



2009 Award of Honor

Rick Shade
Carpinteria, California

Award presented by
Scott Scarbrough

I first met Rick Shade in 1979. He was a student at Cal Poly Pomona. His passion for agriculture was spurred on by his grandfather, who was a rancher in the Santa Barbara area. Later we spent a ten week period at Cal Poly's Pine Tree Ranch in Santa Paula. Our instructor/mentor there was Ted Canham, who is also an Award of Honor recipient. Another Award of Honor recipient in that program was Len Francis, who is here today. I think a lot about those people and those influences and how Rick stepped forward for volunteer leadership positions at that time. I can remember him being the president of our Citrus Club at Cal Poly Pomona. Rick went on to manage the acreage there for several years.

He was called to manage the family orchard in Santa Barbara. There he explored promoting avocados at local farmers' markets. He has been an ever-present force at the Carpinteria Avocado Festival, where he has done a marvelous job. He has expanded his farm management business. He has worked as a Pest Control Advisor and took the opportunity to serve on protocol committees for pesticide re-evaluation. He was on the ground floor of the response to the scirto-thrips invasion. He has consulted with people throughout the state on pesticide regulation issues, especially with regard to mites in avocados in Santa Barbara County. One could go on and on citing Rick's voluntary accomplishments over the years.

In 2000, Rick began service as a Commissioner at the California Avocado Commission, rising to the position of Chairman of the Board. Over the years Rick Shade has stepped through the ranks to become an inspiring leader. It has been said that many of us are doing things that are right. Leadership is doing the right thing. Rick has always striven to be doing the right thing

Rick, for your leadership this past year at the Avocado Commission during difficult times, keeping CAC on the right track and prospering, we thank you. We should all be proud of your accomplishments, and the Avocado Society Board wishes to acknowledge that. We wish you many more years of tremendous accomplishments.