

# GROWERTALKS

## GT in Brief

4/1/2021

### In memoriam: Norwin Heimos

Chris Beytes



Yet another passing of an industry icon: Norwin Heimos, the patriarch of the Heimos family, who operate N.G. Heimos Greenhouses, Millstadt Young Plants and Micky's Minis, passed away February 18 at the age of 90.

We learned of the passing from his daughter Amy Morris, who sent the following eulogy and photos:

"Today, we mourn the passing of our Patriarch. My dad was the hero everyone should look to. He was a hardworking, self-made man who accomplished more in his lifetime with the humble beginnings he had.

"At 10, he had the largest paper route in St. Louis in front of Jefferson Barracks; at 20, he started his own fruit and produce business; by 30, he established his first greenhouse, growing geraniums and poinsettias; by 40, he bought and renovated the Sunset Hills facility, which was the oldest greenhouse west of the Mississippi; by 50, he moved his operations to Millstadt, Illinois, to grow the business with annuals, perennials and flowering potted plants; by 60, he had built the 36th largest greenhouse in

the U.S. servicing the Midwest; by 70, he had built 28 acres of greenhouse; by 80, he was still bowling strikes and guiding our business; and at 90, he went out on his own terms.

"His legacy is the 43 acres of greenhouse he has left behind. He was a teacher, a risk-taker, an innovator, an entrepreneur, a father, a mentor, an inventor and a great businessman. The highest compliment I ever heard from a vendor was that they did not like my dad because he was a tough negotiator, but they respected him because he always kept his word." **GT**

*Pictured top: Norwin Heimos in the late '60s. Amy says the family call this dad's "TV sweater."*

*Below: Norwin and his daughter Amy in 1986.*

