



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 it's 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.



# 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.

celebrate  
**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](http://www.tsfa.org)**

Texas Floral Endowment  
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