Eric Benjamin, 51, died after a brief illness Jan. 2, 2010. Benjamin was vice president and group publisher of Cenflo, Inc., a family-run publisher of floral and nursery trade journals for 62 years. Benjamin is likely best known to the floral industry as the friendly guy with the camera at floral industry events, as he covered the national, regional and state conventions. The fruits of his labor would be published in subsequent issues of Flower News, Cenflo’s original publication, giving readers a taste of the high points and industry camaraderie.

“In a crowded room, Eric could ID everyone in it without the use of a name badge,” recalls SAF CEO Peter Moran. “He probably attended more industry events than anyone by a long shot, and he always made an effort to introduce people to new people.”

Eric, a native of Chicago, joined Cenflo Inc., 30 years ago, following graduation from the University of New Mexico. He worked alongside his brothers, Thomas, and father, Kenneth, who founded the company. He was also an accomplished musician as a bass guitarist.

Cenflo (www.cenflo.com), which moved its headquarters from Chicago to Rio Ranch, N.M., in 2004, added several publications over the past half-century: Flora Magazine, in which Benjamin’s subjects shifted from people to striking floral designs; The Flower Book, an annual resource book; Nursery News, a monthly landscape and nursery trade newspaper and The Nursery Book, an annual resource book for nurserymen and landscapers.

Benjamin is survived by his wife of eight years, Ann; father, Kenneth, brothers, Peter and Thomas; nieces, Ana and Callie; nephews, Kurtis, Kenneth and William and many other family and family friends. He was preceded in death by his mother, Patricia, in 2001. A memorial service was held Tuesday, Jan. 5, 2010, at French Westside Chapel, 9300 Golf Course Rd., NW.

Friends are encouraged to post comments to Eric’s memory book, here.