reter Mascia Memorial Service riday, May 15, 2009 7:12:34 PM

To All

The Memorial Service for Peter Mascia has been arranged as follows:

Thursday, May 28, 2009 10:30am PDT Griffin Family Funeral Chapel 101 Wilbur Road Thousand Oaks, CA 91360

(The Chapel is located just behind the Whole Foods grocery store)

For Directions, you may use the following link, then click on the red push pin and enter in your start address.

v 2&encType 1&sp Point.ppy12552th7f Peter's%20Memorial%20Service Griffin%20Family%20Funeral%20Chapel%20%0A101%20Wilbur%20Road%20%0AThousand%20Oaks%2C%20CA%2091360

Should you have any questions, please do not hesitate to contact me at 805 376 6517.

Have a wonderful weekend.

Holly D. Dungca and Executive Assistan ~ Fax 805 499 9017

Ceres, Inc ∼ The Energy Crop Company<sup>®</sup>
1535 Rancho Conejo Blvd ∼ Thousand Oaks, CA 91320 USA www ceres net



Dear All:

Pete is finally free of pain. He passed away yesterday afternoon.

Today, the bell truly does toll, not just for Pete; but for all of us here at Ceres, for everyone in the agricultural biotechnology community and at some level, for humanity at large. The ripples from Pete's passing will extend far

I cannot help but reflect on the symbolism that just as Pete has left us, seeds will soon germinate this spring incorporating the confinement system he helped design, along with several of the lead genes he helped discover and develop. His contributions to Ceres, science, agriculture and energy will live on long after him.

I would like to thank all of you who participated in acknowledging Pete's contributions to Ceres and who took the time to visit with him during the final stages of his illness. For your perusal, I have included at the end of this message some of the things that I learned from working with Pete.

Speaking for myself, watching Pete face his mortality with dignity and determination taught me valuable lessons; not just in how to work, but in how to live.

The Ten Things I Learned From Peter Mascia

- If you don't know where you're going, any train will get you there.
   1.1. Have a strategy a goal a five year plan.
- 2. Have a product development plan.
  - 2.1. Know the difference between strategy and tactics. Being disciplined and organized. This is what turned around Lead delivery to Monsanto.
- Have a quality process.
   If you don't take the time to do it right, when will you have time to do it over?
  - 3.2. There is no point in only measuring your output, measure your process instead
- Everything grows in California.
   This taught me to understand the differences in agricultural value chains where value is created and where it can be captured.
- 5. It will definitely work in petunia
  - 5.1. Have the courage of your convictions. If you are confident in a particular path, don't back away from it.
- Not all olive oil is created equal.
   Enjoy the little things in life, because it is the little things that all add up.
- 7. UC Tech Transfer meetings require a two martini recovery.
  - 7.1. Regardless of how frustrating the person across the table is, never show your frustration. Relieve your frustration afterwards.
- Keep knick-knacks on your desk.
   They are great conversation starters, and starting the conversation is often the hardest part in getting problems solved.
- 9. Never panic...but make preparations to panic
  - 9.1. Pete taught me to be patient and calm despite whatever chaotic winds were blowing. Kipling said 'If you can keep your head when all about you are losing theirs and blaming it on you, if you can trust yourself when all men doubt you...'
- - 10.1. When Pete started chemotherapy, he came to me and said he thought he might have to work half-time. "Half-time" turned out to be half of twenty four hours or about 12 hours per day. The lesson here is not to be a workaholic but to enjoy your work and believe deeply in its purpose.

Thank you

Richard

Richard Hamilton President & CEO rhamilton@ceres inc com

Ceres, Inc 1535 Rancho Conejo Boulevard Thousand Oaks, CA 91320 tel (805)376 6500 asst (805)376 6517

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From: Holly Dungca To: Ceres Global; aperalta@bio.org; bill <u>dianne</u> jennifer jerry.l iris kimberly lamar margaret diane.b sbomer@bio.org; todd.a <u>robin</u> Subray.hegde@aphis.usda.gov; Neil.E.Hoffman@aphis.usda.gov; stefan.a heaton@iastate.edu, feldmann@cals.arizona.edu, widholm@uiuc.edu; wlr@tamu.edu; Mullet, John E.; McCutchen, Bill; p-<u>am</u> schuerman@tamu.edu; Avant, Bob; doug.c Denichiro.Otsuga@sdstate.edu; kibradford@ucdavis.edu; avandeynze@ucdavis.edu; karen Lawrence.M.Lavin Subject: Condolence Information - Peter Mascia"s Family Date: Friday, May 08, 2009 5:52:18 PM

To All,

Condolences to the Mascia family can be sent directly to Peter and Mary's home:

## **ADDRESS:**

Should you prefer to send a monetary donation in Pete's name, please consider RideOn, a therapeutic riding program that their daughter benefits from, which has been their favorite charity. Buena Vista Hospice was also instrumental in helping Peter through the last stages of his illness, Mary said they helped tremendously with the transition and she couldn't have done this without them.

### RideOn Therapeutic Horsemanship

401 Ronel Court Thousand Oaks, CA 91320 Ph: (805) 375-9078 Fax: (805) 375-8640

www.rideon.org

A 501 (c)(3) non-profit corporation

Tax ID: 95-4465783

# **Buena Vista Hospice** Care

143 Triunfo Canyon Rd # 103 Westlake Village, CA 91361 (805) 777-1133 (Checks only please)

Memorial Service information will be sent as soon as the details are finalized.

Warm regards,

### Holly D. Dungca

Office Manager and Executive Assistant
Office: 805.376.6517 ~ Fax: 805.499-9017
hdungca@ceres.net

