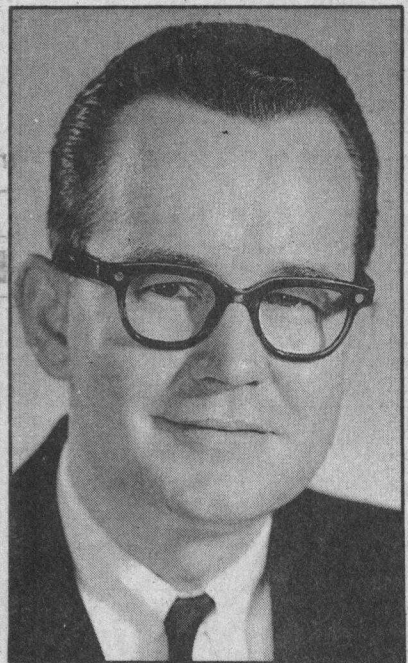


SJM 2/26/92 B-1 Chamber of Commerce

Santa Cruz chamber leader quits

John Lisher had been president of business group since 1989



John Lisher
Will leave post

BY PAUL ROGERS
Mercury News Staff Writer

John Lisher, who served as president of the Santa Cruz Area Chamber of Commerce for nearly three years, including the city's financially devastating post-earthquake years, has resigned.

Lisher, 59, announced his retirement Monday night at the chamber's monthly board of directors meeting. He has been president of the chamber since July 1989.

Lisher, in Ontario, Canada, on a business trip Tuesday, could not be reached for comment. He will leave the top job at the 1,200-member chamber at the end of March, reportedly for health reasons and to spend more time with his small business.

"I've enjoyed my tenure and look forward to joining our excellent group of volunteers, who make things happen in this community," he said in a statement.

Lisher, a San Jose city councilman in 1968 and 1969, has for years been a visible and respected presence in Santa Cruz. He was director of the Octagon Museum and executive director of the Santa Cruz Historical Trust before joining the chamber.

He and his wife, Juleen, own Artisan's Gallery, a small business reopening on the Pacific Garden Mall.

He also is vice chairman of Vision Santa Cruz and chairman of the Private Industry Council.

Lisher's replacement has not been named. Whoever lands the job will face a host of challenges, including: helping speed downtown earthquake recovery, working with other business leaders on plans to construct a beachfront convention center, and representing business owners in their opposition to the city's proposed anti-discrimination ordinance based on height, weight and personal appearance.