



JOSEPH SHINODA

MEMORIAL SCHOLARSHIP FOUNDATION

Joseph Shinoda would be so pleased

By Peggi Ridgway

For nearly half a century, the Joseph Shinoda Memorial Scholarship Foundation has been easing the financial burden of floriculture students who aspire to work in the industry. In fact, the Foundation has awarded scholarships valued at more than \$720,000 to 617 undergraduate floriculture students since its founding in 1964.

“Financial encouragement” to deserving students is how the Foundation honors a floriculture leader named Joseph Shinoda, who devoted his life to helping others and who passionately believed in the value of education to assure the future of the floral industry.

A Man with a Dream

Joseph Shinoda was the sixth of nine children of Kumaichiro Shinoda, who started a wholesale flower farm in Oakland in 1906. The farm became the San Lorenzo Nursery Company in 1918. When Joseph was eleven (in 1921), his father moved the family to Los Angeles where he became a wholesale vendor at the Southern California Flower Market.

At the age of just 23 and a recent Pomona College graduate, Joseph took the reins of San Lorenzo Nursery Company; within a year, he became the company's president. Over the next 30 years, he led the

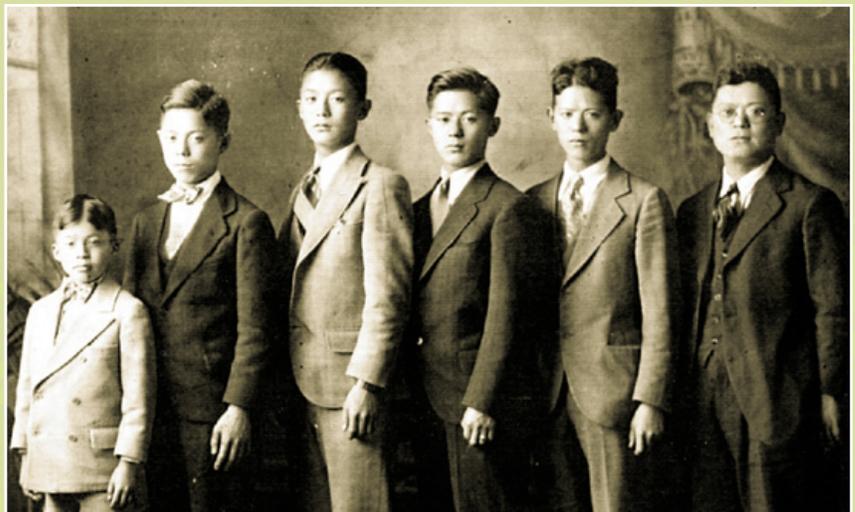
company through remarkable growth and to national recognition. He became active in the floral industry both on a statewide level and nationally and shared his dream of floral industry growth made possible by educating young people.

Shinoda was a founder and early president of the California State Floral Association; he served as a president of the Southern California Floral Association; as a director of the Society of American Florists; and in leadership positions for FTD and other floral associations. He was a founder of Keiro Senior HealthCare, today the largest Japanese-American not-for-profit organization in Los Angeles County.

Shinoda shared and gave generously until his untimely death at age 55 in January 1964. His contributions to the floral industry were recognized posthumously in 1965 upon his induction into the Society of American Florists' Floriculture Hall of Fame. Perhaps the most lasting recognition comes, however, through the establishment by family, friends and colleagues of the Joseph Shinoda Memorial Scholarship Foundation on August 15, 1964.

Foundation Support and Structure

Initially, the Foundation was financed by a gift from San Lorenzo Nursery Company, was run by a committee of ten floral industry leaders and operated under



The Shinoda brothers, from left, Daniel, Peter, Paul, Joseph, Keyoshi and Tomitaka

the California State Floral Association. As word spread, donations began arriving from Joseph's family, friends and colleagues. The Foundation awarded its first scholarships (\$1,000 each) in 1965 to Richard Tsukushi and George W. Field, horticulture students; and more scholarships were added in the years that followed.

Just eight years after it was established, the Foundation transferred its assets to a new non-profit corporation, leaving the CSFA umbrella. Since then, it has funded its scholarship awards with income from an investment portfolio (\$613,000 at the end of its 2010 fiscal year). It incorporated in 1972.

The scholarship track. The Foundation awards from five to ten scholarships of \$1,000 to \$5,000 each year to college and university students in floriculture and related fields. In 2009, it adopted board member Janet Kister's suggestion by establishing the annual Shinoda Scholar of the Year Award. In addition, since 1986, it has given more than \$180,000 in 184 incentive and other grants to 33 college and university floriculture and horticulture programs.

