

GROWERTALKS

GT in Brief

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Honoring Herman Meinders

Jeb Fields

The American Floral Endowment (AFE) announced that they've established a Memorial Tribute to honor Herman Meinders, a visionary entrepreneur, devoted philanthropist and esteemed leader of the floral industry. Herman passed away on March 30 at the age of 87.

Herman was born in Pipestone, Minnesota, and established American Floral Services (AFS) in 1970. Under his leadership AFS became one of the largest and most successful flower-ordering services, including tens of thousands of florists across the world. In 2000, AFS merged with Teleflora.

Herman's commitment to horticulture extended beyond his business success. He served as chairman, treasurer and trustee of AFE and played a key role in advancing education, research and industry development for a decade. Herman and his wife LaDonna created AFE's first undesignated named fund, as well as establishing the Meinders Retail Florist Education Grant Fund, ensuring retail florists could always access educational opportunities.

According to his longtime friend Red Kennicott, another past AFE Chairman, "Herman was a true example of the American Dream and an inspirational role model in how he conducted his professional and personal life."

Herman and LaDonna's philanthropy extended far beyond the floral industry, supporting and developing many charitable efforts. The Herman Meinders Memorial Tribute Fund will ensure that his legacy continues.

You can find more information on Herman Meinders and the Memorial Tribute Fund at endowment.org/news/meinders-tribute. **GT**