



THE 2012 UNITED FRESH PRODUCE EXECUTIVE DEVELOPMENT PROGRAM

Developed in Partnership with Cornell University



**AN IVY LEAGUE EDUCATIONAL EXPERIENCE,
EXCLUSIVELY FOR PRODUCE EXECUTIVES**

MARCH 11-16, 2012
Cornell University Statler Hotel &
Executive Conference Center
Ithaca, NY

INVEST IN YOURSELF,
YOUR BUSINESS,
YOUR SUCCESS



5 DAYS THAT COULD CHANGE YOUR CAREER

Today's changing business climate demands thoughtful and decisive executive leadership. The **United Fresh Produce Executive Development Program**, presented in partnership with the esteemed Cornell University Food Industry Management Program, is specifically designed to help today's produce industry leaders sharpen their executive skill set.

The Produce Executive Development Program takes participants through a unique learning experience characterized by cutting-edge theory, industry best practices and thought-provoking discussions about critical business issues affecting the global produce industry. Executives will be exposed to the latest business trends, learn effective tools to advance their companies, and master skills to navigate economic challenges.

A CUSTOMIZED CURRICULUM FOR TODAY'S PRODUCE EXECUTIVES

The Produce Executive Development Program is an intense five-day program that focuses on issues critical to both personal development and the larger challenges and opportunities faced by today's produce industry executives.

Each day's sessions are augmented with guest speakers, case study exploration, working groups and discussion. Prior to the program, attendees will complete personal assessment tools to help ensure a customized course experience and personalized feedback.

TOPICS TO BE COVERED AT THE 2012 COURSE INCLUDE:

Executive Leadership

- Explore the paradigms of executive leadership and how they differ from management strategies
- Gain first-hand insight into leadership success (and failure) and key challenges that executives face today

Today's Food Retailing & Foodservice Climate

- Examine what's really happening in today's retail and foodservice industries and the potential implications and opportunities for the produce industry

Competitive Strategy

- Learn how strategy is inherently different than operational effectiveness
- Discover why executives must master this concept to ensure sustained, maximized performance

Team Dynamics and Decision Making

- Uncover what it takes to develop a high performance team to maximize a company's effectiveness
- Find out which elements are the most critical for success - and how to avoid pitfalls that stall performance

A Survival Guide to Financial Planning

- Conduct a step-by-step analysis of key financial areas, including: Income Statement, Balance Sheet, Statement of Cash Flows, and Discounted Cash Flow Analysis, as well as capital decision-making and company valuation
- Discover what the data tells us – and doesn't tell us – about the financial status of a firm

Work/Life Balance: The Power of Sleep

- Find out what impact sleep - and lack thereof - can have on executive performance, including the 70 million Americans who are sleep deprived
- Learn how to avoid making crucial business decisions in an impaired state

Strategies for Growth in Entrepreneurial Environments

- Learn why entrepreneurs take risks, create new markets, and use organizational flexibility to gain market share
- Find out which entrepreneurial strategies are best for produce businesses

Leading Through Change

- Change is a normal part of today's workplace, but can be unnerving to even the most solid employees
- Learn the concepts and skills necessary to lead through change and use it to the greater benefit of the company

Career Success...And Derailment

- Gain a deeper understanding of research that shows the key factors for a successful career
- Learn how to avoid the missteps that can derail even the savviest executives

Supply Chain Simulation

- Gain firsthand experience managing inventories and how one individual's decision can impact overall performance
- Learn why rational decision-making can lead to suboptimal performance in an environment where collaboration is absent

Produce Industry Forecast for the Future

- Create a consensus forecast for the future of the industry
- Develop strategies that will allow firms to cope with and be prepared for what's to come

Understanding Your Executive Leadership Style

- Through a customized assessment, analyze your personal type of executive leadership
- Develop a better understanding of your strengths and weaknesses as an executive



“While this program is designed to address the unique challenges of our industry, it doesn’t stop there. It pushes you to think beyond the industry to the larger issues impacting the business world. You walk away thinking differently about your own business, your role as a leader in the industry, and how you can effectively lead those in your company.” - Brian Coates, Senior Buyer of Produce, Meijer

“The breadth of the course content, combined with the diversity of attendees, made for a memorable educational experience. I learned as much from my classmates as I did from the classroom.”

- Julie DeWolf, Director of Marketing, Retail Promotions, Sunkist Growers, Inc



REGISTRATION & HOTEL INFORMATION

To register for this program, complete the enclosed application for admission or download an application at www.unitedfresh.org. Register before January 20, 2012 to take advantage of discounted tuition rates. Space is limited, so don’t wait to invest in your success – register today!

Your tuition includes accommodations for five nights at the Statler Hotel, a 150-room hotel located in the center of the Cornell campus. Upon registration, hotel reservations will be made for you at the Statler Hotel for the nights of Sunday, March 11 – Thursday, March 15, 2012.

TUITION

Tuition for the five-day Produce Executive Development Program includes five nights lodging at the Statler Hotel, all classroom sessions and materials, tours, lunches, several special dinners, completion certificate and group photo.

