

The Florida Chapter of the National Agri-Marketing Association (FL NAMA)

proudly presents

TOTAL STRATEGIES TO MARKET FLORIDA AGRICULTURE

featuring

Susan Nardizzi

*Division Marketing Director at the Florida Department
of Agriculture and Consumer Services (FDACS)*

Please join in welcoming Susan Bond Nardizzi at NAMA's January luncheon where she will preview

exciting news soon to go public

in Agriculture Commissioner Adam Putnam's most aggressive effort yet to market Florida agriculture products.



SUSAN BOND NARDIZZI

Susan Nardizzi was appointed to her post in December 2011 by Commissioner Adam Putnam to lead what he believes is one of the most important functions of the Department:

**marketing to increase exposure
for and the value of Florida
agricultural products.**

She brings a wealth of experience and a solid track record of marketing success to her role.

At FDACS, Susan is the leader of a division encompassing marketing for "Fresh From Florida" — both agricultural and seafood products — and the FAPC membership efforts. She's responsible for a staff of 165 who work in six bureaus,

Take away something meaningful

from this presentation, whether you are in Florida agribusiness, or involved in advertising and promotions in any way. Join us for this "lunch and learn" opportunity as Ms. Nardizzi discloses

new information about the future

of the "Fresh From Florida" branding and marketing campaign.



Susan graduated from the school of Communications at Northwestern University in Evanston, Ill., pursuing a career with major advertising agencies, including several of the most successful in the business nationwide and globally. She has worked in a broad range of business segments including foodservice, packaged goods, tourism, hospitality and finance. During the past 18 years, she has served in senior marketing positions at companies such as Taco Bell Corp., Shoney's Inc., and Longhorn Steakhouse, to name a few.

including development and information for in-state, national and international trade, education and communication, state farmer's markets, agricultural dealers licensing, and agricultural statistics.



LUNCH AND LEARN EVENT
Jan. 17, 12:00 p.m.



Hilton Melbourne Beach Oceanfront Hotel, 3003 N. Highway A1A, Melbourne
\$40 per person
Reservations required by Jan. 11 to 561.855.3010 or Info@FarmCreditFl.com