



NEWS RELEASE

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Innovation Motivator Leslie Stein to Participate at 2015 BrandStorm™ Marketing Event

WASHINGTON, D.C. (September 9, 2015) - The United Fresh Produce Association is excited to announce Leslie Stein, Innovation Motivator, as this year's Emcee and Closing General Session speaker at the inaugural *BrandStorm*™, November 1-2, 2015 in San Francisco, CA.

Leslie Stein has done just a little bit of everything with her career. She decided early on to take the road less traveled, which led her to The U.S. Military Academy at West Point after high school. She spent four years there pursuing a degree in Portuguese before being commissioned as a second lieutenant in the U.S. Army. She spent seven years as an Aviation officer flying CH-47D Chinook helicopters, including tours in Kosovo and South Korea.

As a motivator, Stein has gone by the title "trainer," "inspirational speaker," and "coach." As CIO (Chief Inspiration Officer) of [Full Circle Inspiration](#) – her business, focuses on inspiring groups and individuals to look for new perspectives when the ones they are stuck in just aren't working – her passion is bringing innovation to teams in order to help them use their own brilliance to improve communication and enhance success. Some of the companies she has inspired include; Disney, Fidelity, Procter & Gamble, U.S. Food & Drug Administration, Globo.com, Diversity Inc., Landmark Graphics and BMC Software.

Stein will welcome attendees to the event on Sunday afternoon as the *BrandStorm*™ Emcee where she will be responsible for keeping the storm rolling all the way through Monday's conclusion. She will inspire marketers to take the ideas and skills they've learned back to work where they will continue to brand-storm for their companies and our industry.

A project of the United Fresh [Produce Marketing & Merchandising Council](#), *BrandStorm*™ has been developed to engage new and young marketers in the produce industry looking to learn about brand development, content creation, managing the creative process, segmented marketing channels, and much more.

United Fresh members can [register for BrandStorm](#)™ for \$595 with discounts offered to marketing teams (from the same company) at the reduced rate of \$545 each when you register two or more colleagues. Non-members can attend for \$895. For more information about *BrandStorm*™ education, registration or to sponsor at the event, contact [Jessica Mosley](#), Director, Education at 202-303-3417.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.