

# Honoring the Legacy of Paul Daum



The American Floral Endowment (AFE) announces a new memorial tribute in memory of Paul Leonard Daum, who died on December 31<sup>st</sup>, 2020, at the age of 95. The \$1,000 fund was established by the Fred C. Gloeckner Company, his friends and colleagues.

Paul has been recognized by many as the “**Father of the Latin American Flower Industry**” for his many achievements and dedication to the floral industry. He dedicated over 50 years of his life to the founding and development of global floriculture primarily in the United States, Central and South America. Paul was instrumental in developing a prime export business in Latin America and the United States to which he was personally proud of the fact that it provided so many jobs in so many countries.

Paul was a technical representative for the Fred C. Gloeckner Co. from 1957 to 2004. He was known to have amassed one of the most complete libraries of both scientific and practical horticulture material – a library he freely shared with the industry. Additionally, Paul served with distinction on the board for 58 years. His experience and knowledge were valuable not only in selecting scientifically valid research proposals but in educating other board members on applications important to commercial floriculture.

Born in Canton, Ohio, Paul is survived by his sons Steven Daum of Smithers-Oasis/Floralife, Andre Daum, his three grandsons, and two great-grandchildren. Paul was married to his wife Miriam Daum for over 50 years and they shared a life together both in Miami and in Costa Rica.



Funding Generations of Progress  
Through Research and Scholarships

**Yes, I want to honor the legacy of Paul Daum!**

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

Enclosed is my check payable to: **AFE/Paul Daum Memorial Tribute**

Please charge my credit card:  AMEX  VISA  MASTERCARD

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

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Donations can also be made online at:

[endowment.org/donate](https://endowment.org/donate)

Your contribution to  
the Paul Daum  
Memorial Tribute is  
tax-deductible.

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Thank you!