

# Joseph Shinoda Memorial Scholarship Foundation

## NEWS RELEASE

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Contact: Joli A. Hohenstein  
Phone: 217-454-0542  
Main Phone: 760-944-7889  
E-mail: joli@penandpetal.com

FOR IMMEDIATE RELEASE

### **Shinoda Foundation Leadership Changes Ecke Retires, Otsuka Takes Over Reins**

*San Luis Obispo, Calif., October 17, 2013* – As long-time president Paul Ecke III retires, the Shinoda Foundation welcomes well-known flower executive Bob Otsuka as its new leader.

“Bob’s deep ties to floriculture and his passion for advancing our industry make him a natural for continuing the Shinoda legacy,” says Ecke.

In addition to serving as Executive Vice President & General Manager of the California Flower Market since 1987, Bob has served on the Shinoda Foundation board of trustees since 2008. He is extensively involved in the floriculture industry, also serving on the boards of directors for Hortica Insurance and the California State Floral Association, on the Advisory Council for the San Francisco Conservatory of Flowers and on the Wholesale Council for the Society of American Florists.

He has been recognized for his industry dedication with awards including the California State Floral Association’s Meritorious Service Award, the Master Florists Association Hall of Fame Award and the Society of American Florists John H. Walker Award.

Bob holds a bachelor’s degree in business administration from California State University, Hayward.

“It’s a privilege to be part of an organization with such rich history and accomplishments,” says Bob. “I look forward to advancing the Foundation’s mission of encouraging educational opportunities for young people interested in our industry.”

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**About the Joseph Shinoda Memorial Scholarship Foundation**

The Shinoda Foundation was established in 1964 under the auspices of the California State Florists' Association in memory of the late Joseph Shinoda, a highly regarded pioneer of that state's floral industry. The foundation's purpose is to encourage educational opportunities for young people interested in entering the industry. Incorporated as a separate entity in 1972, the foundation has awarded scholarships valued at more than \$760,000 to nearly 650 undergraduate floriculture students since 1965.

Information about applications for the Shinoda Foundation's scholarships is sent each January to horticulture and floriculture departments at universities across the nation. Applications are available on the foundation's website and accepted from January until March 30 each year.

Information about making contributions to the foundation or about its scholarship program can be obtained from its website, [www.shinodascholarship.org](http://www.shinodascholarship.org), or by writing to: Joseph Shinoda Memorial Scholarship Foundation Inc., 962 Pecho St., Morro Bay, CA 93442, or Pat Broering at [pbroerin@gmail.com](mailto:pbroerin@gmail.com).

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