



Texas Floral Endowment "Giving and Providing"

TFE Newsletter • Volume 14 • July 2012

President's Message

Connections



Jim Johnson AAF AIFD TMFA, President

I have been sitting and trying to come up with a theme for this annual message...and my eye fell on Jeffrey Gitomer's book, "Little Black Book of Connections." Well, I thought...the Texas Floral Endowment IS that very thing...TFE is "CONNECTIONS!". Everything we do — is — or requires connections.

Think about it...we can't get money without connecting...

...we can't give money without connecting...

...we can't make decisions without connecting...

...we can't plan fund-raising projects without connecting...

...we can't even enjoy success without connecting...

Mr. Gitomer presents several; "Universal Truths of Connecting" throughout his little black book, which I think apply to TFE.

UNIVERSAL TRUTH OF CONNECTING:

"It's not who you know, it's who knows YOU!"

— JG

This must be the most difficult part of making a connection, also the hardest. Why would anyone WANT to give money to TFE...unless they felt they KNOW us? It takes a track record for someone to feel they KNOW us. Therefore I say "MANY THANKS" to our donors, who are the life blood of the organization: TSFA Past Presidents, Allied Florists of Houston, Teleflora, FTD, BloomNet, SAFD, TSFA and Mr. Herman Meinders. Since 1992 TFE has been able to give \$167,029.94!

UNIVERSAL TRUTH OF CONNECTING:

"Before you can get what you want, you have to KNOW what you want, and make a GAME PLAN to get it"

— JG

This is where the Texas Floral Endowment Board, the decision makers, come in along with, of course, Dianna Nordman who keeps track of our

words, dollars and thoughts. "MANY THANKS" to YOU who make the decisions, develop the plans and keep track of them.

UNIVERSAL TRUTH OF CONNECTING:

"If you make yourself valuable, and memorable, others will want to make you part of their network"

— JG

Hitomi Gilliam AIFD presented a program, "ReXcite Your Floral Art for the Home" at Southern Floral Co. in Austin, TX on April 19, 2012 — for the purpose of raising money for the TFE Scholarship program, through auctioning off her floral designs. Susan Weatherford and her Southern Floral Co. 'crew' created a beautiful stage and seating area, provided food and wine, shopping discounts and a warm and friendly atmosphere that welcomed interaction between the attendees, Hitomi and each other. In fact several new people became members of TSFA because they were so happy to be a part of the action! They felt the benefits of membership! Hitomi wowed the crowd with her creativity, explanation of mechanics and discussion of profitability, and Ken Freytag was a brilliant auctioneer! MANY THANKS to all of you!

UNIVERSAL TRUTH OF CONNECTING:

"The question you have to ask yourself is: How can I make people better as a result of connecting with me? Note well: This is not just a strategy to connect at a networking event, this is a strategy to connect with anyone, anywhere, at any time."

— JG

This universal truth of connecting covers the tremendous relationship TFE has developed with the High School floral design programs across the state. The High School testing program is a direct result of TFE responding to the need for improved floral design in their classes, expressed by the Agriculture Sciences and Consumer Sciences Educators. This year 625 high school students were tested in College Station, Cedar Park, and Dallas. This number was nearly double that of last year! MANY THANKS to those who administer the program and all teachers and students who work so hard to be ready to test...and Herman Meinders AAF whose grant specifically supports this program!

UNIVERSAL TRUTH OF CONNECTING:

"Good things come to those who have patience and take consistent, persistent actions toward what they want"

— JG

So...**GO BUY A RAFFLE TICKET!** This year in Fredericksburg, at the TSFA convention and trade show, "A Step Beyond tradition...TSFA's Floral Paradise" our tradition of selling raffle tickets will continue. We are giving away 1st prize = \$750 cash! 2nd prize = \$250 cash! **GO BUY A BOOK!** The TFE Bookstore will be open as usual...with many new titles. **GO BUY SOME FLOWERS AND SUPPLIES!** Don't forget the auction at the close of convention. All proceeds go into scholarships ...another **UNIVERSAL TRUTH!**

Herman Meinders AAF Continues to Support TFE Efforts Through Grant

In support of the efforts TFE has made to provide assistance in educating students of all levels, Herman Meinders has once again awarded the Texas Floral Endowment an educational grant in the amount of \$14,150 in January, 2012. This grant has helped provide high school students with funds to take the TSFA's high school certification exam, as well as, training for Agriculture Science Teachers and accommodations for TSFA's hard working Education Committee. Their assistance is what makes these high school related workshops and the future of our industry possible!

Endowed Funds Building the Industry

Since 1992, the Texas Floral Endowment has helped fund over \$167,029.94 in scholarships back into the floral industry. Help us continue to "Provide" for the industry by "Giving" your support to the Texas Floral Endowment. Consider a donation or endowed scholarship today.

Thirteen Scholarship to be Awarded at TSFA Convention

The Texas Floral Endowment will award 13 scholarships at the TSFA Awards Luncheon scheduled for Sunday, July 22, 2012 in Fredericksburg, TX. For Convention registration information, go to www.tsfa.org or call 512.834.0361.



