



NEWS RELEASE

For Immediate Release, December 14, 2017

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United Fresh Announces New Revolutionary Leadership Conference

A partnership of United Fresh Produce Association and the George Washington Leadership Institute

WASHINGTON, D.C. (December 14, 2017) – United Fresh has partnered with the George Washington Leadership Institute to offer a unique educational program to the fresh produce industry focused on the principles exemplified by America’s original leader, George Washington.

Taking place April 9-11, 2018, in Alexandria, VA, and at Washington’s historic Mount Vernon estate on the Potomac River, the *Revolutionary Leadership Conference* will provide produce professionals with thought-provoking presentations, engaging case studies and behind-the-scenes experiences, seamlessly blending the lessons of history with the leadership challenges of today.

“United Fresh is excited to launch this new event for produce professionals, expanding our leadership development portfolio with a mid-career opportunity between our Produce Industry Leadership Program and our senior executive week-in-residence at Cornell University. Today’s challenges certainly call for revolutionary leadership, and the program we’ve assembled with the George Washington Leadership Institute promises to add a significant new value for our members,” said United Fresh President & CEO Tom Stenzel.

The program kicks off on Monday, April 9, with a welcoming reception at the host hotel in Old Town Alexandria. Tuesday morning, attendees will depart for Washington’s Mount Vernon estate where scholars and leadership experts will take participants on a deep inside the first president’s character, motivations and actions, offering their diverse perspectives on how to guide teams and companies to success. The day will end with a private dinner and tour of the mansion and grounds.

The event will conclude at breakfast the next day, featuring a panel discussion among produce leaders who are graduates of United Fresh’s young leadership program. Panelists will span the 22 years that DowDuPont Agriculture has sponsored the program, bringing forward leadership lessons from their personal career journeys.

This course is limited to 100 attendees. To register, visit www.unitedfresh.org. For more information on the course, contact [Amanda Griffin](mailto:Amanda.Griffin@unitedfresh.org), United Fresh Senior Director of Education & Member Programs, at 202.303.3412.

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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.