

Al Gerace Bio

34 years as CEO of Commercial Greenhouse Operation. Held positions over the years as Greenhouse Manager, Grower, Sales Manager, Advertising and Promotions director. In early years directed 80 acre fresh produce operation until 1982 Graduated from the University of Colorado in 1970 with BA in Economics. Spent 3 years in Italy from 1970-73 doing service as Conscientious objector working on Economic Development project in Central Sicily. Returned to family farm with Italian bride in 1973. Took on role as head sales person and business administrator for the family business. Developed the company logo- Hardy Boy in 1976. Developed bedding plant export business to Southwestern US 1978 to present. Gross sales for Welby Gardens has grown from \$140,000 in 1973 to \$19,000,000 in 2007. Lead the development of the Winter Pansies business to a 14-state enterprise, both in Southern and Northern States Greenhouse operation grew from 60,000 sq ft to 1,000,000 Sq ft in 2004. Family members in business grew from 5 members to today's 13. Instrumental in the Formation of many local industry trade associations. Played a major role in launching Plant Select on a local, regional And national level

Membership in Organizations and Office(s) Held, indicate past and present (Do not list political or religious organizations.)

Board of Directors Colorado Bedding & Pot Plant Association - 1993-1980, VP 1975-76, Pres. 1977-78. Board of Directors Colorado Greenhouse Growers Association 1983-1988. Board of Directors Gardens Centers of Colorado 1989-1991. Board of Directors -Colorado Floriculture Foundation-1990-1994. Board of Trustee- Denver Botanic Gardens 1994-1995. Board of Directors Hudson Gardens-1997-1998. Green Industry Advisor- Plant Select 1996-2006

Volunteer Activities, indicate past and present (Do not list political or religious activities.)

Welcoming of Pope John Paul VI to St. Malo's- 1994, Direction and creations of annual and perennials gardens at Conference Center and Chapel. Creation and Planting of X-rated Gardens during 2001-2003 Drought in Colorado and Northern New Mexico. Drought Studies at Welby Gardens Field Trial Site, Colorado State University in Fort Collins and Grand Junctions -Extension Office. Advisory Committee for Annual Trial Grounds at Fort Collins - 1991-2006. Fundraiser for New Trial Grounds at CSU/Fort Collins High School Site. Can-Do Conference at Denver Stock-Show Facility for Drought 2003.



Special Skills and Qualifications

BA in Economic from the University of Colorado. . Promoter of local Native plants through out Rocky Mtn Region. Producer of seed crops for Plant Select Plants. Travel extensively in North, Central, and South America, Europe and Japan, evaluating new varieties of annuals and perennials for introduction to US market.

Special Awards and Recognition

Master Marketer Award in 1987 from National AgriMarketing Assoications, Member of Hall of Fame for Colorado Floriculture Foundation 1998, and Man of the Year by ALCC in 1993, All America Selection Hall of Fame 2003 an award usual given to members of the Flower Seed trade, Al was the first grower in AAS's 75 year history to win this award.