

Honoring the Legacy of Katie Kennicott



A Memorial Tribute has been established through the American Floral Endowment (AFE) honoring **Kathleen “Katie” Kennicott**, who passed away on October 13, 2023, at the age of 86.

Many in the floral industry knew Katie Kennicott best as the sunny, astute and engaging wife (64 years) of Harrison “Red” Kennicott, of the Chicago-based wholesale distributor Kennicott Brothers Company; however, Katie also played a direct role in the company’s success. Over more than 60 years of active involvement in the floral industry, she showed a special talent for making strong connections with customers, suppliers, and others—connections that have helped to change the face of the industry.

Katie met Red when both were students at Michigan State University; they married the summer after Red graduated in 1959. While Red went straight into the family business, for five years Katie pursued the career she had prepared for, teaching math to eighth-graders. Eventually, however—and perhaps inevitably, given her abilities—she was drawn into service with Kennicott Brothers as a customer-relations representative.

Over a period of at least 40 years, Katie came along with Red to nearly every WF&FSA and SAF annual convention, strengthening the company’s connection to suppliers as well as to customers and always giving back to the industry.

Katie’s was a life that touched many other lives. Those who knew her will remember her saying, “That was fun.” So, it was. To read the full tribute, visit [endowment.org](https://www.endowment.org).

Yes, I want to honor the legacy of Katie Kennicott.

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

Enclosed is my check payable to: **AFE/Katie Kennicott 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](https://www.endowment.org/donate)



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

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Thank you!