

People & Places

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.