

Tennessee Grocers Education Foundation celebrates 25 years...



TO FURTHER GREATNESS



The Tennessee Grocers Education Foundation (TGEF) is pleased to introduce its newest eagle print - *To Further Greatness*. The acrylic original, produced by artist Randy Bullard, was commissioned by the TGEF Board of Trustees in 2010 to celebrate TGEF's 25th anniversary.

In *To Further Greatness*, two eagles signify the success and continued growth of TGEF in its first 25 years. The landscape represents Tennessee and the far reach of TGEF; with the Mississippi River in the west, the rolling hills of middle Tennessee and the rising mountains of east Tennessee. The sun is rising in the east symbolizing TGEF is just beginning a long journey. **The dimensions are 28" x 22"**.

To Further Greatness is one of three eagle prints commissioned by TGEF since 1991. All three will be available for purchase at the 2010 TGCSA Convention June 10-12 at the Sevierville Events Center and Wilderness at the Smokies Resort. You may also purchase prints at the 2010 TGEF golf events, by contacting the TGCSA office at 615-889-0136 or by returning an order form (see reverse).

All three prints are in appreciation of the many contributors to TGEF and all funds raised from the sale of the prints will benefit TGEF. Since TGEF's inception, the foundation has awarded over 2.6 million in awards.

TO NURTURE GREATNESS

To Nurture Greatness is TGEF's original print created in 1991 by Randy Bullard. This watercolor piece symbolizes the beginning of TGEF as well as the care and support TGEF shows for the industry and the students who are awarded scholarships through the foundation.

The dimensions are 28" x 22".



TO MASTER GREATNESS

LIMITED AVAILABILITY - Less than 90 remain of 300 - All signed and numbered



This pencil sketch created in 1993 by Randy Bullard, *To Master Greatness* was the second print commissioned by TGEF. This piece shows an eagle before taking flight - symbolizing the stability created by the many TGEF supporters and vision of the foundation leaders.

The dimensions are 24" x 18".



EAGLE PRINT ORDER FORM

All funds benefit Tennessee Grocers Education Foundation

Print Prices

NEW To Further Greatness \$25.00

ORIGINAL To Nurture Greatness \$25.00

LIMITED To Master Greatness \$40.00 (*signed/numbered only*)

All three prints special \$70.00

Signed & Numbered Prints

\$40.00 (limited to 300)

\$40.00 (less than 100 remain of 150)

\$40.00 (less than 90 remain of 300)

\$100.00

Shipping Prices

\$6.00 for three posters or less.

All others subject to size of order.

****All orders will be invoiced to include shipping and handling.****

Please send me:

Signed & Numbered

___ To Further Greatness Yes / No

___ To Nurture Greatness Yes / No

___ To Master Greatness N/A

___ Three print Special Yes / No

Total + Shipping \$ _____

Payment Information: ___ Check Enclosed (Payable to TGEF) ___ Invoice

Charge My Credit Card

___ Mastercard ___ Visa ___ American Express ___ Discover

Cardholder Name: _____

Card Number: _____ EXP: _____

Signature: _____

MAILING/INVOICING ADDRESS

Business Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

TGEF CELEBRATES 25TH ANNIVERSARY

A brief history...Just two years after the Tennessee Retail Grocers Association, now known as the Tennessee Grocers & Convenience Store Association, was founded in 1978, the seed for the Tennessee Grocers Education Foundation was planted.

The association held a golf tournament in 1980 as a networking event. Neither President Wes Ball nor tournament chairman Dean Dickey had expectations for a profitable event, but it was. The \$800 profit was immediately set aside to fund scholarship awards.

The second annual golf event raised \$3,000. The foundation continues to hold three golf events and raises more than \$120,000 annually and the foundation trustees and TGCSA members are grateful for the many golf tournament committee members, players and sponsors. Their support is the lifeblood of the foundation's success.

By 1982 the scholarship program was growing and had established a permanent scholarship committee and awarded its first four \$1,000 scholarships to employees of association members.

In 1984 The Quaker Oats Company pioneered the first product promotion program and The Carnation Company developed its "Give Back to School" promotion. The two raised a combined \$16,000. In just four years a casual golf event had created a scholarship program that was expanding rapidly. It was becoming clear that this program had a life of its own.

On September 19, 1985 the Tennessee Grocers Education Foundation was incorporated. The founding trustees were Chairman Dean Dickey, Jack Adams, Danny Potter, Cliff Marshall, Mike Baker, Charlie Edwards, Ralph Martin and Wes Ball. By 1986 giving exceeded \$13,000 annually.

By 1988 the foundation was doing more than awarding scholarships in the association's name. An endowment fund was created. Companies donate funds that are managed by the TGEF trustees. The interest income is used for scholarships in the name of the donating company. Endowment assets equaled \$17,000 in 1988 and in 2010 exceed \$1.3 million dollars.

In 1989 the piggyback scholarship program was developed by David James. This ongoing concept allows companies to create scholarships for their employees. Today there are 40 piggyback scholarships.

The only graduate level scholarship was created in 1991 – the Wesley Ball Fellowship Award - named for the association's founding president. Above and beyond all accomplishments in Wes' life, he was most proud of TGEF's development and its continued support by the industry.

1992 saw the creation of the Hall of Eagles award. It is reserved for those whose efforts and ideas have raised over \$100,000. Today there are 30 distinguished members. The first silent auction was held in 1993 at the annual association convention – a tradition that continues today. Over the past 20 years the foundation has also sponsored the best bagger contest at the convention. The winners are awarded a scholarship and represent Tennessee in the National Grocers Association's event.

The 90's proved to be prosperous. Total scholarship awards equaled \$27,000 in 1990 and grew to \$117,000 by 1999. TGEF had become one of the largest state food industry foundations. With a total of over \$170,000 in annual awards, today it is the second largest based on total scholarship dollars awarded annually. TGEF is well known nationwide and many associations use the foundation's model to create their own program.

In 1999 total awards surpassed one million dollars. The annual awards continued to grow steadily and topped two million dollars in 2007. The foundation is on track to break three million dollars in total awards within the next three years.

Thus far, the lives of over 1,300 students have been touched by TGEF. Your dedication is making a difference. The Tennessee Grocers Education Foundation thanks the food industry for its continued support and is proud to celebrate its 25th anniversary.