

United Fresh 2010 Convention Host Committee Meets in Las Vegas



The United Fresh Convention Committee gathered in Las Vegas last week to discuss plans for United Fresh 2010, happening April 20-23 at the Sands MegaCenter. With this year's focus on "Winning is Everything," committee members took an in-depth look at the annual event's programming, expos and networking events and discussed ways to further enhance the show experience for attendees and exhibitors alike.

Convention Host Committee Co-Chair Dave Dever of Pandol Brothers kicked off the meeting, commenting, "United Fresh saw growth last year, and our job is to continue growth by all aspects of the fresh produce industry. By coming together under one roof to talk about business issues, we all become stronger and better operators."

Committee members include:

Nora Trueblood-Adams	Allen Lund Company, Inc.
Mark Munger	Andrew & Williamson Fresh Produce
Brian Hrudka	Bayer CropScience
David Hille	Cabbage, Inc.
Cindy Jewell	California Giant Berry Farms, Inc.
Joe Klare	Castellini Company, LLC
Doug Ranno	Colorful Harvest, LLC
Vanessa Lawrence	Cool Pak LLC
Heather Shavey	Costco Wholesale
Tony Freytag	Crunch Pak
Carissa Mace	Fresh Produce & Floral Council
Larry Gevert	Get Fresh Sales
Doug Riley	Hy-Vee, Inc.
Teri Johnson	Key Technology, Inc.
Bill Schneider	Melissa's/World Variety Produce, Inc.
Froylan Gracia	MexBest
Ross Wileman	Mission Produce, Inc.
David Dever	Pandol Brothers, Inc.
Bob Nelson	Polymer Logistics
Mary Wright-Rana	Pro*Act, LLC
Wes Liefer	Pura Vida Farms, LLC
Barbara Dan	Ready Pac Foods, Inc.
Sean Picquelle	Taco Bell
Barbara Gaitan	Western Concord
Elliot Grant	YottaMark