

California Avocado Society 2004-05 Yearbook 87: 19-20



2004 AWARD OF HONOR

DON REEDER

Ventura, CA

Award presented by Charley Wolk

Over the years the California Avocado Society has given the Award of Honor to an individual or group that has made remarkable contributions to the avocado industry through agricultural research or through contributions of their own personal time and talents for the betterment of avocado growers.

This year's recipient of the Award of Honor has serviced as an alternate director on both the Hass Avocado Board and the California Avocado Commission. He is a past president of the Ventura Farm Bureau. He is a 13-year member of the Ventura County Agricultural Policy Committee, among a variety of other positions.

Before I introduce this year's award recipient, I want to emphasize the debt of gratitude we have to industry volunteers. Not many volunteers, however, have the distinction of returning money to the bottom line of all avocado growers. Our awardee has accomplished this. At this time I would like to introduce Don Reeder.

Don has served as the chairman of the Southern California Water Term sponsored by the Avocado Commission. In that position he has demonstrated great patience and tremendous leadership. He has been a passionate, yet very diplomatic advocate for our interests as growers. Since the formation of that water term, he has attended board meetings of the MWD, the California Water Authority, and some of the other regional

water committees. Those of you who have never had the experience of attending a water board meeting, as important as they are, will find that they are sometimes as exciting as watching paint dry. Don has been there on our behalf many times in order to offer information and comments, along with his presence at these very important meetings. The net result of the water teams efforts under Don's leadership has been a net savings to growers of \$220 million dollars. You need to understand that that didn't just come about; it happened because of Don and his leadership.

At this time I would like to ask Don to come forward and receive the Award of Honor.