



Fred Adler



Diamonds are Forever

Ode to Fred

Every so often a gem is found after years of cultivation and is offered up to the universe for mankind to cherish and admire. They sparkle so brilliantly that we feel it in the core of our soul...

Fred Diamond Adler grew up back east and from a very early age was surrounded by the magic of the arts. His grandfather, Dr. Diamond Adler, happened to be a private physician for the New York elite including artists such as George Gershwin, Eddie Cantor and Fanny Brice.

They attended symphonies, broadways musicals, operas, and took in all the glitz of the New York performance art scene from the front row and back stage. In high school Fred worked one summer at the legendary Music Inn and became seduced by the provocative world of Jazz. He found himself rubbing elbows with such legends as Duke Ellington, Stan Getz and Dave Brubeck.

As so many youth in the '60s, the siren of west coast took hold and he found himself in Berkeley, California. Fred owned and operated "THE" flower shop on Ashby Ave. from the '60s up to the '90s when another call of the wild took hold and he moved to the redwood coast.

As with all gems, its magnificence leaves you wondering how it ever was able to come about? I have only had the pleasure of sharing a small

glimpse into Fred's lifetime of stories. I am amazed and in awe that we are blessed to have such a treasure in our community.

For the past 10 years the Whale and Jazz Festival has grown in popularity and creativity due to one shining Diamond. Fred pulls on his lifetime of experience, knowledge and relationships to create a Jazz festival that rivals the best. He lovingly crafts each event pairing up artists with venues to create a magical unique experience. For the Main Event each year, not only does he find awesome talent to bring to us, but he crafts the concert to bring musicians together and works with them to create set lists for a concert experience never heard before.

Fred gives his full heart, soul, love and spirit to our community in so many ways. The Whale & Jazz festival is so honored to have such a dedicated volunteer creating magical moments that will last forever.

Happy 10th anniversary, Fred Diamond Adler. Your sparkle will shine on forever!

A handwritten signature in blue ink, appearing to read "Sus".

David 'Sus' Susalla
Executive Director
Gualala Arts, Inc.