

**California Avocado Society Award of Honor 1971**

**William F. Catlin**



William F. "Bill" Catlin is the kind of man who can be termed the man for all seasons for all reasons.

When he was informed by the Awards Committee that he was to be a recipient of the Award of Honor for 1971, he modestly replied that a biography about him would be "about as exciting as a fair and warmer weather forecast."

Needless to add, the Committee along with the officers and members of the Society disagreed with him completely.

Here is a man who has contributed to the industry, to the community, to the state, to our country. His time and expertise in the avocado industry alone grants him even greater stature. He is an exciting man, indeed.

Among his varied interests has been memberships in the Carpenteria High School Board of Education, the Summerland Fire District, the Santa Barbara County Soil Conservation District, and the South Coast Growers Association. In addition, he is an alternate member of the Santa Barbara County ASCS Committee.

Mr. Catlin has lived in that county since 1920 and has been active on the same avocado and citrus ranch for all that time.

Several years ago he distinguished himself as President of the California Avocado Society and today he is still active as a working member of the Board.

Briefly, he has always been active in the avocado industry and he has been particularly interested in cultural and varietal improvements of avocado production.

Our other 1971 award winner joins a distinguished and select group of past honorees who have been singled out by the California Avocado Society for meritorious service to the industry. Our heartiest congratulations.