



Media Release

For Immediate Release

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Statement of FICO CEO Dick Walden regarding the passing of Bruce Caris, former Farmers Investment Co/Green Valley Pecan President and COO.

(SAHUARITA, Ariz.) Below is a statement from Dick Walden concerning the passing of Bruce Caris, former FICO/Green Valley Pecan President and Chief Operating Officer.

Recently, surrounded by his family, we lost a leader in the pecan industry and one of the finest people I know – Bruce Caris. Bruce served as President and Chief Operating Officer of the Green Valley Pecan Company. While those of us that know and worked with Bruce are profoundly saddened by his passing, we especially send our love to Lisa and Robbie, whom Bruce cherished and adored.

Bruce was what Dr. Martin Luther King called a “servant-leader.” He was a leader because everyone from the field worker to the executive respected him. But more than that, they loved him. Everyone in FICO knew that Bruce cared deeply about them and wanted to bring out their best.

Bruce is widely respected and admired in the industry. His leadership resulted in the establishment of the American Pecan Council. Last year, Bruce received the Lifetime Achievement Award from the National Pecan Shellers Association (NPSA). As I said at the time, this award is most deserved because Bruce earned the respect of everyone at FICO and Green Valley Pecan Company, and the entire industry.

We will miss Bruce very much.

Bruce Caris was President and COO of Farmers Investment Co/Green Valley Pecan. He joined FICO in 2000 as vice president of sales and marketing. Before joining FICO, Bruce received his MBA from the University of Arizona and worked in sales for the wine industry on the west coast. When he was younger Bruce was a star soccer player and coach and put those skills to work in corporate team building.

Bruce was a widely respected leader in the pecan industry. He served as Chairman of the Board of Directors at NPSA and Vice President of the American Pecan Council.

Bruce is survived by his wife Lisa Fraser Caris and their son Robbie.

A life celebration is scheduled for November 28 at 3:30 PM, La Mariposa, 1501 North Houghton Road, Tucson. Please RSVP by November 10 to lisafraser52@hotmail.com.

Donations in Bruce's memory can be made to:

Tucson Cold Wet Noses
7138 N Perugia Way
Tucson, AZ 85741
www.tucsoncoldwetnoses.com

or

Case Western Reserve University Men's Soccer Leadership Program
www.givecampus.com/campaigns/23390/donations/new