

Honoring the Legacy of Don Hook



A memorial tribute has been established by Red and Katie Kennicott through the American Floral Endowment (AFE), honoring Donald (Don) E. Hook, AAF.

Don passed away peacefully on Sunday, March 20th at the age of 92. Don was a longtime member of the floral industry and devoted family man.

Don was the owner of Pittsburgh Cut Flower, which was founded in 1898. He started working there when he was just 21 years old and continued for the next 50 years. "His passion for flowers came from his understanding that they helped people express so many emotions," says his son-in-law, Bob Luthultz,

In 1976, Hook bought the company from his father. After taking over the business he also took on several other volunteer leadership roles. In the late 80s, he served as a member of AFE's Board of Trustees. Don served the Endowment in many capacities: Secretary, Vice Chairman of Fundraising and Chairman. He also chaired the 1983 Phone-a-thon participating as one of our most successful fundraisers. He was also a former president of the Society of American Florists (SAF) and the Wholesale Florist and Florist Supplier Association (WFFSA).



Yes, I want to honor the legacy of Don Hook!

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

Enclosed is my check payable to: **AFE/Don Hook 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 Memorial Tribute is
tax-deductible.**

Tax ID# 23-6268380

Thank you!

Donations can also be made online at:

endowment.org/donate