All donations to the scholarship program are welcome. The "Restricted Gift Scholarship," however, is a special opportunity. In 2006, a \$15,000 gift from the California Floral Council kicked off this program through which individuals and companies can directly participate through a gift of \$25,000, with \$1,000 scholarships awarded annually in perpetuity. The scholarship is named in their honor or in honor of a loved one or colleague. Currently, the Restricted Gift Scholarships are: California Floral Council (\$1,000) and the Shinoda Design Center (\$1,000 for a student in floral design from Los Angeles, Orange, Riverside or San Diego counties).

Applications are accepted from students in four-year accredited colleges across the United States and from California community colleges, from January 1 through March 30. All information and application forms can be accessed at www.shinodascholarship.org.

People make it work. Since his election as president of the Foundation's board in 1998, Paul Ecke III has led the Foundation. With Barbara McCaleb, executive secretary since 1992, and a board of fifteen people, this team has coordinated the scholarship application and award process. Elmer Fisher served as board president for thirteen years, signed the Foundation's articles of incorporation, and was active in the Foundation's activities from its founding until 2000. Many others contributed hundreds of hours of dedicated time to the Foundation to help students.

Honors are due. In 1983, in recognition of the Foundation's outstanding support and promotion of the floriculture and ornamental horticulture industry, the Society of American Florists honored the Joseph Shinoda Memorial Scholarship Foundation with its Distinguished Service Citation.

Flashbacks. For 30 years after Joseph Shinoda's passing, San Lorenzo Nursery Company continued its amazing climb to become "one of the largest growers and distributors of flowers and flower products" (Bloomin' News, 1964). Then, years of economic ups and downs and the impact of increasing floral imports resulted in a decline in the domestic floral industry. San Lorenzo Nursery Company closed its doors in mid-1995. Nine years before, the grandson of Kumaichiro Shinoda, Jimmy, and his three sons opened the Shinoda Design Center in Santa Ana, California.

Salute. We honor the Joseph Shinoda Memorial Scholarship Foundation, which has faithfully served the floral industry for 47 years and helped hundreds of students realize their dream of service to the floral industry. Joseph Shinoda's dream is fulfilled through the Foundation established for that purpose.



Paul Ecke III, right, presents plaque to Elmer Fisher on April 24, 1999, for Fisher's "many years of service as both a board member and as president" of the Foundation.

The Shinoda Scholarship Strategy

Only the highest caliber students are eligible for scholarships from the Joseph Shinoda Memorial Scholarship Foundation. Winners are selected from a pool of applicants based on their superior academics, career goals, extracurricular activities, work experience and need.

"These students are the future of the industry," says Paul Ecke III, Shinoda Foundation president. "We are pleased to be able to support their endeavors and bolster horticulture's growth."

As an incentive for educational institutions to encourage students to apply, ten percent of the value of each scholarship is sent to the awardees' departments. In addition, students may be eligible for one of the Restricted Gift Scholarships (\$1,000) or the Scholar of the Year.

The Shinoda Scholar of the Year honors the best of the best in floriculture, horticulture or a related field. Through this award, says Paul Ecke III, "we put the spotlight on the growth, potential and possibilities these students represent for us nationwide." The first-ever Scholar of the Year was a young student from Manheim, Pennsylvania, Hilary Snavelly, a horticulture student at Delaware Valley College. The 2010 Scholar of the Year was aspiring greenhouse grower Evan Schnabel, an Iowa State University senior horticulture major from Brookings, South Dakota.

Original (1964-65) Committee

Arthur T. Ito Sr.	Lyman McFie
John N. Fukushima	George Walker
James F. Bonaccorsi	Robert Weidner
William Enomoto	Mas Yonemura
Edward Geoppner	James E. Dible
Charles R. Hum	Takeshi Yatabe

2011 Directors

Paul Ecke III, President, Paul Ecke Ranch, Encinitas, CA; **Susanne Koch Snyder, Vice President**, Koch California Ltd., Nipomo, CA; **Dan Vordale, Secretary**, Ocean View Flowers LLC, Lompoc, CA; **Paul Nielsen, Treasurer**, Central Coast Plant Co., Santa Barbara, CA; **Mike Connolly**, Florasource Ltd., Salinas, CA; **Walter (Dude) Engel**, Dude Ranch, Somis, CA; **Cheryll J. Goto**, Unique Floral Shop, Montebello, CA; **Bruce N. Hall**, Robert R. Hall Inc., Encinitas, CA; **Janet Kister**, Sunlet Nursery Inc., Fallbrook, CA; **James T. Kusuda**, Shinoda Design Center, San Diego, CA; **Robert Otsuka**, California Flower Market Inc., San Francisco, CA; **Maurice Sourmany**, Victor The Florist, Santa Barbara, CA; **Virginia Walter**, Horticulture & Crop Science Dept., Cal Poly State University, San Luis Obispo, CA; **Evelyn Weidner**, Weidner's Gardens Inc., Leucadia, CA; **Bill Young**, Aspen Enterprises, Watsonville, CA