



FLORAL DISTRIBUTION CONFERENCE
MIAMI OCTOBER 21-23, 2015
NATIONAL TRUMP DORAL
MIAMI, FLORIDA

connect. learn. grow.
CONNECT LEARN GROW

Please Welcome

American Floral Endowment (AFE)

Dwight Larimer & Gabriel Becerra



American
Floral
Endowment
Funding Generations of Progress
Through Research and Scholarships

AFE – Making a Difference

AFE Chairman of the Board
Gabriel Becerra, Golden Flowers

AFE Chairman-Elect and Education Chair
Dwight Larimer, DESIGN MASTER color tool, inc.



www.endowment.org

About AFE

- Established in 1961
- Collects industry funding to support industry efforts
- Only earnings from the investments are spent for research and educational programs – principle donation is never spent!

Two main objectives:

- 1. Research** – more than \$15 million funded!
- 2. Scholarships/internships** – more than \$2 million funded!



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AFE is an independent non-profit that funds research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations and the general public.

Scholarships/Internships

- More than 20 scholarships annually/ 2 internship programs – wholesale/retail and production
- Each scholarship between \$500 - \$10,000



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NEW Internship Program

Business Internships!

GOAL: To attract business students to floral industry!



NEW Internship Program!



Funded by the Del Demaree Family Fund



Newest Research

Funeral Directors & Flowers

- 200 Funeral Directors Surveyed
- Attitudes toward floral tributes
- Experiences working with florists
- Improving relationships



**Encourage your retail florists
to download this report!**



Funeral Directors & Flowers



- Top 10 Key Insights
- Suggestions from Funeral Directors
- Actionable Checklists
- Alternative Phrases to “In Lieu of”

**Includes custom materials that
florists can deliver to funeral
directors.**

fmr.org

AFE Communications

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- Quarterly Bulletin
- News Alerts
- Research Reports
- Internship Hosting
- Social Media Networks

Visit us at:

endowment.org
fmrf.org



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Your Support is needed!

Make an
annual pledge
to AFE today!



If You Don't Support Floriculture, Who Will?



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