



*Extraordinary Service at the Speed of Fresh*



**Clifford Rubens**, Accounting/Credit Manager

Cliff joined General Produce in 1992, and since then, he has been actively developing and implementing the Accounting Department's annual goals, objectives, and outcomes. Not only does Cliff take care of the big picture, he also takes care of the little details: developing and implementing procedures for Credit and Collections for domestic and international customers, managing all credit and collection decisions, coordinating actions with Sales Managers and the Executive Office, maintaining accounts receivable, accounts payable, fleet records, and invoicing.

Prior to joining General Produce, Cliff was a member of the United States Air Force for 9 years and had been stationed at various bases around the world. In 1990, he was named Non-Commissioned Officer of the year.

Outside of number crunching, Cliff enjoys time with his family, sports, camping, traveling, and movies.