

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



Funding Generations of Progress
Through Research and Scholarships

American Floral Endowment
1001 N. Fairfax Street, Suite 201, Alexandria, VA 22314
tel: 703.838.5211 | fax: 703.838.5212
endowment.org



Funding Generations of
Progress Through Research
and Scholarships

ANNUAL REPORT

July 1, 2017 - June 30, 2018

Industry
Recruitment and
Development

Consumer
Market
Research

Flower and Plant
Research

Scholarships
and
Internships

endowment.org

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.



Funding Generations of Progress Through Research and Scholarships

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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-
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Company
San Luis Rey, CA

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BioWorks
Victor, NY

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

*Emeritus

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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!



**Floriculture
InfoSearch Engine
and American
Floral Endowment
Library**

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

**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



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

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**.

- **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

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 — \$7,000**
- **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 – \$2,500**
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 Muñoz
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.

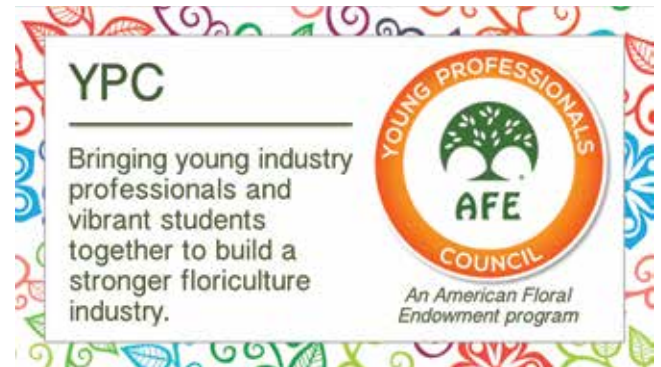
The Endowment gives YPC members leadership and networking opportunities to become future leaders in the floral industry.

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 Library

FMRF.org

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!

endowment.org/flowermarketingmonday

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
\$1,297,214

FTD Fund
\$575,942

The Todd Bachman Memorial Fund
\$394,697

The Ecke Family Fund
\$358,717

Ball Horticultural Company
\$290,921

Smithers-Oasis/Floralife Fund
\$248,977

Yoshimi “Shimi” & Grace Shibata Family Fund
\$245,527

Herman and LaDonna Meinders Fund
\$229,449

Egon & Laina Molbak Fund
\$172,879

The Pennock Company Fund
\$146,418

Hortica Insurance Fund
\$139,814

Mellano & Company Fund
\$124,223

Tom Butler Family Fund
\$103,379

Olive Hill Greenhouses Fund
\$101,450

Tagawa Greenhouses Fund
\$76,489

Blackmore Family Fund
\$75,848

The Scotts Miracle-Gro Company Fund
\$70,874

BioWorks Fund
\$34,195

Sunlet Nursery, Inc. Fund
\$28,693

The Peter Ullrich/Esmeralda Farms Fund
\$23,510

Student Internship Funds

Vic & Margaret Ball Internship Scholarship Fund
\$1,410,713

The Del Demaree Family Business Internship Fund
\$275,737

Research Funds

Gus Poesch Research Fund
\$844,542

Christian B. Nissen Research Fund
\$73,884

Scholarship Funds

Paul Ecke Jr. MS/PHD Scholarship
\$313,666

Altman Family Scholarship
\$233,895

CalFlowers Scholarship
\$151,826

Edward Tuiner Scholarship
\$121,776

Richard T. Meister Scholarship
\$107,130

James Rathmell Scholarship
\$91,155

Mike & Flo Novovesky Scholarship
\$70,513

Seed Company Scholarship
\$64,879

American Florists' Exchange Scholarship
\$62,349

Julio and Sarah Armellini Scholarship
\$58,197

Markham-Colegrave Int'l Scholarship
\$58,090

John Carew Scholarship
\$53,059

Harold Bettinger Scholarship
\$52,483

Earl Dedman Scholarship
\$52,104

Vocational Scholarship
\$40,044

Long Island Flower Grower Assn (LIFGA) Scholarship
\$35,886

BioWorks Scholarship
\$32,786

John Tomasovic Scholarship
\$30,648

Jacob & Rita Van Namen Scholarship
\$30,521

LIFGA Bob Guenther Scholarship
\$30,136

Carlson-Johnson Scholarship
\$30,045

Ball Horticultural Scholarship
\$28,180

National Greenhouse Manufacturing Association Scholarship
\$14,565

James Bridenbaugh Scholarship
\$11,144

Bud Ohlman Scholarship
\$5,842

Grant Funds

James & Helen Phillip Floral Design Grant
\$898,604

Voit & Todd Grant Fund
\$39,407

Arizona Florist Travel Grant Fund
\$27,796

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.

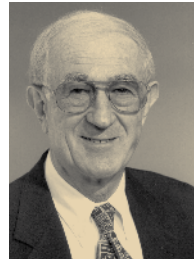
To honor Gay and her many contributions within the industry, Chrysal Americas President Jim Kaplan established the Gay Smith Memorial Tribute.

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.

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

Felix Ankele
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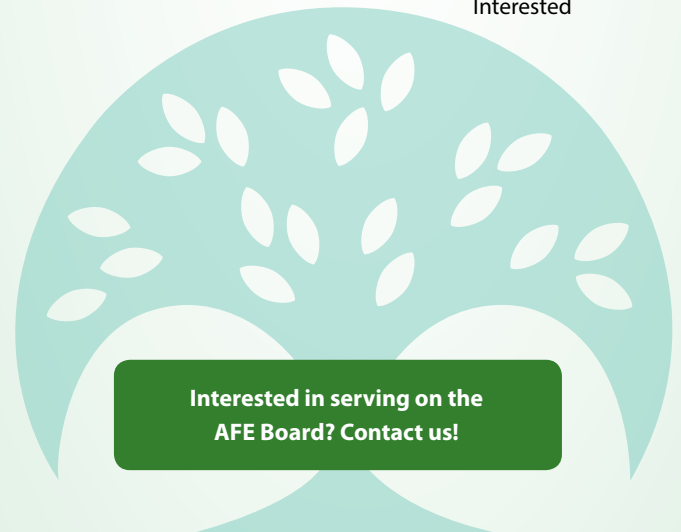
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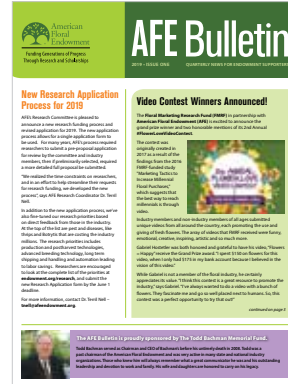
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