

1999 AWARD OF HONOR PRESENTATION



LARRY ROSE

Past President (1994-1995), California Avocado Society Past Chairman, Nurseryman's Section

Award presented by Hank Brokaw

Today I have the best job in the avocado industry and that is to present the Award of Honor. It is an honor for me to be able to do that.

We usually think of the people who receive the Award of Honor as being outstanding in leadership, dependability, and knowledge and indeed they are. It also involves enthusiasm, engagedness, and energy. The honoree this year is a person who you have probably guessed already. It is a person who entered

this avocado industry in a concentrated way in 1980. Before that he was engaged in the avocado industry in some ancillary ways.

In 1986 he became the Chairman of the Nurseryman's Section of the California Avocado Society. As chairman of that body, he became a member of the CAS Board of Directors. He was a very active member of the Varieties Committee and as might be expected, he rose to become the president of this Society in 1994 - 1995. As such, he was Chairman of the Production Research Committee of the California Avocado Society

Some of his best work involves communication. Some of you were exposed to his skill in communication yesterday when you visited the Brokaw Nursery. I am speaking of somebody who has helped the publications of this industry and who has been most creative in founding and being the spirit behind the bi-monthly seminars for growers that have been so productive and so popular. He is also the designer of the CAS web page on the internet.

These are things that he has done in the California avocado industry, but his interests have been broader than that. They also involve agriculture as a whole here in California. He has taken special interest in the agriculture of Ventura County through his involvement in the Agland Trust.

I am speaking of someone to whom I am proud to present the California Avocado Society's Award of Honor - Larry Rose.