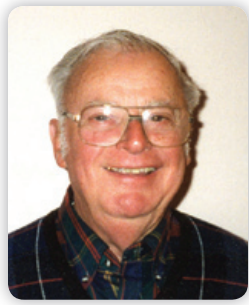


## In Remembrance: Elmer Fisher



We are saddened to learn of the passing of a lifelong friend to flowers, Elmer Fisher, on January 20, 2011 at the age of 89. Elmer was an insurance underwriter in Pittsburgh, PA when in 1946, he moved to Los Angeles to work for his father-in-law, George A. Berlin. For the next 40 years he earned a reputation for his

marketing savvy and hard work. He eventually bought the company and turned it into a Wall Street powerhouse. In 1963, he moved the company to the Southern California Flower Growers across the street. As years passed and the company grew, he entered into shipping arrangements with trucking companies and opened warehouses to accommodate his grocery chain floral supply business.

As imports left their mark on the domestic floral market, Elmer considered the future of G.A. Berlin Company. In 1986, one year after the death of his wife Marian, he closed it and moved to Buellton to join his son Jay in managing the Fisher Farms Company. While there, he maintained the firm's flower industry contacts and assisted with work involving the

Tournament of Roses Parade. In a 2007 interview for the book, *Sending Flowers to America*, Elmer said, "The floral industry – there's nothing like it. I still like to have my finger in it and know what's going on."

Elmer Fisher served a term (1975) as president of the California State Floral Association. He was a devoted president of the Joseph Shinoda Memorial Scholarship Foundation from 1985 until 1998.

In recent years, he experienced heart surgery and a broken hip. He is survived by his son Jay and daughters Becky, Kristi and Heidi; ten grandchildren and twelve great grandchildren.

## Ecke Guatemala Manager Wins Award

Ecke Ranch and Ecke Geraniums, SA, announced recently that Byron Calderon, Ecke Guatemala's general manager, won the 2010 Manager of the Year Award in the Expansion category for the country of Guatemala. Byron was




honored by the Managers Association of Guatemala in October 2010 at a special celebration. "We are especially pleased when the hard work and commitment to our employees and customers is recognized at such a high level," says Paul Ecke III. Byron has been with the Ecke firm since December 2000.

## Juliann Rooke is Descanso COO

Juliann Rooke, chief financial officer at Descanso Gardens Guild Inc., was promoted January 1 to the new position of Chief Operating Officer for the 160-acre botanic garden. In her new position, Juliann will continue as CFO while also managing business operations including the Visitor Center, Special Events and Rentals and the Gift Shop.

## Chad Nelson New CCFC Chair

Chad Nelson of Eufhoria Flowers in Nipomo, CA, took the reins as Chairman of California Cut Flower Commission recently, after serving as a CCFC commissioner for the past nine years. Also serving in CCFC leadership roles are first vice chair Lane DeVries, The Sun Valley Group, Arcata; second vice chair Mike A. Mellano, Mellano & Co., Oceanside; secretary Diana Roy of Resendiz Brothers Protea, Fallbrook; and June Van Wingerden of Ocean Breeze, Intl., Carpinteria. The Commission also approved these new appointments: Jennifer Everett of California Floral Greens to serve as District



### 2011 CLASS SCHEDULE

**Instruction Hours:**  
Monday-Friday, 9 a.m. - 5 p.m.

**Floral Designer**  
Jan 3-14, Feb. 28-March 11  
April 11-22, June 6-17, July 11-22  
Sept 12-23, Oct 31-Nov 11

**Advanced Floral Designer**  
Jan 17-19, March 14-16  
June 20-22, July 25-27  
Sept 26-28, Nov 14-16

**Advanced Wedding Designer**  
Jan 24-25, April 4-5, June 27-28, Oct 3-4

**Special Events/Décor Designer**  
Jan 26-28, April 6-8, June 29-July 1, Oct 5-7


**Design For Excellence**  
May 16-17

**Permanent Botanicals**  
May 25-26, Sept 29-30

**One Day Workshops**  
Hand Tied – March 21, Oct 17  
Novelty – March 22, Oct 18  
Holiday – December 10

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