

Community leader and former Daily Press advertising director mourned

The life of community leader and former Daily Press employee Eugene W. Gregory will be remembered during a service on Wednesday at Jess Ranch Community Church in Apple Valley.

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By [Rene Ray De La Cruz](#)

Staff Writer

APPLE VALLEY - Many are mourning the passing of community leader and former Daily Press employee Eugene W. Gregory, a High Desert resident of over four decades.

Gregory, who was the advertising director for the Daily Press and manager of the Victorville Chamber of Commerce, will be remembered Wednesday during a service at Jess Ranch Community Church in Apple Valley.

A native of St. Louis and local community leader who served on various committees, Gregory, 89, passed away peacefully on Jan. 19, according to his family. He is survived by his wife of 34 years Kay Marie Gregory, seven children and their spouses.

"I knew Gene for over 30 years, working alongside him on numerous committees including High Desert Opportunity," said Susan Drake, a former Daily Press employee who works for the County of San Bernardino. "He was a tireless volunteer with a deep love of the High Desert."

Drake said Gregory, who lived in Apple Valley and worked for the Daily Press in the '70s and '80s, could be counted on without fail to show up and help when needed, adding, "a smile never left his face and he always had a joke or wise crack to share."

Janet Baldwin, a 37-year veteran of the Daily Press, said she worked with Gregory for a couple of years when she was "a green 19-year-old" and fresh out of high school.

"He was a very pleasant and thorough man who everybody liked," Baldwin said. "His future wife, son and daughter-in-law all worked here at the Daily Press at one time."

Joseph W. Brady said Gregory was the "epitome of commitment" when it came to serving on the Rotary Club and other service organizations.

"I first met Gene in 1987 during my first trip to the High Desert," said Brady, president of The Bradco Companies. "Gene was full of optimism and the glass was always half-full with him. The High Desert has lost another great leader."

Services for Gregory will be held at 11 a.m. Wednesday at Jess Ranch Community Church, 11537 Apple Valley Road in Apple Valley. In lieu of flowers, please make donations to Rotary Foundation, 14280 Collections Center Drive, Chicago, IL 60693.

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