



Meeting with targeted retailers is an important component of CAC's PMA Fresh Summit experience. Shown here from 2018 are Jessica Hunter, CAC Board secretary; Shanan Cox, Sam's Club; Jan DeLyser, CAC vice president marketing and Dave Anderson, CAC retail marketing director.

# A Preview of the 2019 PMA Fresh Summit

**A**t the 2019 Produce Marketing Association (PMA) Fresh Summit, the California Avocado Commission (CAC) will wrap up the celebration of its 40-year anniversary and kick off its next 40 years of groundbreaking avocado marketing, showcasing innovation, creativity and focused customer service. The Commission's key objectives for the event include building awareness of California avocados' competitive advantages and increasing retailers' knowledge about 2020 California avocado season expectations and marketing support.

CAC's Vice President Marketing Jan DeLyser is honored to serve as moderator of Saturday's session featuring Queen Latifah. 🥑

\*Note, "EXPO only" registrations include entrance to the Exposition area on Friday and Saturday only. All other program activities listed above require an additional fee or badge/ticket. For more information, please visit <https://www.pma.com/events/freshsummit>.

## Key information about the upcoming event:

**Location:** The Anaheim Convention Center, Anaheim, CA

**CAC booth number:** 3937

## PMA Fresh Summit 2019 Schedule of Key Activities:

### Wed. Oct 16

12:30 p.m. – 4:00 p.m. Retail Produce Tour

### Thurs. Oct 17

9:00 a.m. – 3:30 p.m. Educational sessions, including:

10:30 a.m. – 12:15 p.m. Forum for the Future – State of the Industry featuring PMA CEO Cathy Burns

1:45 p.m. – 3:30 p.m. Forum for the Future featuring Entrepreneur and Leading Shark on ABC's Shark Tank Robert Herjavek

4:00 p.m. – 5:00 p.m. VIP Invitation Reception

5:00 p.m. – 7:00 p.m. Welcoming Reception

### Fri. Oct 18

7:00 a.m. – 8:45 a.m. PMA Foundation 5K Race for Talent

8:15 a.m. – 9:45 a.m. Forum for the Future featuring NBA Hall of Fame member and Entrepreneur Earvin "Magic" Johnson

10:00 a.m. – 5:00 p.m. Exposition\*

### Sat. Oct 19

8:00 a.m. – 9:45 a.m. Women's Leadership Breakfast featuring Musician, Actress, Author & Entrepreneur Queen Latifah

10:00 a.m. – 5:00 p.m. Exposition\*