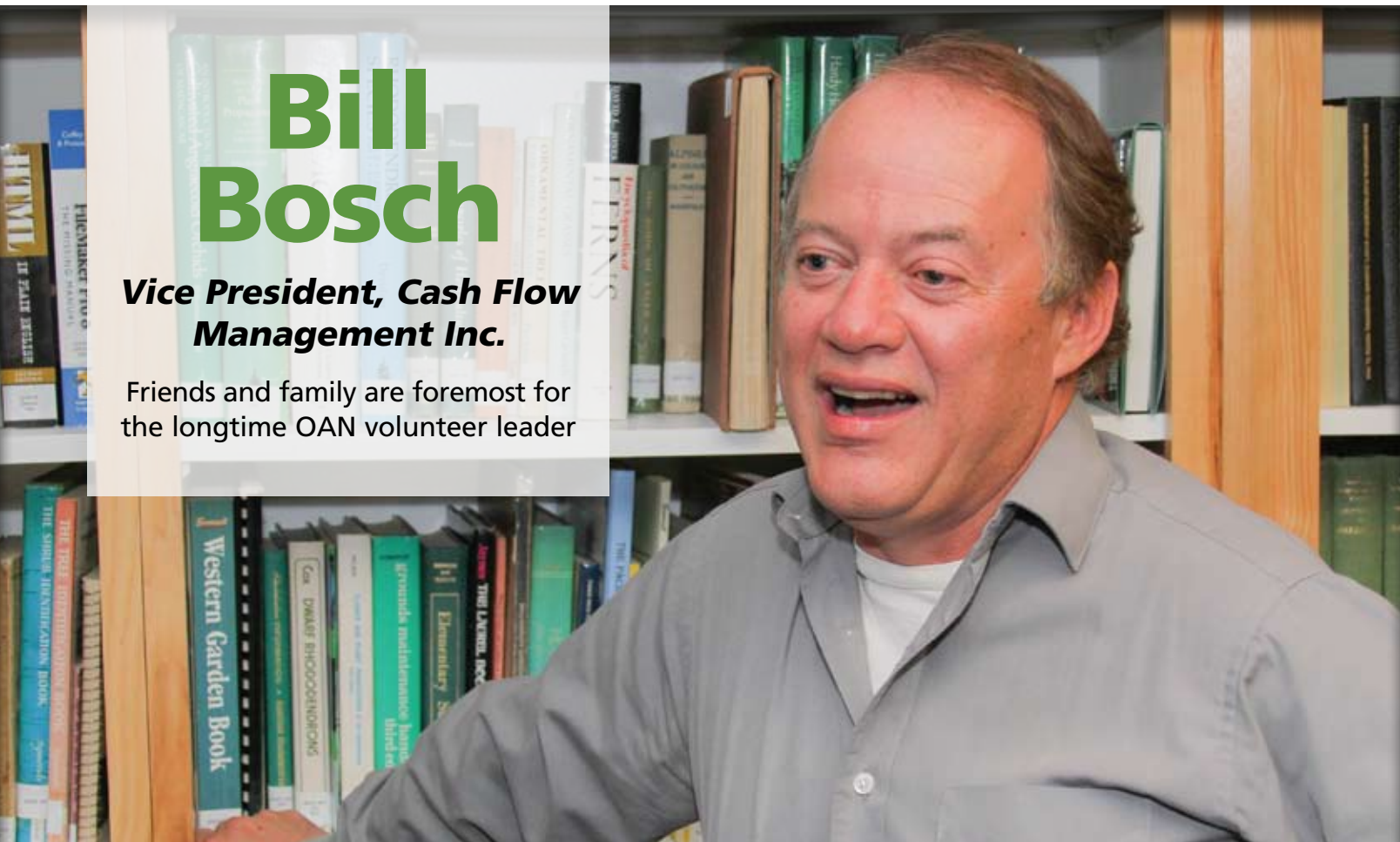


Bill Bosch

Vice President, Cash Flow Management Inc.

Friends and family are foremost for the longtime OAN volunteer leader



Background: I worked for 12 years in the medical field, as a Medicare compliance officer, then as an insurance agent in the group benefits market. I served as the insurance agent for OAN for nearly five years. After that, I went to work for Tom Cordry at Cash Flow Management Inc. and have been with the company for nearly nine years. Tom has since retired, and now I am working side by side with Marc Armitage.

Guiding principle: To treat everyone I come across with respect and honesty. I see our clients not just as clients, but as friends. When making decisions, I always think to myself what I would do. Based on that, I try to advise our clients in their best interest.

Best business decision: Going to work for Cash Flow Management Inc. We are now streamlining our processes while working to become more automated. All of this will support our bottom line objective: making sure that our clients' needs are met.

Hardest business decision: Leaving the

insurance industry. However, it helped me to know that all my clients and friends were still going to be a part of my daily life.

Most significant mentor: I have been fortunate to have several mentors whom I value very much. Clint Smith was one of the first people I ever met in the OAN. I worked with the Insurance Committee, made up of Terry Lund-Dillard, Tom Cordry and Krista Jeli. I was blessed to have met these people who helped me in the OAN.

Best business advice: Never forget where you came from. Remember to treat everyone the way you want to be treated. Most of all, always be honest.

What do you love most about the nursery industry? I learned very early that even when nurseries are competitors, they are still willing to help each other out. I still find it amazing. The willingness of nurseries to work together towards a common goal is unlike what you see in any other industry.

What is your greatest challenge? Trying to find new ways of explaining the generation gap between paper and automated systems. This has proven to be one of the biggest tasks.

What motivates you to go to work every day? You mean, besides my paycheck? Knowing that I will be able to help out my clients.

What are you most proud of? My family. I have been married to Wendy Bosch for 28 years now, and we have raised a beautiful family. I have four children: Jessica, Evan, Eric and Anissa. Without them, I could not be who I am.

Involvement with OAN: In the past, I was a member of the Farwest Trade Show Committee, the Oregon Nurseries' Political Action Committee, and the Willamette Chapter Board. I completed a term as the Mt. Hood Chapter president, and currently, I chair the Safety and Insurance Committee and the Convention Committee. ☺