

TENNESSEE STATE FLORISTS'S ASSOCIATION HISTORICAL INFORMATION

In the spring of 1952, at the urging of Memphis florist Louise Oglesby and others throughout the state, Oscar Geny of Nashville proceeded to form a state industry association. The florists felt this was needed as other mid-south states had formed or were in the process of forming state associations. Mr Geny took the initiative and organized the association with the assistance of George Friedel, Mack Gentry, and several other statewide florists. The association, named Tennessee State Florists' Association, adopted a code of ethics on January 31, 1961 which is:

Resolves to promote floristry to the uppermost of its profession through honesty, truthfulness, integrity and brotherly love, for our customers, suppliers, competitors and the general public and by industrious application to the end we may merit a reputation for quality of service. To always bear in mind my obligation as a citizen and florist to my customers and suppliers....my country and community and to give them my unswerving loyalty, time and talents as God has given me the privilege and the talents to further His handiwork. I vow to conduct my business as here to for stated in this code of ethics.

From the onset of the organization dues were \$5.00 a year until 1965, when they were raised to \$7.50. Over the years they were gradually raised to \$10.00, \$15.00 and on to \$30.00 in 1985. The next increase occurred in 1999, when the members voted at convention to raise them to \$50.00 beginning in 2000.

Three divisions were formed for the governing body, consisting of east, middle and west Tennessee. These were approved on July 11, 1961. On January 30, 1962, the officers and board approved the first annual designer of the year contest, with the winner representing the association at the regional Southern Retail Florists' Association in Charlotte, North Carolina.

State funded business clinics were begun in 1967, and have continued to draw interest. Due to a generous donation from the estate of Past President Ralph Miller of Chattanooga, Tn., this clinic was renamed the Ralph Miller Memorial Education on March 21, 1997.

The state newsletter was published for the first time in July, 1972, and was named **PETALING THRU TENNESSEE**. It has continued to be published quarterly, and is mailed to members throughout the state.

The annual scholarship contest was begun March, 1972 for the purpose of allowing a member or employee to attend a floral design school to further their knowledge of designing. Currently the association awards a scholarship both in basic design and one in advanced design. The funds for the two scholarships come from the interest earned from the endowment fund created January 10, 1985, by Lynn Doyle. This endowment fund was named **THE LYNN DOYLE EDUCATIONAL ENDOWMENT FUND**. The fund has been added to over the years by many generous donations from the membership.

The TSFA Board established a new “CLUB” in 1991, during the tenure of President Eddie Hayward. A **COMMITTEE OF 100** was formed which encouraged donations to the endowment fund. The success of this program created the TSFA **IRIS CLUB**. It accepts pledges that can be made and fulfilled over a three year period for the **LYNN DOYLE EDUCATIONAL ENDOWMENT** fund. Upon the fulfillment of a \$100.00 pledge, one receives an iris certificate. Upon the fulfillment of a \$500.00 pledge, one receives a bronze iris pin and an iris certificate. A \$1000.00 gift brings a silver iris pin and a certificate, and a \$2,500.00 gift brings a gold pin and certificate. The formation of the Iris club was intended to generate enough interest from the principal to support the on going educational programs of TSFA.

The annual **IRIS CUP** competition was begun in March, 1987, at the suggestion of President Joseph P. Stevens for the purpose of interpretative floral design to compliment an original painting by a Tennessee Artist.

In 1992, under the leadership of President Lane Doyle, the board established the **TSFA HALL OF FAME – LIFETIME ACHIEVEMENT AWARD**. This award recognizes TSFA members who have given much of themselves to TSFA and or the floral industry. The selection of members into this prestigious group is the responsibility of the Board and the criteria and method of selection is updated from time to time. This event is held at the annual convention.

During the presidency of Tom Lea, the board created the **HORIZONS AWARD** in 1995. This award recognizes an individual who is active in their allied and TSFA, has been in the floral industry less than five years and who shows leadership abilities. The recipient is selected by the sitting president.

The 1996 Officers and Board voted to engage a paid permanent convention coordinator. This position was deemed necessary due to the ever increasing demands of our members lives. The Board hired Jerry Hankins, AIFD of Madison, TN.

As a continuation of statewide community involvement, the first **SILENT AUCTION** was held in conjunction with the convention in Nashville in 1995. Proceeds from the auction were given to statewide HIV organizations. As of October, 1998, the Officers and Directors voted to establish the **TENNESSEE STATE FLORISTS’ ASSOCIATION MEMORIAL SCHOLARSHIP FUND**. The proceeds from the **SILENT AUCTION** will continue to furnish the AIDS organizations throughout the State but in addition will fund the **MEMORIAL SCHOLARSHIPS** awarded to participating members.

At the Tennessee Sate Florists’ Association board meeting on July 18, 2004, the Board was presented a proposal to merge the TSFA Convention with the Central Tennessee Profession Florists’ Association (CTPFA) Christmas Show. Profits to be divided as follows: TSFA 50%, CTPFA 35% and the remaining 15% divided between the other four Allieds with details to be provided by the Executive Governing Committee. This committee consists of the Executive Committee of TSFA and CTPFA. The proposal passed.

Throughout the years TSFA has strived to educate the members with statewide educational clinics. Lifetime friendships have and are being formed at the annual members' meetings and many trophies and awards have been presented. Little did the founding fathers know when they planted the seeds back in 1952, that our Association would flourish and bloom to the heights it has currently reached.