2012 Texas Floral Endowment Scholarship Recipients

Name of Scholarship	Recipient
Allied Florist of Houston Honoring LaVon Bankhead PFCI.....	Nicola Parker TMFA
Allied Florist of Houston In Memory of Wayne & Mabel Fisher.....	Rey Rodriguez AAF CFD TMFA
Floriology Institute In Memory of Mildred E. Riddle AAF TMFA-Bloomnet	Sheri Jentsch
Judy Rutledge Education	Sandy Ramirez TMFA
NAFA Designer of Year.....	2012 TX Cup Winner
Seymour Carren Memorial-Teleflora	Paige Littlefield
Sylvia Cup Competition-Teleflora	2012 TX Cup Winner
SAFD Scholarship.....	Ann Marie Payne
SAFD College Student.....	Perla Aguilar
SAFD Convention Tuition	Sheri Jentsch
SAFD Floral Career	Kayla Brandes
Teleflora Floral Industry Tuition.....	Bruce Easley AAF TMFA
Texas State Florists' Association Past President's	Courtney Wilson
TFE in Honor of Tubby Adkinsson AAF TMFA	Mikaela May



A Step Beyond Tradition

Texas State Florists' Association
Convention & Trade Show

July 20-22, 2012



Contributing to the Texas Floral Endowment is a wonderful way to...

celebrate a special occasion or
HONOR
to honor or
memorialize

memorialize an extraordinary person.

Your generous donation will help the TFE offer floral industry members educational scholarships. Enclosed is my tax-deductible donation.

My gift is (select one):

in memory of _____

OR in honor of _____

- Birthday Thank You Anniversary Special recognition Birth
 New Business Baptism Graduation Wedding Bar/Bat Mitzvah
 Holiday gift Veterans Day Quincenera Other _____

Please send acknowledgement of this gift to:

Name _____

Address _____ City _____ State _____ ZIP _____

Notification of gift is sent immediately. The amount remains confidential.

DONOR:

Name _____

Address _____ City _____ State _____ ZIP _____

Phone _____ E-mail _____

Make checks payable to: Texas Floral Endowment • PO Box 140255 • Austin, TX 78714

Telephone: (512) 834-0361



Support the Texas Floral Endowment

Purchase Your "Chance To Win"

\$750 CASH 1ST PRIZE

\$250 CASH 2ND PRIZE

The drawing will take place on July 22, 2012. If 300 tickets are not purchased, your money will be refunded and event will be cancelled.

Tickets are \$5 each

Call one of the TFE members below for your tickets:

- Jim Johnson AAF AIFD TMFA, Texas A&M University, (979) 945-3841
- Jimmy Klepac, Jr., Klepac Greenhouses, Inc., (830) 833-4574
- Pat Shirley-Becker AIFD TMFA, (512) 422-9633
- Ken Freytag, Freytag's Northwest Florist, (512) 345-4142
- Debbie Gordy AAF TMFA, Compton's Florist, (281) 471-2124
- Gayle Johnson AAF TMFA, g. johnson's Floral Images, (713) 797-6703
- John Priest, Priest International, Inc., (972) 620-9889

Hitomi Gilliam AIFD

ReXcites Floral Designers!

By Jim Johnson AAF AIFD TMFA

April 19th was a night for the ages! Southern Floral Co. in Austin hosted this glorious occasion — as a fund raiser for the Texas Floral Endowment scholarship program. They provided hors d'oeuvres, party foods and wine for the attendees. Great bargains on hot merchandise made shopping fun and the camaraderie among florist friends made the atmosphere electric! The great Southern crew transformed the wholesale area into an impressive stage and presentation area.

The florists — owners and employees alike sat enraptured by Hitomi as she created design inspiration for each one. Hand-tied bouquets, floral jewelry and arrangements for the home were put together before our very eyes. Hitomi stressed the use of armatures as a trendy way to “capture time.” By that she meant once an armature is made, which could be done way ahead of time, it can take only a few minutes to add the flowers later. If it is a rental item, then the labor already spent on it doesn't have to be repeated on its next use.

The presentation began with a showing of hand-tied bouquets made by Hitomi and 3 friends and former students, who drove in from Dallas to help. Cecelia Manouel, Aki Ishiguro, and Kiyomi Kurihara each designed unique and amazing bouquets which could be displayed in a vase at home or carried by a bride. Living floral jewelry followed... and again each piece was an armature made with aluminum wire, bead wire and finished with a fresh blossom or two and



Hitomi Gilliam AIFD



Designer Hitomi Gilliam AIFD and TFE President Jim Johnson AAF AIFD TMFA

trend-setting jewels. Hitomi described the advantages and profitability of each.

These were followed by a great assortment of designs created in both fresh and permanent flowers — some taller than Hitomi herself! A few were minimal with just one or only a few flowers, while others were extravagant...including combinations of both fresh and permanent flowers in the same design. Why not use realistic looking permanent hydrangeas or orchids at the top of a tall centerpiece while using the real thing at the base where people see the detail of a blossom? Save money, eliminate wilt, capture space, increase profits — all the while establishing your reputation as the “go-to” floral artist in your market area.

All of the designs were auctioned off with the profits going into TFE Scholarships. A wonderful benefit for many attendees new to the industry, was that they joined TSFA! These new members all expressed their excitement at being with other florists — getting acquainted, learning, and gaining inspiration — in other words they felt the same benefits that we established members feel! TFE thanks Susan Weatherford & Southern Floral Co. for their huge contribution.

Texas Floral Endowment Board

Jim Johnson AAF AIFD TMFA
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Texas A&M University
Dept Of Horticultural Science
College Station

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Want to know what is happening within TFE or our scholarship opportunities? Go to www.tsfa.org