

Mr. Seafood™



Who is Mr. Seafood?



- In the early 70s started his own Retail Gourmet Food Store in Sherman Oaks, CA featuring Seafood, Poultry, Delicatessen, Wines and Fine Groceries of the World
- Wholesaled & distributed products to White Table Cloth Restaurants
- Expanded distribution of seafood to Premium Supermarkets
- Invited to join the Board of the California Fisheries Association & National Fisheries Institute
- Offered the position of Fish & Game Commissioner by Governor-Elect George Deukmejian's office
- Labeled as a "SEAFOOD MARKETING GENIUS" by Sandy Gooch, pioneer of the Natural Food movement and mentor to the Whole Foods Family
- Appointed as "TRADE SPECIALIST" to Governor Schwarzenegger's California Trade Office (CATO)
- Committee member - City of Hope Food Industry Circle:
 - Participated and co-hosted numerous events translating into millions of dollars raised for Food Related Cancer Research
- Coordinated national vendors & customers to participate in the Aisles of Smiles Program to benefit Jerry's Kids and helped raise millions
- As a well-known authority and national representative of the Seafood Industry, "Mr. Seafood" helped raise thousands of dollars for charity functions such as:
 - Hosting Crab Cracking picnics to benefit Jerry's Kids
 - Autism International Foundation
 - LA Dodger's – Think Cure Cancer Foundation
 - Las Vegas Chef's Project Chef and Kids
 - Children's Nature Institute
- Guest appearances – speaking engagements and seminars include:
 - Appeared as industry spokesman on CBS, ABC, NBC, FOX TV News and KFI radio
 - The Jackie Olden Supermarket talk Radio Show on KGIL
 - The Larry Lipson Restaurant show on KGIL
 - High school, community colleges, Lions Club
 - Frog Town Artist and Los Angeles County High School for the Arts
 - Just to name a few...

