

The Incomparable Martha Fierro

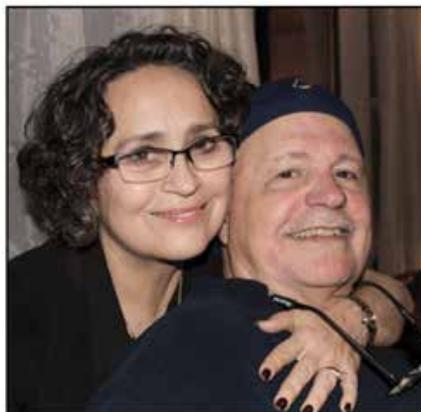
In my almost 48-year tenure with the company I have only had two assistants. The first was Eloise Wilson, and the second, and the subject of this article, is Martha Fierro.

Martha came to work for the company in June 1984 at the then-called 'Corporate' office that was located on I Street in mid-town Sacramento. She was hired as an Accounts Receivable clerk and before long stood out for her work ethic, teamwork, and overall dependability. If employee report cards were issued at the time she would get all A's. Within a couple of years she was supervising the department.

As Eloise's retirement date neared we discussed possible candidates to fill her position. Eloise suggested Martha. Already knowing that she was a good employee, I remember being a little concerned about her lack of administrative skills. After meeting with her and several back and forth conversations — there was, of course, the question of whether she wanted to work directly for me — we decided to give it a try. Twenty-five years later I'm very pleased with that decision, and I hope Martha is as well.

Martha will soon be celebrating her 34th anniversary with the company. Over the years I have been impressed with her communication skills — she can, and does, have the ability to talk to everyone she comes into contact with. She also has a calming presence, which has been called into action a few times over the years. The most common of those calls have come in when property is damaged during a delivery and the property owner Martha with her husband of almost 30 years, Ed Fierro won't rest until she or he speaks to me. Fortunately (for me) the first person they talk to is my de-facto defender, Martha, who almost always manages to calm the person down and get the situation handled to everyone's satisfaction.

Born in Mexico and living there until she was 9, Martha moved to the U.S with her parents and six siblings. Eventually settling in Sacramento, she has a tight knit family and is best friends with her two sisters. She is bi-lingual and her ability to speak Spanish has come in handy on more than one occasion. There have been times, though; when a word or phrase I would like her to translate into Spanish will come up when she is at a loss on finding the right words. That's when she reminds me that "surety" or "contract," for example, weren't in her 9-year old vocabulary when she moved here.



Martha with her husband of almost 30 years, Ed Fierro

Martha is extremely flexible and able to adapt to any situation. She doesn't know the meaning of "It's not my job" and is always eager to learn something new or help out in any way possible. If I need her on a weekend, she is there. If I need her to be my proxy at an event, she is

there. Fortunately, she is married to a very nice guy by the name of Ed Fierro, her very supportive spouse who accompanies her on many of those out-of-office events.

My wife Chris and Martha have become very good friends over the years. Besides the fact that one works with me all day and the other lives with me, they have found common ground in other areas as well, like event planning, motherhood and especially the joys of being a grandparent. My daughter Megan is also very close to Martha, who has helped her numerous times over the years with charity events and in countless other ways.

Martha has two adult children, son Bob Apis and her daughter Danielle Leeb. Danielle works at PCCI and is mom to two young daughters, while Bob is dad to a son and a daughter. Martha loves being "Honey" as the grandkids call her, and has played a huge role in their lives.

When Martha isn't working she enjoys playing golf, traveling, working out, and spending time with her large extended family.

Over the years I can say that the relationship I have enjoyed with Martha has evolved from that of employee employer to one of deep respect, trust, and friendship. She is very deserving of the Employee in the Spotlight honor and I am pleased to nominate her.

— Dave Lucchetti

###