

FOR IMMEDIATE RELEASE
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Grower-Shipper Association Hires First Director of Membership

Salinas, CA (January 21, 2009) – The Grower-Shipper Association of Central California announces Joann Greathead as the staff's Director of Membership, a new position for the trade organization representing over 300 members in four counties across the central coast. As Director of Membership, Greathead will oversee and coordinate the Association's member recruitment, retention, education and outreach services and activities. Working closely with the Association's Board of Directors and President, she will develop strategies and programs designed to ensure maximum value and benefit to Grower-Shipper members.

Greathead comes to the Association following almost six years as Manager of the Central California Lettuce Producers Cooperative. Prior to working for the Co-op, she was the longtime Office Manager of the Monterey County Farm Bureau.

Jim Bogart, President and General Counsel of the Grower-Shipper Association, foresees a substantial increase in value to members with this staff addition. "Joann has extensive experience in the agricultural industry and brings exceptional professional and people skills to her new position," said Bogart. "With her understanding of member needs and the issues and challenges the industry faces she is an essential addition to our team."

For more information about the Grower-Shipper Association of Central California, please visit www.growershipper.com or contact the office at (831) 422-8844.

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