operate under one roof, which will create more efficiency, fresher products, faster traceability, and lower costs.

4. Innovation

Airglades Airport will offer an ideal platform for the collective floriculture industry to innovate, vertically integrate, and build its competitive advantage by using e-commerce fulfillment, on-site store show-and-tells, education, marketing, cross-docking, and other strategies. Sales are on the rise, and Airglades will offer a once-in-a-generation opportunity to innovate, expand, and increase its market share.

5. Sustainability Advancements in the Floriculture Industry

Airglades Airport will help meet the sustainability goals of the floriculture industry by supporting a more efficient business model and better use of its natural resources.



Read more about how Airglades is different from others who have tried to develop better airports for the floriculture industry and other opportunities at endowment.org.

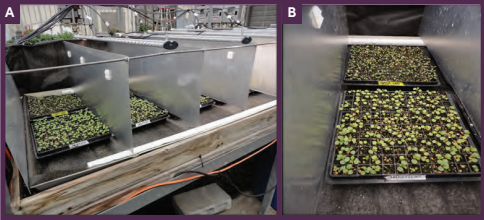
Precision Control of Supplemental Lighting

By Theekshana "TC" Jayalath and Marc Van Iersel

The following article shares findings from AFE-funded research. To read more of our research updates and learn about our currently funded projects visit endowment.org.

Supplemental lighting is important in facilitating winter-time greenhouse crop production in many areas of the United States. LED fixtures are becoming increasingly popular due to their higher efficacy and longer lifespan, as compared to HPS fixtures.

However, one other advantage of LED fixtures, the ability to precisely dim them, is typically overlooked. Most, though not all, LED fixtures are dimmable, providing exciting new opportunities to precisely control how much supplement light is provided. However, in most cases, LED fixtures are largely treated like HPS fixtures, with on/off control based on a light threshold or using a timer. Such supplemental lighting strategies typically do not provide good control over the daily light integral (DLI), resulting in either excess lighting costs or suboptimal light levels for the crop. Given the importance of light for crop growth, good control over how much supplemental light is provided will affect the profit margin of the greenhouse business.



Overview of the greenhouse study with impatiens 'Accent Premium Violet F1' under different lighting treatments.

To read the whole article and see what the researchers have found, visit endowment.org/afe-in-the-news-articles. This article originally appeared in the September 2021 issue of GPN magazine. © Great American Media Services.

Grow Pro Webinar Series

PROVIDING GROWERS WITH THE LATEST INNOVATIVE SOLUTIONS

2022 WEBINARS

All webinars are **FREE** and open to anyone in the industry – thanks to our generous sponsors!

Our nationally recognized researchers, hosts, and speakers offer 'how to' advice based on AFE funded and other research projects to help the industry navigate ever-changing growing challenges.

Tuesday, Feb 22	1pm EST	Nutritional Programs for Floriculture Crops
Tuesday, Mar 22	1pm EST	Calculating the Cost of LED Lighting
Tuesday, Apr 19	1pm EST	Biostimulants in Floriculture Production
Tuesday, May 17	1pm EST	Biological Control of Whitefly on Poinsettia
Tuesday, Jun 21	1pm EST	Developing an Integrated Pest Control Program for Whitefly on Poinsettia

[ENDOWMENT.ORG/GROWPRO](https://endowment.org/growpro)



FLORAL MARKETING FUND
Growing Our Industry Together

OUR MISSION

To develop, support, and promote collaborative fundraising, research, and marketing efforts to increase flower sales.

THREE NEW STUDIES AVAILABLE!



**Increasing Demand
and Satisfaction in
the Floral Industry**



**Consumer Houseplant
Purchasing Study**



**Path to Purchasing for
Garden Center Consumers
In-Store and Online**

floralmarketingfund.org



Funding Generations of Progress
Through Research and Scholarships

610 Madison Street Ste 101, PMB 803
Alexandria, VA 22314

