

Honoring the Legacy of Arthur Brentwood Humphrey



The American Floral Endowment (AFE) announced a new memorial tribute in memory of Arthur Brentwood Humphrey, a longtime friend of the floral industry who died on October 6, 2020, at the age of 74. The \$1,000 fund was established by the Mayme Leong Family of Ah Sam Florist and Ken & Lynn Young of Phoenix Flower Shops.

Arthur was the owner of FM3 Systems and provided computer consulting services and business solutions to florists across the country to help increase their productivity and profitability. Arthur had a special way of coming into your world and turning it upside down to point you in the right direction. His unique process and style affectionately earned him the nickname of “Awful Arthur” and he often rewarded his clients with a special limited-edition t-shirt emblazoned with a lightning bolt and the famous phrase “I Survived Awful Arthur” at the completion of a project.

He was a light that shone the brightest and he never met a stranger. His hands and heart were the most giving, and those hands touched many. His time here with us was full of teaching, sharing, and giving.

Arthur would ask that we all remember to share your knowledge and your love, pay it forward whenever you can, and love as hard as you can. If you do these things, he will be by your side encouraging you to... “Just get ‘er Done” as you traverse your day. And sometimes, if things do not work out as planned, you might hear a whisper... “At Least it Demo’d Well”.



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Arthur is survived by his wife Jamie, daughter Catherine Trice and her husband John.

Yes, I want to honor the legacy of Arthur Brentwood Humphrey!

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

Enclosed is my check payable to: **AFE/Arthur Brentwood Humphrey Memorial Tribute**

Please charge my credit card: AMEX VISA MASTERCARD

Account # _____ Expiration Date _____

Signature _____

Name _____ Date _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Email _____

**Your contribution to
the Arthur Brentwood
Humphrey Memorial
Tribute is
tax-deductible.**

Tax ID# 23-6268380

Thank you!

Donations can also be made online at:

endowment.org/donate