



# Texas Floral Endowment "Giving and Providing"

TFE Newsletter • Volume 15 • July 2013

## President's Message

# Bag a Scholarship With TFE!



Jim Johnson AAF AIFD TMFA, President

**W**hy is the Texas Floral Endowment like a Shopping Bag? We must define the bag before we can answer that. A shopping bag is a three-dimensional object equipped with two handles. It is usually constructed of paper or plastic and has two major functions: to carry a variety of smaller objects conveniently and to advertise the establishment. The Endowment is

a superior "construction" designed to conveniently "carry" a number of objects = scholarships...and it advertises the donors whose scholarships it holds.

❖ A Shopping Bag represents a strong, healthy organization and usually has its company's name boldly displayed. TFE is more subtle, but we do "advertise" both the Texas State Florists' Association and the organizations whose scholarships we carry: 2 Allied Florists of Houston Scholarships, 1 in memory of Wayne and Mabel Fisher and 1 honoring Lavon Bankhead; AIFD General Registration Scholarship; BloomNet Floriology Institute Scholarship honoring Mildred Riddle; Judy Rutledge Education Scholarship; TFE National Designer of the Year Scholarship; 3 SAFD Scholarships; Teleflora's Seymour Carren Memorial Scholarship; Teleflora's Sylvia Cup Competition Scholarship; TFE Scholarship; TSFA Past President's Scholarship; TFE TSFA Convention Tuition Scholarship, and the new Jr. Cup Scholarship for high school students. THANK YOU ONE AND ALL!



❖ A Shopping Bag presents an image of quality, trust and generosity, and is designed with great attention to material, graphics and details that promote the highest quality image possible. TFE by its very nature stands for the highest quality possible in people, in education, and in floristry. One of those qualities lies in the Board of Directors: Jimmy Klepac, Vice President, Pat Shirley-Becker, Sec., John Priest, Treasurer, Ken Freytag, Gayle Johnson, Debbie Gordy, Keith Taylor, and Jim Johnson, President. These quality people make the decisions.

❖ A Shopping Bag is a receptacle for holding objects of all kinds. TFE not only holds money, but we give it away! TFE has given over \$175,280 since its founding. TFE also holds the remarkable annual Herman Meinders' Grant of \$14,200, of which a large part of goes to pay partial expenses of those TSFA Education Committee members who travel to assist with High School Testing – another quality object in TFE's bag. This year over 700 students tested at several sites including, College Station, Dallas, Canutillo, Pittsburg and San Antonio! You can see how much this program has grown! Another thing to pull out of the TFE bag is our annual Convention Fundraiser = \$1000. First prize = \$750 & 2nd prize = \$250. We also have the TFE Bookstore at Convention – the latest colorful volumes of floral design inspiration – all for sale at reasonable prices.


We have fundraiser tickets and books waiting for you in Mesquite, TX at the TSFA Annual Convention, July 12-14, 2013.

## 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 \$14,250 in January, 2013. 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 \$175,280 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.



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

celebrate

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 170760 • Austin, TX 78717  
 Telephone: 512.834.0361

## 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 14, 2013 in Mesquite, TX. For Convention registration information, go to [www.tsfa.org](http://www.tsfa.org) or call 512.834.0361.

## TSFA Annual Convention & Trade Show

July 12-14, 2013

Mesquite, Texas  
[www.tsfa.org](http://www.tsfa.org)

information

Learn, network,  
 influence,  
 experience.



## 2013 Texas Floral Endowment Scholarship Recipients

Name of Scholarship	Recipient
Allied Florist of Houston Honoring	
LaVon Bankhead PFCI .....	Rebecca Sherman AIFD
Allied Florist of Houston In Memory of	
Wayne & Mabel Fisher .....	Chelsea Mahoney
American Institute of Floral Design Design	
Symposium Registration .....	Rey Rodriguez AAF CFD TMFA
Floriology Institute In Memory of	
Mildred E. Riddle AAF TMFA — Bloomnet.....	Richard Berry TMF
Judy Rutledge Education .....	Johnny Hackett TMF
NAFA Designer of Year .....	2013 TX Cup Winner
Seymour Carren Memorial — Teleflora .....	Brandi Burrows
Sylvia Cup Competition — Teleflora .....	2013 TX Cup Winner
SAFD Scholarship .....	Kaleigh Burnett
SAFD College Student .....	Brandi Burrows
SAFD Convention Tuition .....	Kim Jones TMFA
SAFD Floral Career .....	Cheyenne Neal
Teleflora Floral Industry Tuition .....	Lana King, TMF
Texas State Florists' Association Past President's .....	Kristyn Loomis
Texas State Florists' Association Convention Tuition .....	Mindi Britt
TFE Memorial .....	Jacob Davis



## 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 14, 2013. 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
- Keith Taylor, Taylor Wholesale Florist, (713) 869-7481



# Learn Hands On at the TSFA 2013 Convention and Trade Show



**Saturday, July 13, 2013**

**"UpCycle"**

**Instructor: Scott Hasty AIFD**

**Sponsor: Texas Floral Endowment**

**Upcycling:** "It's taking something that you would otherwise throw out and finding a way to make it into something else." Upcycling is a great way to reuse materials and reduce our footprint. Join Scott as he shares his creativity with you in this hands-on class.

To register click on the convention link at [tsfa.org](http://tsfa.org) or telephone the office - 512.834.0361



## TSFA Level 1 High School Floral Design Certification



L-R: Meredith Elms, Tori Watts, Thomas Green, Caitlin Crone, Cody Weems, Dixie Gaylor, Josh Keel, Alana Newill, Andrew Conway

Pictured is nine of the ten Harmony High School floral design students that were TSFA certified this past spring. Thank you so much for providing this opportunity for our students. Everyone was so nice and encouraging. This was a wonderful experience for these young men and women. We hope to have an even larger group to take the test next spring.

Thanks Again!

Rachelle Darby,

Harmony Agriculture Science Teacher

# 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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