

GROWERTALKS

GT in Brief

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New Fund Established Honoring Industry Trailblazer Katie Kennicott

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In October of 2023, the Kathleen “Katie” Kennicott Memorial Tribute through the American Floral Endowment (AFE) was established to honor Katie’s life. Through months of continued contributions and additional funds from Katie’s husband, Harrison “Red” Kennicott, the fund has grown from a tribute fund (under \$25,000) to \$50,000, which will establish a permanently unrestricted Named Fund within AFE to help support the future of the floral industry. Katie passed away on October 13, 2023, at 86.

“Katie was a longtime friend and loved by so many who not only knew her but were touched by her generosity and caring nature,” said AFE’s Executive Director, Debi Chedester. “The overwhelming response of contributions made in her honor shows her impact throughout our industry and beyond.”

The Memorial Fund will forever honor Katie’s dedication, love and commitment to the floral community and her countless friends. Many knew Katie best as Red’s wife, owner of the Chicago-based wholesale distributor Kennicott Brothers Company. Katie played a direct role in the company’s success and elevated the recognition of women leaders within the industry. Over more than 60 years of active involvement in the floral industry, she showed a unique talent for making strong connections with customers, suppliers and others—connections that have helped to change the face of the industry.

“I’m extremely grateful to the many individuals who contributed to AFE to honor Katie,” said Red. “She continues to bring industry friends and family together to support the floral community she loved through this new Fund.”

You can continue to support her memory and donate to the Kathleen “Katie” Kennicott Memorial Fund [HERE](#). GT