

### President's Message



#### It's Easy Going GREEN — Or Is It?

Dear Friends,

Many florists agree with the goals of the TFE Scholarship program. This means providing "green stuff" to members and students of our industry who want to learn more so they can become better florists. Yet most of us would admit to doing little more than giving lip service when it comes to acting on this vital program. Both the number of people expressing support for scholarships and the lack of effort to back it up got me to thinking. Why is there such a great difference between good intentions and individual actions? I am consumed by a career I love, and my sensibilities simply aren't tuned in to recognizing the opportunities for filling this need in our industry. I am not even aware of practical suggestions on which I could follow through. If other people are like me — very busy, unaware of ways to help, and lacking guidance on what and how to take action, then it's no wonder we are in need of more "green stuff."

Recognizing this convinces me the way to increase green giving to the TFE Scholarship Program is to clear away the barriers and guesswork. In other words, stress learning as a motivator and provide constructive tips for giving green. Here are some tips:

**WHAT:** A scholarship broadens the recipients perspective and ability to perform in a flower shop. It helps prepare and motivate recipients to enter the floral industry.

**WHY:** We need more and better people to work in and to own good floral businesses.

**WHEN:** You can give green anytime. During convention when we are all together — do it now — before you forget.

**HOW:**

1. Buy raffle tickets from any TFE member. This green goes directly into scholarships.
2. Set up a new scholarship in your own name or that of a family member or dear friend.
3. Simply write a check or give some green cash to an already existing scholarship fund.

Yes, it is easy being green — just do it!

We thank and applaud those of you who are already green - you are more precious than emeralds! The Texas Floral Endowment will be going green in Houston this July 11-13 at the TSFA Annual Convention, "Sail Away to A Floral FantaSea...and Find Your Inspiration." I hope you will be there as we applaud the scholarship winners and recognize the great people and organizations who have already given this green. Also, I hope you will be there to spend some of your lucky green on the TFE raffle tickets for three fabulous prizes:

1. Toshiba notebook computer with anti-virus software
2. GARMIN-nuvi 200 GPS
3. Apple iPod classic with 80GB hard drive storage

And finally, I invite you to hold this date — September 14, 2008 — to treat yourself to some personal design growth at a special TFE design presentation: "The New American Wedding — A Fashion Forward Sign of the Times." Beth O'Reilly AIFD and Coby Neal AIFD, of the Flower Studio in Austin, will explore the wedding possibilities for today's fashion forward bride. The topics covered will include selling total wedding decor packages, the consultation, presentation and professionalism, as well as trends for today's distinguished brides. This fabulous floral experience will be held at the Texas A&M University Extension and Research Center in Dallas. Fresh flowers from all over the world will be provided by American Agro-Dallas. See you there!

Keeping faith in the future of floriculture,  
Jim Johnson AAF AIFD TMFA, President

# Remembering Love of Industry by Giving that Gift to Someone Else

By Shari Sandlin TMFA

While still in high school, Lewis Rushing chose to work at a flower shop after school "just helping out." His boss, Mrs. Cuba Greer, decided that she would close her shop to help her husband in his business because of the war. My dad, having no fear, asked her if she thought he could buy the business and run it. She said the most important thing was, "Did he think he could do it?" He said, "Yes." There, a love of flowers grew into a long term business.

He attended every flower and design show that he could. That was his best form of education he always said. The wisest words that I remember him saying were, "always go with an open mind, you will learn something new, a different technique, or a simpler or faster way to do it" I always remembered that and it was so true. For 55 plus years he always worked in his favorite job and hobby.

His greatest work experience was also working in a specialty shop, Ye Blossom Shoppe, and a volume shop, Lowe the Florist, both in Houston. This he did after the war, and then came back to Baytown to run his beloved Greer Florist. He married Frankie in 1949 while working in Houston. Two daughters were born to this marriage, Shari and Susan. Shari worked in the family business for 42 years until her retirement in 2005. Susan lives in Port Arthur and works for Jacobs Engineering. Two grandchildren also worked in the family business.

