



Women's Leadership event returns to Fresh Summit

By Ashley Bentley, The Packer

(Oct. 31, 4:27 p.m.) ORLANDO, Fla. — After a successful event last year, the Produce Marketing Association sponsored its second annual Fresh Perspective: Women's Leadership Event at Fresh Summit 2008 Oct. 24 in Orlando, Fla.

More than 200 leaders and industry newcomers attended the breakfast at the Orange County Convention Center, which included a silent auction and a motivational speech from professional speaker Bertice Berry. Berry is the owner of Bertice Berry Productions Inc., Savannah, Ga.

Loretta Radanovic, vice president of finance for Four Seasons Produce Inc., Ephrata, Pa., and Lauree Lincoln, floral sales manager for Big Y Foods Inc., Springfield, Mass., co-chaired the event. Sponsors were DMA Solutions Inc., Irving, Texas; Frontera Produce Ltd., Edinburg, Texas; Bonipak Produce Inc., Santa Maria, Calif.; Mann Packing Co., Salinas, Calif., and Four Seasons Produce.

A silent auction raised \$14,510 for the PMA Foundation for Industry Talent, Radanovic said.

Radanovic and Dan'l Mackey Almy, president and managing partner of DMA Solutions, also spoke at the event, stressing the need to get more talent into the produce industry, the possible shortage of workers in the next few decades and PMA FIT's role in supporting the industry's future work force. Berry then, gave her speech based on a list of objectives PMA representatives had discussed with her ahead of time.

"She is a vegetarian herself," Radanovic said of Berry. "She stopped eating meat about 30 years ago, so she is very passionate about our industry. She believes produce is so important because people keep focusing on health more and more."

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