	BEFORE January 20, 2012	AFTER January 20, 2012
United Fresh Member:	\$4,995	\$5,500
Non Member:	\$7,995	\$8,500

QUESTIONS?

Contact the United Fresh Education Department at 202-303-3400 or info@unitedfresh.org

EXPERIENCE A DYNAMIC LEARNING ENVIRONMENT, INTERACT WITH INDUSTRY LEADERS

The Produce Executive Development Program is about learning, generating ideas and sharing unique perspectives among the industry's best and brightest executives. A maximum class size of 40 ensures a dynamic yet intimate learning environment. Cornell's instructors take a holistic approach to teaching, using interactive learning, group activities and case studies to drill down into key topics. Most importantly, the course doesn't take a one-size-fits-all approach, but instead is tailored to fit the unique goals of its participants.

WHO ATTENDS THE EXECUTIVE PROGRAM?

This program is designed for mid- to senior-level produce executives, including Presidents, CEOs, CFOs, Sr. Vice Presidents, Vice Presidents, Directors and others with management experience. More important than job title, however, are job responsibilities. If you are in a leadership position, under consideration for a leadership position, and/or involved in your company's strategic planning and execution, attending this course is one of the best decisions you can make.

A WORLD-RENOWNED EXECUTIVE EDUCATION

Cornell University's Food Industry Management Program is world-renowned for its teaching, research and executive education, with program alumni from many of the world's leading produce, retail and food companies. Throughout the five days, participants will learn straight from Cornell's top instructors and special guest lecturers, taking part in engaging discussions, collaborative case studies and hands-on applications.



Cornell University
Charles H. Dyson School of Applied Economics and Management
Food Industry Management Program

RECENT PARTICIPATING COMPANIES

Albert's Organics
Allegiant
Andrew & Williamson Fresh Produce
Backyard Farms, LLC
Baldor Specialty Foods, Inc.
Black Gold
C. H. Robinson Worldwide, Inc.
Cabbage, Inc.
California Tree Fruit Agreement
Canadian Produce Marketing Association
Central New York Regional Market Authority
Chiquita Brands International, Inc.
Convenience Foods Pty.
Costa Group
Dawson's Orchards, Inc.
Dimetri Gardikas Produce, Inc.
Dole N.A. Tropical Fresh Fruit
Domex Superfresh Growers
Driscoll's
Farm Fresh Direct, LLC
Feeding America
Field Fresh Foods, Inc.

First Fruits Marketing of Washington
FMC Technologies
Food Lion, LLC
FoodSource
Four Seasons Produce, Inc.
Fresh Express, Inc.
Fresh Innovations, LLC
Gemcon Food and Agriculture Products Ltd.
Get Fresh Sales
Giro Pack, Inc.
Golub Corporation
Great West Produce, Inc.
Green Giant Fresh
Index Fresh
Ippolito Fruit & Produce Ltd.
J-C Distributing, Inc.
L & M Companies
Markon, Inc.
Meijer
Misionero Vegetables
Muranaka Farm
Naturipe Farms, LLC
Northeast Packaging Company
Nunhems

Ocean Mist Farms
Organically Grown Co.
Paramount Citrus
Pear Bureau Northwest
Perishables Group
Potandon Produce, LLC
Price Cold Storage & Packing Co.
Pro*Act, LLC
Red Starr S.P.R. de R.L. de. C.V.
River Point Farms, LLC
River Ranch Fresh Foods, LLC
Sage Marketing
Save-A-Lot
Seald-Sweet LLC/Uni-Veg Group

Sinclair Systems International, Inc.
StePac USA
Sundance Berry Farms, LLC
Sunkist Growers, Inc.
Tanimura & Antle
The Gumarra Companies
Taylor Farms
Torrey Farms, Inc.
Valley Harvesting & Packing, Inc.
Wada Farm Marketing Group
Walsma and Lyons, Inc.



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ABOUT UNITED FRESH FOUNDATION'S CENTER FOR LEADERSHIP EXCELLENCE



Founded in 1998, the United Fresh Foundation is a 501(c)(3) not-for-profit organization committed to meeting the public's needs for an abundant supply of healthy, safe and affordable fresh fruits and vegetables. The Foundation is dedicated to increasing the availability of fresh fruits and vegetables to children as a critical step in combating childhood obesity and launching a lifetime of healthy choices. To assist industry members in meeting these goals, the Foundation offers educational programs, leadership development, public outreach, and industry training through four different Centers – Center for Leadership Excellence, Center for Nutrition and Health, Center for Food Safety and Quality, and Center for Global Produce Sustainability. For more information, visit www.unitedfresh.org.

ABOUT CORNELL UNIVERSITY

Cornell University, a member of the Ivy League, is home to about 14,000 undergraduate and 7,000 graduate students who study under the guidance of over 3,000 faculty members, many of whom are internationally-recognized authorities in their fields. Cornell is located in Ithaca, New York, on a 750-acre campus surrounded by gorges and with views of Cayuga Lake, one of the 11 lakes that make up the Finger Lakes region of New York, which is renowned for its vineyards and scenery. Together, Cornell University and the Ithaca area form an outstanding environment in which to learn and relax.