



**CALIFORNIA AVOCADO SOCIETY
1978 AWARD OF HONOR**

W. H. BROKAW

William Henley Brokaw became the sixty-third recipient of the Award of Honor of the California Avocado Society at the annual meeting of members October 28. The bestowal of awards for outstanding service to the avocado industry was begun in 1938.

Hank Brokaw, as he is generally known, was born and grew up in Whit-tier, California. He received a Bachelor of Arts degree from Harvard University and a Master of Arts degree (in anthropolgy) from the University of Chicago. While in Chicago, he met, and later married, Ellen McGiffert. The union produced three girls and two boys.

Mr. Brokaw began his career as a teacher, and continued in that profession for ten years. Early in that period, he and Ellen began to develop an avocado nursery, starting with 500 avocado seeds. The couple also bought an acre of land and planted a grove of about 80 trees grown in their nursery.

From that beginning, Brokaw Nursery, Inc. has become a major specialized nursery for commercial growers of avocados, citrus, and kiwifruit. Annual production now exceeds half a million plants. The Brokaw reputation for quality products is international. The nursery attracts visitors from many countries. The Brokaw acreage for commercial production of fruit has likewise increased greatly, but it is as a nurseryman that Hank Brokaw holds his prominence in the industry.

In his nursery work, Mr. Brokaw has been innovative and imaginative in developing methods and procedures for the production of nursery stock. He has shared his inventions and techniques most generously with other nurserymen for the betterment of the industry.

Mr. Brokaw was a leader in the professional organization of avocado and citrus nurserymen, and continues to be involved in the organizations he helped create. He has

given much time to the furtherance of the programs of Farm Bureau at the county and state levels. His contributions were of major importance to the establishment of a nursery stock certification program to eliminate the spread of avocado root rot by *Phytophthora*-infected nursery trees, and another highly successful program to eliminate avocado sunblotch disease in nursery trees.

Hank Brokaw has served the California Avocado Society in many capacities and for many years. He has served on various committees, the Variety Committee in particular. He has served as a Director for eleven years (and still so serves), and as President for two years, 1973-74.

The sum of his contributions, far greater than mentioned briefly here, does indeed mark this man as an outstanding contributor to the advancement of the avocado industry.