



**NEWS RELEASE For Immediate Release, November 19, 2018**

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## **United Fresh Names *BrandStorm*™ 2019 Advisory Committee**

*Brand-bassadors Collaborate to Endorse Fourth Annual Marketing Event*

WASHINGTON, D.C. (November 19, 2018) – United Fresh Produce Association has named the 2019 BrandStorm™ Advisory Committee, or “Brand-bassadors.” These produce industry marketing leaders work to ensure the success of **BrandStorm 2019**, the association’s annual marketing event, taking place February 20-22 at the Hotel Nikko in San Francisco, CA.

Developed to engage all levels of marketers in the produce industry looking to disrupt their marketing mix with new and creative marketing solutions, BrandStorm is now in its fourth year.

“Our Brand-bassadors are instrumental in raising awareness of this innovative event within the produce marketing community,” says Mary Coppola, Senior Director of Marketing & Communications, United Fresh. “The guidance and insights they offer as we plan the event year-to-year are invaluable and will play a pivotal role in the successful execution of BrandStorm 2019.”

### **BrandStorm 2019 Brand-bassadors:**

- Mark Munger, Vice President, Sales & Marketing, 4Earth Farms
- Cindy A. Jewell, Vice President of Marketing, California Giant Berry Farms
- CarrieAnn Arias, Vice President of Marketing, Naturipe Farms, LLC
- Karen Caruso, Market Development Manager, Zespri Kiwifruit
- Brian Denton, Director of Marketing & Brand Development, PRO\*ACT, LLC
- Julie DeWolf, Director of Retail Marketing, Sunkist Growers, Inc.
- Meagan Edwards, Account Manager, Moxxy Marketing
- Lisa Hansen, Director of Sales & Marketing, McDill Associates
- Elena Hernandez, Marketing Manager, Duda Farm Fresh Foods, Inc.
- Hilary Long, Marketing Director, Frey Farms, LLC
- Diana McClean, Senior Marketing Director, Ocean Mist Farms
- Marc Oshima, Chief Marketing Officer, AeroFarms
- Mac Riggan, Director of Marketing, Chelan Fresh
- Kim St George, Director of Sales & Marketing, Private Brands, Mann Packing Company
- Lori Taylor, Founder & Owner, The Produce Moms
- Kori Tuggle, Vice President, Marketing, Church Brothers Farms

BrandStorm 2019 kicks-off Wednesday, February 20, with the annual BrandStorm Tour where a limited group of attendees will have the exclusive benefit of added programming as the senior executives of Sonoma Brands host the group at their winery, Viansa Sonoma. Wednesday will conclude with the official Welcome Reception at Hotel Nikko where all BrandStorm attendees will first gather.

Thursday morning, the education programming will begin at Hotel Nikko with a CMO Panel during the Breakfast General Session. The following day and a half will consist of four more general sessions delivering top-level inspiration and theories, attendee's choice of concurrent workshops full of tactical concepts and case studies to draw from and X-Change discussions where attendees will gather for conversation around topics impacting their businesses. The event concludes on Friday afternoon.

To register for BrandStorm 2019, visit [www.unitedfreshbrandstorm.org](http://www.unitedfreshbrandstorm.org). The event is open to all United Fresh members for \$695, with a non-member rate of \$895. Participation in the BrandStorm Tour is an additional \$95. For questions, contact Mary Coppola, Senior Director, Marketing & Communication, at [mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org) or 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. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org)

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