

**United Fresh 2010  
Convention Host Committee**

Brian Hrudka  
Bayer CropScience

Cindy Jewell  
California Giant Berry Farms, Inc.

Teri Johnson  
Key Technology, Inc.

Joe Klare  
Castellini Company, LLC

Carissa Mace  
Fresh Produce & Floral Council

Mishalin Modena  
Growers Express

Howard Nager  
Domex Superfresh Growers

Vidya Samsundar  
Del Monte Fresh Produce, N.A., Inc.

David Dever  
Pandol Brothers, Inc.

Doug Riley  
Hy-Vee, Inc.

Barbara Gaitan  
Western Concord

Vanessa Lawrence  
Cool Pak LLC

Wes Liefer  
Pura Vida Farms, LLC

Mark Munger  
Andrew & Williamson Fresh Produce

Bob Nelson  
Polymer Logistics

Sean Picquelle  
Taco Bell

Bill Schneider  
Melissa's/World Variety Produce, Inc.

Larry Gievert  
Get Fresh Sales

Mary Wright-Rana  
Pro\*Act, LLC

Barbara Dan  
Ready Pac Foods, Inc.

Nora Trueblood  
Allen Lund Company, Inc.

**An Invitation from Your Convention Host Committee**



**Doug Riley**  
Assistant Vice President  
Produce Operations  
Hy-Vee, Inc.



**David Dever**  
President and CEO  
Pandol Brothers, Inc.

If you're looking for the only sure bet in Las Vegas, it's United Fresh 2010 - a business event where your success has nothing to do with luck.

As co-chairs of this year's Convention Host Committee, we invite you to join us for the most innovative, cost-effective and business-oriented event in the produce industry. United Fresh prides itself on constantly developing cutting-edge programs and features to help you build your business.

Here's a sampling of the new features at United Fresh 2010 that are sure to help drive your business success:

- New Food Safety Demo Center will be a dedicated exhibit area focused exclusively on food safety solutions for growers all the way to retailers.
- The popular Traceability and Logistics Demo Center will be expanded this year to include supply chain logistics and transportation solutions.
- Expanded private business suites on the show floor for major buyers and exhibitors.
- In-depth expert seminars that go beyond traditional workshops.
- More trade show hours, compressed into a packed two-day schedule to maximize the value of your time.
- Market Segment Show Floor Learning Centers that will add to your personalized convention experience - with four separate learning centers devoted to each market segment, right on the show floor.
- New post-show Global Conference on Produce Sustainability.

Doug Ranno  
Colorful Harvest, LLC

Doug Ronan  
Driscoll's

Heather Shavey  
Costco Wholesale

Ross Wileman  
Mission Produce, Inc.

But don't forget about all the traditional programs that have made United Fresh the most innovative and value-packed produce industry event:

- United Fresh Marketplace, where produce displays are center stage with a great array of marketers of fresh produce for the retail, foodservice and wholesale trade.
- United FreshTech is the industry's only expo focused on the fresh-cut value-added market, and all the tools, technologies, equipment, and services needed for an efficient and profitable produce supply chain.
- Retail Produce Managers Awards program, with 25 top retail winners from across the country.
- Excellence in Foodservice Awards program.
- General sessions and education programs focused on building your business.
- High-powered networking events at Tao Beach, the Palazzo and an entire city built for fun.

United Fresh has taken a unique step to program this year's show to meet the needs of every part of the supply chain. Special education tracks, super sessions, show floor learning centers and other features designed just for your business. Take this opportunity to discover how United Fresh 2010 is customized for you. Click the app icon that fits your business.

Whether exhibitor or attendee, whatever your segment of the produce business, United Fresh 2010 delivers cutting-edge education, top notch speakers, innovations and business opportunities that your company needs to succeed in today's market. We look forward to seeing you in Las Vegas!