Lewis served as a Past President of TSFA, as did Shari, the only father-daughter team to do so. My father was the best teacher that I ever had, and that is the reason he believed in the TSFA Education program. With this in mind, we, Frankie Rushing and Shari Sandlin are giving a scholarship annually, for the TSFA Education Program in the name of the Late Lewis "Peanuts" Rushing.

## 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.

## Meinders Foundation Continues to Support TFE Efforts Through Grant

In support of the efforts TFE has made to providing 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, 2008. This grant has helped provide high school students funds to take TSFA's high school certification exam, training to AgScience teachers and provides some travel reimbursements to TSFA's Education Committee when assisting with high school related workshops.

## Endowed Funds Building the Industry

Since 1992, the Texas Floral Endowment has helped fund over \$135,000 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.

## 91 Students Complete Certification through TFE Scholarships

On Saturday, March 1, 2008, 91 high school students from across Texas traveled to the Benz School of Floral Design on the Texas A&M campus in College Station along with their AgScience teachers for certification by the Texas State Florists' Association. Proudly, 81 of those students were there by scholarships through TFE and the Meinders Foundation.

Congratulations to those who will receive their certificates in League City, Texas 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 28, 2008, Greg Hoppe, 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 teacher with standing room only available at times. We thank all of these for the support in building the industry work force.

## Fourteen Scholarship to be Awarded at TSFA Convention

The Texas Floral Endowment will award fourteen scholarships at the TSFA Awards Luncheon scheduled for Sunday, July 13, 2008 in League City.

## The New American Wedding — A Fashion Forward Sign of the Times

Beth O'Reilly AIFD and Coby Neal AIFD, of The Flower Studio in Austin, will explore the wedding possibilities for today's fashion forward bride. The topics covered will include selling total wedding décor packages, the consultation, presentation and professionalism, as well as trends for today's distinguished brides.

The program is scheduled for September 14, 2008, 10:00 am - 4:00 pm in Dallas at the Texas A&M's Agriculture Research and Extension Center. Questions? Telephone (800) 375-0361.

## Registration Information

"The New American Wedding — A Fashion Forward Sign of the Times"  
September 14, 2008 • 10:00 am - 4:00 pm  
Texas A&M's Agriculture Research and Extension Center  
17360 Cort Road, Dallas, TX 75252

Name \_\_\_\_\_  
Shop \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Additional Attendees — Cost per person \$50 (includes light lunch)

\_\_\_\_\_  
\_\_\_\_\_

## TOTAL

### Method of Payment

\_\_\_\_ Check (payable to the Texas Floral Endowment)

\_\_\_\_ Visa \_\_\_\_ M/C \_\_\_\_ A/E

Card # \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Please mail or fax your registration to:  
Texas Floral Endowment • PO Box 140255 • Austin, TX 78714  
or Fax to (512) 834-2150

# Thanks

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

<b>Name of Scholarship</b>	<b>Amount</b>
Allied Florist of Houston .....	\$500
AFH / Wayne & Mabel Fisher Memorial .....	\$500
Beth DiPardo Memorial.....	\$1,000
Greenleaf Wholesale Florist of Texas .....	\$1,000
Lewis "Peanuts" Rushing Memorial .....	\$500
MidCoast Allied Florist Association .....	\$500
National Designer of the Year .....	\$650
Seymour Carren Memorial .....	\$500
Sylvia Cup Competition .....	\$700
Texas Agscience High School Teacher's .....	\$1,000
Texas Floral Endowment Memorial .....	\$500
Texas Florists' Association Convention Tuition.....	\$300
Texas Florists' Association Past Presidents.....	\$500

## Support the Texas Floral Endowment Purchase Your "Chance To Win"

**You may win one of the following:**

Toshiba NoteBook Computer  
Garmin-nuvi 200 GPS

Apple iPod Classic with 80GB hard drive storage

The drawing will take place on July 13, 2008  
If 300 tickets are not purchased, your  
money will be refunded and event will be  
cancelled.

**\$12.50  
each  
or five for  
\$50**

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, Northwest Hills Florist-Davenport, (512) 329-8667
- 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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