



**NEWS RELEASE**

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## **Brand Naming Pro Alexandra Watkins to Keynote at Second Annual BrandStorm™**

WASHINGTON, D.C. (May 31, 2016) – Alexandra Watkins, Founder & Chief Innovation Officer at Eat My Words, and author of the #1 bestseller “Hello, My Name is Awesome...How to Create Brand Names That Stick,” will present the closing general session at the second annual *BrandStorm™* on Tuesday, November 15 in San Francisco, CA.

With more than 500 naming projects to her name – from social networking sites to seafood – Alexandra will share her insights and tips for creating brand names that stick.

“Creating the right name for your product is critical to its success,” said Kim St George, Director of Marketing & Brand Management at Mann Packing Company. “A memorable brand name will stand out on the shelf from other products and lead consumers to talk about your brand and its catchy name further promoting brand awareness.”

Before launching her nationally recognized naming firm in 2005, Alexandra worked as an advertising copywriter at leading ad agencies on the West Coast. During her five years at Ogilvy and Mather, she helped launch Microsoft Windows and learned the ins and outs of the tech world. Alexandra’s way with words makes her a popular guest lecturer, and she has spoken at multiple MBA programs, including the Stanford Graduate School of Business, Berkeley’s Haas School of Business, USF School of Management, and prestigious MIT Media Lab, who is also a client of Eat My Words.

*BrandStorm* attendees will receive a copy of “Hello, My Name is Awesome...How to Create Brand Names That Stick,” in advance by registering online at [www.unitedfresh.org/brandstorm](http://www.unitedfresh.org/brandstorm). United Fresh members can attend for \$695 with discounts offered to marketing teams (from the same company) at the reduced rate of \$645 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 [Mary Coppola](mailto:Mary.Coppola@unitedfresh.org), Senior Director, Marketing Communications at 202-303-3425.

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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.