Greg Custer
Vice President

Pasadena Tournament of Roses® Association Vice President Greg Custer has been a volunteer Member of the Association since 1998. He will serve as the Association's President in 2032, providing leadership for the 143rd Rose Parade® presented by Honda and the 118th Rose Bowl Game® on January 1, 2032.

During his distinguished tenure at the Tournament of Roses, Custer has played a pivotal role in various committees including University Entertainment, TV/Radio, Special Events and Float Construction. Following his promotion to Committee Chair in 2013, Custer's journey advanced to the Tournament Board of Directors in 2014 and was elected to the Executive Committee in 2024.

Professionally, Custer is an Executive Vice President and Manager of Administration at Whittier Trust, based in Pasadena. Prior to joining Whittier Trust, he spent several years with First Interstate Bank, City National Bank in Beverly Hills and Citizens Business Bank in Pasadena, managing personal trust accounts and his clients' real estate assets.

In addition to his contributions to the Tournament of Roses, Custer has served as the President of the Southern California Trust Officers' Association and The Fiduciary Round Table in Pasadena. He has also dedicated his time as a former board member of organizations such as the San Marino Rotary, South Pasadena YMCA, and the Estate Planning Council of Glendale Adventist Hospital. Custer continues to contribute to various boards, including the Estate Planning Council of USC Arcadia Hospital, The United Way's Executive Council to End Homelessness, the YMCA, and Chapman University's Estate & Trust Advisory.

Greg received his Bachelor of Arts degree in Business Administration and his Bachelor of Science degree in Economics from the University of Puget Sound. He is a graduate of Cannon Financial Institute's Trust School and holds the Certified Trust and Financial Advisor (CTFA™) designation as well as a TEP Certification from the Society of Trust and Estate Practitioners (STEP).

Greg and his wife, Inger, live in Orange County and have two daughters, Katelin and Sydney. Katelin attends Boston University and Sydney attends the University of California Irvine School of Law.