



## Fresh Summit Committee

**Committee Objective:** To provide strategic, tactical and promotional guidance/support to the Fresh Summit Convention and Expo.

**Fresh Summit Objective:** To increase global produce and floral consumption by creating a community of new ideas and new connections...by connecting global supply chain partners, informing them of the latest in consumer, business and industry trends, and providing a forum to develop business solutions.

### **Committee Expectations:**

To be fully engaged in:

- Staying aligned to PMA's overall strategic direction
- Increasing the overall value of Fresh Summit for the global produce and floral community
- Actively communicating value and supporting the retention and recruitment of attendees, exhibitors and sponsors/advertisers
- Representing the community, not just an individual company or segment, by bringing forth ideas, best practices and constructive feedback
- Realizing personal and professional expectations

### **General Skills and Experience Required:**

- Must have attended and/or exhibited at this event at least once or currently registered to exhibit for the first time
- Broad industry knowledge of the supply chain dynamics for the produce and/or floral industries; including an understanding of traditional as well as emerging segments
- Knowledge of the Fresh Summit program and target audiences
- Expertise in developing and implementing exhibit/marketing strategies
- Ability to work successfully within a team environment

### **Committee Composition: 30 to 40 members**

- Balanced global representation across key segments of the produce and floral industry supply chain
- Representation from individuals with varying degrees of event engagement (exhibitors vs attendees, length of time participating in event, booth size, etc.)
- All committee members must be active PMA members

### **Estimated Time Commitment and Meeting Format:**

- Preparation for and participation in one two-day in-person meeting each year
- Preparation for and participation in four to eight conference call meetings per year
- Review of bi-monthly email updates and participation/feedback as required

**Term Limit:**

- Committee members may be appointed for up to three consecutive one-year terms. Terms are structured to ensure sufficient continuity
- Co-chairs appointed to one-year term

**Relationship with Other Leadership Groups:**

- Reports directly to the Board of Directors
- Collaborates with the Foodservice Committee and other committees as necessary

**Volunteer Expenses:**

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member