



NEWS RELEASE

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General Michael Hayden to Speak at 2015 United Fresh Washington Conference

WASHINGTON, D.C. (July 17, 2015) – Michael Hayden, retired U.S. Air Force four-star general and former Director of both the Central Intelligence Agency (CIA) and the National Security Agency (NSA) will present the keynote address Tuesday, September 29 at the Opening General Session Breakfast of the 2015 United Fresh Washington Conference.

“We’re honored to have General Hayden join us to examine the United States’ role in today’s dangerous and unpredictable world,” said United Fresh President & CEO Tom Stenzel. “His unique perspective and insights into today’s tumultuous global environment are important to every one of us, as business leaders and also as citizens.”

General Hayden served as director of the CIA from 2006-2009, capping a career in service to the United States that included nearly 40 years in the Air Force. From 2005-2006, he was the country’s first principal deputy director of national intelligence and the highest-ranking military intelligence officer in the country. From 1999-2005, he served as the director of the NSA and chief of the Central Security Service after being appointed by President Clinton. He worked to put a human face on the famously secretive agency, explaining the role of the NSA and making it more visible on the national scene.

Hayden was a foreign policy adviser to Mitt Romney’s 2012 presidential campaign and is now serving in that capacity for former Florida governor Jeb Bush. He has been a frequent expert and commentator on major news outlets and in top publications, valued for his expertise on intelligence matters such as cyber security, government surveillance, geopolitics and more. He was featured in the HBO documentary *Manhunt*, which looked at espionage through the eyes of the insiders who led the secret war against Osama bin Laden.

Hayden is currently a principal at the Chertoff Group and a distinguished visiting professor at the George Mason University School of Policy, Government and International Affairs. He was elected to the board of directors of Motorola Solutions in January 2011 and serves on a variety of other boards and consultancies. In 2013, the Intelligence and National Security Alliance (INSA) awarded Hayden the 29th annual William Oliver Baker Award. In 2014 he was the inaugural Humanitas visiting professor in intelligence studies at Oxford University in the United Kingdom

“General Hayden’s geopolitical perspectives are sure to fascinate Washington Conference attendees as we kick off our meeting in the nation’s capital,” said Robert Guenther, United Fresh’s Senior Vice President, Public Policy.

In addition to the Opening General Session Breakfast, Washington Conference attendees will take part in strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials. The event also includes education sessions on today’s issues facing the industry, networking activities with industry peers and the Rising Leaders program for up-and-coming industry employees. To register, visit <http://www.unitedfresh.org/events-programs/annual-washington-conference/>

For more information about The Washington Conference, September 28-30, contact Angela Tiwari at atiwari@unitedfresh.org or call 202-303-3416.

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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