

Aug 13, 2023

Dear Friends of Bobbi Fisher,

Bobbi has passed. Her sister Myrna said she died peacefully in hospice early Tuesday morning on August 8 in Phoenix.

She lived with Myrna before she was placed in assisted living in 2016, where her dementia continued to progress. The last few years were frustrating and challenging for Bobbi as she lost all memories of her many friends and adventures. Dementia is such a terrible disease and is completely unfair and nondiscriminatory.

Bobbi was always on the move. After growing up in Brooklyn and New Jersey, Bobbi attended the University of Wisconsin to Study Astrophysics (she wanted to be the first woman on the moon). Then, after completing her undergraduate degree at Barnard College in New York, she studied at Columbia University working to earn an MBA and MIA (Master's in International Affairs) but did not complete her studies. After a summer stint at a law firm, which she hated, she asked herself 'What do I do now'.

Bobbi was excellent at networking and eventually found herself at the beginning of what would become an extremely successful career in the entertainment industry. She started in New York writing, producing, and selling TV shows. In 1980, still in New York, she was hired by Universal Television to help start a new sales division. Over the course of the next 16 years, she moved to Los Angeles, rising to Senior Vice President at Universal. In addition to sales, she became heavily involved in marketing and production. She was a true Hollywood trailblazer, considering women were extremely rare in the executive suite.

Bobbi was an avid horsewoman. Her "pet" Baker was the comic relief in any stable. He was a jumper and enjoyed going over obstacles with or without Bobbi on his back. She also added Ace to her stable of boys. He, too, was a professional jumper. She kept them at the Los Angeles Equestrian Center close to her Burbank home, and often took them riding in Griffith Park.

In 1996, she participated in the California AIDS Ride, riding her bike from San Francisco to Los Angeles. On the sixth day of the tour, Bobbi resigned from Universal, changing her life forever. Since then, Bobbi became immersed in the cycling community - touring, racing, raising money for charities, completing long distance rides (often covering hundreds of miles in a day), riding around the world through 45 countries in 2000, and creating, organizing, and running bicycling events.

After 9/11, international travel became more difficult. So, in 2004, she renewed her Tailwinds Entertainment business and produced two movies for the Lifetime network, "Mind Over Murder" and "Black Widower", managing writers and directors. But, alas, the traveling bug caught her again.

So, in 2008, a friend and very successful business owner from Hong Kong offered her an opportunity she couldn't resist. Later that year she moved to Chengdu, China to manage Giving Hand, a non-profit organization helping people recover from natural disasters. Along with her management roles, she helped organize a long distance Randonneuring cycling program in China ([Randonneurs of China - ROCn](#)). It was so successful that in Aug 2011, Bobbi was able to bring several Chinese cyclists to participate in the world-famous [Paris-Brest-Paris Randonneur](#) ride. She spent six years in China before dementia took its toll and forced her to return home.

There isn't any service planned. However, two of her very close show business friends will be receiving her ashes and spreading them somewhere appropriate.

If any changes occur, I'll send another email. Bobbi improved the lives of many, many people. And I'm sure each of our lives are better because we knew her. As she always said, "Adventure is the favorite part of life".

Take care and her love to all. Tim

PS: A special thanks to Bobbi's close friends Steve Teamkin and Pat Wells for details about Bobbi's life in the entertainment business in New York and Los Angeles and for help in preparing this emailing.

Tim Kneeland