



Texas Floral Endowment

"Giving and Providing"

Volume 12

July 2010



Jim Johnson AAF AIFD TMFA
President

President's Message *Top 10 – Cream of the Crop!*

A year is not such a LONG period of time! It seems like only yesterday that I was sitting down to compose a message for last year's annual Texas Floral Endowment Newsletter! My, my, where does the time go? Anyway, last week I was in a meeting and the speaker was explaining — exactly — the meaning of a basic concept that pertains to the organization. My first thought was why is he doing this? We already know this stuff. But as the discourse continued, I realized that I myself could not explain what I thought I knew to another person.

In other words, it is important to know — really know — about the things you are interested in and really believe in. What is the Texas Floral Endowment and why is it worth supporting? Here are the Top Ten Reasons...to support the TFE:

Top Ten Reasons To Support the Texas Floral Endowment...

Reason Number 1
UNIQUE PROGRAM

Reason Number 2
WE LOVE FLORISTS

Reason Number 3
WE LOVE HIGH SCHOOL STUDENTS

Reason Number 4
WE HAVE LOTS OF SCHOLARSHIPS

Reason Number 5
DONORS

Reason Number 6
CREDIBILITY

Reason Number 7
INSPIRATION

Reason Number 8
VOLUNTEERISM

Reason Number 9
EXPOSURE TO THE FLORAL INDUSTRY

Reason Number 10
EVERY DAY IS DIFFERENT

I overflow with thanks and appreciation for the DONORS of scholarship monies: TSFA Past Presidents, Allied Florists of Houston, Teleflora, FTD, SAFD, TSFA, Greenleaf Wholesale, Southern Floral Co. and the Meinders Foundation.

This year at "The Green Life" in San Marcos there are many opportunities to support the Texas Floral Endowment. TFE continues its tradition of letting you win big! The raffle this year is for one really BIG prize — a \$1000 gift certificate!

And then there is — Tom Bowling! He is bringing his art objects in the form of vessels, sculptures, and wall art paired with fiber, ceramic and permanent floral in his program, "Permanent Art", all to be auctioned off and into your personal collections!

And then there is — the TFE Bookstore! We are continuing last year's success story with new and wonderful floral design books to purchase.

And then there is — Susan Weatherford and her TFE Online Silent Auction. Support TFE without leaving your chair!

And then there is — the Flower and Supply Auction held at the close of convention. More good stuff...even a bargain supports TFE!

All the profit from these opportunities goes into the TFE scholarship fund! Happy shopping! Be a Top Ten — Cream of the Cropper! See you in San Marcos, July 23 -25, 2010.

What is the TEXAS FLORAL ENDOWMENT?



The Texas Floral Endowment (TFE), approved by the IRS as a charitable organization with a 501 (c) 3 rating, is a non-profit corporation established to fund educational opportunities, scholarships and consumer awareness events relevant to floriculture. Incorporated in 1991, all the investments made in the Endowment are tax deductible whether business or personal.

The Texas Floral Endowment priorities are based on the industry's needs. The TFE Board of Directors has determined the following priorities:

- Developing well-qualified trained help.
- The need for education is vital for the industry to advance.
- The need for increased consumer awareness is more evident than ever.

Nineteen Scholarship to be Awarded at TSFA Convention

The Texas Floral Endowment will award nineteen scholarships at the TSFA Awards Luncheon scheduled for Sunday, July 25, 2010 in San Marcos, TX.

For Convention registration information, go to www.tsfa.org or call 512.834.0361.



Meinders Foundation Continues to Support TFE Efforts Through Grant

In support of the efforts TFE has made to provide assistance in educating students of all levels, The Meinders Foundation has once again awarded the Texas Floral Endowment an educational grant in the amount of \$14,150 in January, 2010. This grant has helped provide high school students with funds to take the TSFA's high school certification exam, as well as, training for AgScience 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 \$153,500 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.

7 x 7 = 396? Students Complete Certification



In 2003 the TSFA Education Committee tested 7 high school students. In just 7 years the Education Committee was busier than ever testing 396 high school students who traveled from all over Texas for the chance to be certified by the TSFA. Proudly, 150 of those students were scholarship recipients through TFE and The Meinders Foundation. A special thank you goes out to The Benz School of Floral Design, Skyline High School in Dallas and James Madison High School in San Antonio, Texas and all the fantastic AgScience Teachers.

Congratulations to those who will receive their certificates in San Marcos, TX during the TSFA Convention.

TFE Teaching Area Conference

The Texas Floral Endowment takes to the road as we travel with programs to the teachers of Texas. On July 30, 2010, Pat Shirley-Becker AIFD TMFA, along with the TSFA Education Committee, will present a wonderful program for the AgScience teachers. This is always a full few days for this committee and the teachers with standing room only available at times. We thank all of these for the support in building the industry work force.



Thanks

to the following organizations,
companies and individuals
for the generous scholarship
contributions to be
awarded in July:

Name of Scholarship	Amount
Allied Florist of Houston in Memory of Wayne and Mabel Fisher	\$500
AFH Honoring Lavon Bankhead AAF AIFD PFCI TMFA	\$500
AFH/Southern Floral Jim Johnson AAF AIFD TMFA Tribute	\$250
Floral Industry Tuition Certificate, By Teleflora	\$500
Greenleaf Wholesale Florist of Texas Scholarship	\$500
National Designer of the Year	\$650
Seymour Carren Memorial, By Teleflora	\$500
Society for the Advancement of Floral Design (SAFD) Scholarships:	
SAFD 2 or 4 Year Accredited School	\$750
SAFD Community College or Floral Design School ...	\$500 ea
SAFD TSFA Convention Scholarship	\$500
SAFD Texas Certified Florist Program	\$500
Southern Floral Tribute to Jim Johnson AAF AIFD TMFA Scholarship	\$250
Sylvia Cup Competition Scholarship, By Teleflora	\$700
Texas Floral Endowment Memorial Scholarship	\$500
Texas State Florists' Association Past Presidents' Scholarship	\$500
TSFA Convention Tuition Scholarship	\$300
Texas Agscience High School Teachers	\$1,000

Support the Texas Floral Endowment –
Purchase Your “Chance To Win”

YOU MAY WIN \$1,000 CASH!

The drawing will take place on
July 25, 2010. 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
- Robert Weatherford, Jr., Southern Floral Company, (800) 833-0142
- 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

ALL PROCEEDS GO TO THE TEXAS FLORAL ENDOWMENT



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

celebrate a special occasion or

to honor or

memorialize an extraordinary person.

HONOR

memorialize

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

Texas Floral Endowment Board

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

Texas Floral Endowment
PO Box 140255
Austin, TX 78714