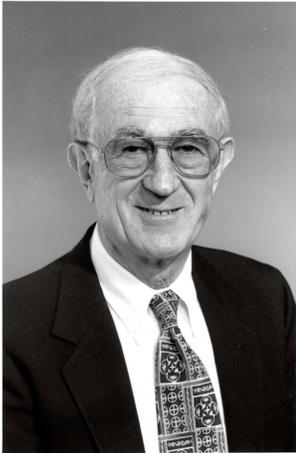


Honoring the Legacy of Buddy Jacobson



A memorial tribute has been established by DESIGN MASTER color tool, inc honoring **Alan H. "Buddy" Jacobson**, who passed away November 29, 2018 at age 87.

Buddy joined the family business in 1955 after earning his business degree in marketing from Boston University and completing military training with the army. As a salesman, Buddy traveled to retail floral shops throughout New England selling supplies. Buddy's attention to customer satisfaction and keen business acumen propelled Jacobson into a floral industry leader and the largest hardgoods supplier in New England.

He transformed the business with his desire for a walk-in facility for superior customer experience. Buddy always strived to meet customer needs and exceed their expectations. Proof of this was only furthered in 1991, when he established Jacobson's import arm, Holiday Designs Ltd., to provide unique, trend-forward products to the marketplace.

Buddy's impact on the floral industry didn't stop at the family business. He was a driver of Jacobson's national and local floral industry involvement including the American Institute of Floral Designers, the Society of American Florists, Teleflora, Boston's Annual "Say it with Flowers" event to raise money for ALS research, the Connecticut Floral Association, the New England Floral Expo, and the Wholesale Florist and Florist Supplier Association where he served as President from 1999 - 2000. Buddy was also a recipient of the Whole Florist & Florist Supplier Association's highest recognition, the Leland T. Kintzele (LTK) distinguished service award in 2010.

Help us to forever honor Buddy's legacy by contributing to the Buddy Jacobson Memorial Tribute Fund.

Yes, I want to honor the legacy of Buddy Jacobson!

Amount: \$50 \$100 \$250 Other \$ _____

Enclosed is my check payable to: **AFE/Buddy Jacobson Memorial Tribute**

Please charge my credit card: AMEX VISA MASTERCARD

Account # _____ Expiration Date _____

Signature _____

Name _____ Date _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Donations can also be made online at:

endowment.org/donate



Funding Generations of Progress
Through Research and Scholarships

**Your contribution to
the Buddy Jacobson
Memorial Tribute is
tax-deductible.**

Tax ID# 23-6268380

Thank you!