

CINDORA GOLDBERG

1921 - 2002

The Cindora Goldberg Tribute Award was announced in the 2002 Fall issue of the Mayflower to honor the ability she had to “*continually see and create in an innovative manner.*” Each entry is judged by a panel of experts, and the winner of this special award is announced each year at the GCFM Annual Conference in June.

But who was this extraordinary woman?



Cindora A. Goldberg and one of her exciting creations.

Cindora Goldberg was born in Dayton, Ohio. She attended the Julienne School, an all-girls school, and later the University of Dayton, where she studied “the arts,” including opera and modern dance. She later went on to dance in a theatre dance group for ballet which still exists today. She also had a special talent for roller skating and taught students the compulsory dances and figures in order to ready them for competition.

While working for the Kroeger Company supermarket chain, as chief produce buyer, she met Oscar David Goldberg – “Dave” as he was later nicknamed by Cindy. They were married in 1947 and had three children, and several grandchildren.

Cindy was dedicated to her temple and her community. She was president of the Women’s Auxiliary of the Hebrew Rehabilitation Center for the Aged and made an Honorary Trustee for Life. She was the first woman Vice-President of Temple Beth Shalom, along with being the first woman elected trustee to the Temple. She was on the board of Glover Women’s Hospital Aid Committee, as well as the board for the Needham Community Council.

Cindy’s love for flowers surfaced early in life. When asked to recall her earliest dealings with flowers she told of the time back in her childhood when she and a friend decorated an entire basement with wild mustard plants. This love of flowers

brought her to the Beth Shalom Garden Club and to become a master judge. It continued in the business she started, “Flowers by Cindora.” It also led her to become a board member of the Garden Club Federation of MA. When asked to name one of her proudest moments, Cindy replied when she was Chairwoman of the Boston Spring Flower Show’s Design Division, and it was awarded its first perfect score.

Through the Federation, Cindy developed programs to share her love of design and flowers. To promote and disseminate the principles of design, Cindora solicited and secured a donation to establish the Ruth A. Wallack Memorial Fund. This endowment underwrites programs open to both garden club members and the public. She then chaired the initial program. Recognizing the importance of inculcating the fundamentals of basic design in the hearts and minds of garden club members, Cindy conceived and implemented a series of design workshops available at a reasonable cost, and then chaired the workshops for the first five years. These workshops are still going on to this day.

Cindy exhibited, lectured and traveled sharing her love of design. The John Taylor Arms Award and the Ruth Wallack Award are two of the many awards she won. A friend once said, “*The reason for her success is her very special talent and ability to capture just exactly the right look and create a design with a flair unparalleled.*”