

*Before the Board of Supervisors in and for the
County of Monterey, State of California*

Resolution No.

Congratulating Herb Fleming and John Derdivanis on the)
National Steinbeck Center “Hall of Fame Award”.....)

WHEREAS, Herb Fleming and John Derdivanis created a company and a brand that was highly recognized and coveted throughout the Produce industry; and

WHEREAS, the Blue and Gold Admiral label was distinctive of a premium carton of iceberg lettuce; and

WHEREAS, Herb and John met as fraternity brothers at University of California, Los Angeles in the 1940s, and their leadership and political involvement started as Bruins on the Student Council; and

WHEREAS, Herb had the financial expertise and farming background that matched perfectly with John’s salesmanship; and

WHEREAS, Herb was born in Brawley, California into a farming family, earned his degree in banking and finance, and joined the Navy as a pilot before moving to Salinas to be the accountant for John Pryor, an innovator of liquid fertilizer; and

WHEREAS, John was born to Greek immigrant parents in Fresno, earned his degree in business, and moved to Salinas in 1952, as a partner with Armstrong Paper before moving on to be the Sales Manager at Martin Produce; and

WHEREAS, in 1957, in the midst of the bracero program, Herb and John, along with brothers Scott and Jack Wilkinson, took a big gamble and started Admiral Packing; and

WHEREAS, in Salinas, John handled sales and Herb managed farming and packing operations; and

WHEREAS, throughout the 1970s and 1980s, the company expanded its growing operations and grower base, developed its own cooling operation and started a trucking company to ensure transportation for its lettuce—at the peak, Admiral shipped between 12 and 15,000 cartons of premium iceberg lettuce per day; and

WHEREAS, Herb was active in the Elks Club and served as Exalted Ruler, was a founding member of Corral de Tierra Country Club, served on the school board, the California Council of Growers, and numerous industry and community boards and commissions; and

WHEREAS, John was President of the Grower-Shipper Association in 1966, President of the Western Growers Association in 1971, President of the United Fresh Association in 1984, President of the Central California Iceberg Collective, served on the California Chamber of

Commerce Board of Directors, was instrumental in getting the Harden Memorial Heart Center approved, and was a founding member of Corral de Tierra Country Club; and

NOW, THEREFORE, BE IT RESOLVED THAT, the Board of Supervisors, on behalf of the county and all citizens thereof, does hereby congratulate Herb Fleming and John Derdivanis on being a recipient of the 2018 Hall of Fame Award from the National Steinbeck Center.

PASSED AND ADOPTED upon motion of Supervisor _____, seconded by Supervisor _____ and carried this ____ day of _____ by the following vote, to wit:

AYES:

NOES:

ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board Supervisors duly made and entered in the minutes thereof of Minute Book _____, for the meeting on _____.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California
