

President's Message



How To Be A Better Florist

To find a theme for this letter I just pulled a book off my shelf entitled, "PRACTICAL FLORICULTURE" by Peter Henderson. It was published in 1903. The first sentence in Chapter 1 begins, "I am often asked the question if it is necessary in order to become a florist to enter some large establishment for a few years, or whether it is possible to learn from reading only." Henderson answers, "I reply, if it can be afforded, it will be best, by all means, to serve at least two years in some well-conducted establishment – one that has been long enough established to have made the business a success, for the best index of ability in any business is success."

In all of chapter one — **classroom education, floral meetings, workshops, conventions, floral exhibitions and scholarships** are never mentioned! I expect that a hundred years ago educational opportunities were not available – except in the flower shop and in an occasional book. Just look at the array of educational opportunities we have at our fingertips today! Our TFE mission is to make these learning experiences available to as many of our new and seasoned floral family members as possible.

Who else but Ogden Nash
could write these words?

CANDY
IS DANDY
BUT LIQUOR
IS QUICKER

I'll never be Nash, but here is
my best effort to paraphrase —

SPENDING
IS LENDING
BUT GIVING
IS LIVING

We especially thank TSFA Past Presidents, the Allied Florists of Houston, Teleflora, the Rushing Family, SAFD (5 new scholarships this year!), and the Meinders Foundation for the scholarships you have endowed. Your SPENDING is LENDING a hand to those who want to better themselves. In addition I want to recognize the TSFA Past Presidents, donors and vendors who work for the flower sale that takes place following convention each year. Your GIVING is LIVING in the heads, hands and hearts of those who benefit from your generous efforts! Every scholarship provides the recipient with an opportunity that otherwise would not be available to them – to be the best they can be.

This year at **The Design Domain** in Dallas, there are many opportunities to SPEND a little ... LEND a little ... GIVE a little ... LIVE a little ...

TFE is raffling off 3 great electronics — a **Notebook Computer** (yes!), a **Nintendo-Wii** (yes!) and an **Apple iPod with iHome Speaker System** (yes!)! You may purchase your tickets from any TFE Board member.

And then there is — **Hitomi!** She is bringing her world class floral art talent to Design Domain! In her program, ARTFLORA, Hitomi will be creating permanent botanical (with mixed media) floral art pieces — and you can purchase one through the live auction! GIVE a little ...

And then there is — the **TFE Bookstore** — in the trade show! We are setting up a book store with the latest floral design books for sale ... a wide array of gorgeous stuff! This will be a "first" for TSFA! SPEND a little ...

And then there is — the **Art Tour of Dallas** — which you can bid on. I will give the winner and your friends or family (up to 3 people) a personal guided tour of public art in Dallas on any date of our choice between now and the next convention. Public art, architecture, water features, botanicals, museums – we create the itinerary based on your preferences. In this tour ART is spelled FUN and LUNCH is spelled FREE! All the profit from these opportunities goes into the TFE scholarship fund! LIVE a little...

I write this letter after a full day of teaching — my body is tired, my feet are numb, but my spirit is soaring! I just learned today that TFE will be 20 years old in 2011! Wow! We must begin a plan to celebrate! At this moment I declare a contest (no cost involved) — that you can win – by suggesting a theme title for our birthday celebration that the TFE Board agrees to accept. You can pick up the forms for this in the TFE Bookstore. LEND a little ...

Thank you for helping another BE A BETTER FLORIST,
Jim Johnson AAF AIFD TMFA, President

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.

Sixteen Scholarship to be Awarded at TSFA Convention

The Texas Floral Endowment will award sixteen scholarships at the TSFA Awards Luncheon scheduled for Sunday, July 26, 2009 in Dallas, Texas.

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, 2009. 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 \$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.



160 Students Complete Certification

On Saturday, March 7, 2009, 160 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, 80 of those students were there by scholarships through TFE and the Meinders Foundation.

Congratulations to those who will receive their certificates in Dallas, 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 30, 2009, 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.



TSFA Education Committee (L-R): Debbie Gordy AAF TMFA, Judy Rutledge AAF TMFA (Chair), Debbie Wright AAF TMFA, Bruce Easley AAF TMFA, Julie Beck AIFD TMFA, Renee Dahl, AAF TMFA, Carrie Beamer AIFD TMFA, Elaine Carrell TMFA, President Pat Shirley-Becker AIFD TMFA

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 Mable Fisher	\$500
AFH Honoring Lavon Bankhead AAF AIFD PFCI TMFA	\$500
Lewis "Peanuts" Rushing Memorial	\$500
National Designer of the Year	\$650
Society for the Advancement of Floral Design	\$5,000
Teleflora Floral Industry Tuition Certificate	\$500
Teleflora's Seymour Carren Memorial.....	\$500
Teleflora's Sylvia Cup Competition	\$700
Texas Agscience High School Teachers.....	\$1,000
Texas Floral Endowment Scholarship in Memory of Jay Adkisson	\$500
Texas Florists' Association Convention Tuition.....	\$500
Texas Florists' Association Past Presidents.....	\$500

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

You may win one of the following:

Notebook Computer
Apple iPod with iHome speaker system
Nintendo Wii

The drawing will take place on July 26, 2009
If 300 tickets are not purchased, your
money will be refunded and event will be
cancelled.

**Tickets
are
\$10 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, 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

Texas Floral Endowment

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