



**NEWS RELEASE**

**For Immediate Release, March 30, 2015**

**Contact:** Mary Coppola  
[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)  
202-303-3425

**NFL Hall of Famer Mike Ditka to Deliver Wednesday Keynote Address at  
United Fresh 2015 General Session**

WASHINGTON, D.C. (March 30, 2015) – NFL Hall of Famer and the Chicago Bears beloved Coach Mike Ditka will deliver the Wednesday Keynote Address at the [United Fresh 2015](#) General Session, Wednesday, June 10, 2015, at McCormick Place in Chicago, IL. Ditka will share insights from his decades of experience as an NFL player, coach and analyst on the importance of leadership and the value of teamwork.

His name is synonymous with the Chicago Bears. "Da Coach or Iron Mike," Ditka played for, and coached the Bears for 17 seasons. Over a single decade ('82-'92), he coached the Bears compiling a win-loss record of 112 to 68 during that time. He guided the Bears to six NFC Central Divisional titles, in addition to three NFC title games. Most notably, the '85 Bears are considered amongst the NFL's "Best Ever Teams" going 18-1 that year culminating with the Super Bowl XX title. Twice, Ditka was named the NFL's Coach of the Year ('85 and '88). From 1985-1988, he led the Bears to 52 wins – the most ever by an NFL team in a four-year span in NFL history. He left the Bears football organization in 1992.

Ditka has won three Super Bowls, as a play (Dallas- Super Bowl VI), as an assistant coach, (Dallas-Super Bowl XII), and as a head coach (Chicago Super Bowl XX). He was elected to the Pro Football Hall of Fame in 1988.

Continuing to play a notable role in the NFL, Ditka serves as a commentator and analyst for ESPN.

"The drive and execution that Mike Ditka has shown throughout his successful NFL career is astonishing," said United Fresh President and CEO Tom Stenzel. "We are excited to have him share his career highlights and inspire our audience with his perspectives on achieving personal and professional success."

The Wednesday Keynote Address will be held at the General Session, Wednesday, June 10, from 7:30 am – 8:45 am in the Vista Ballroom at the McCormick Place Convention Center. Participation in the keynote session is available only to those attendees who have purchased United Fresh's educational packages.

Co-located with [FMI Connect 2015](#) and the [International Floriculture Expo](#), United Fresh 2015 will bring together retail, fresh produce and floral leaders who are searching for unique products and looking to enhance relationships with valuable business partners. Registration is available at [www.unitedfreshshow.org](http://www.unitedfreshshow.org). Media are invited to attend but must pre-register by contacting Mary Coppola, Senior Director, Marketing Communications at 202.303.3425 or [mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org).

###

### **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.