



News Release

Contact: Madeleine Miller-Holodnicki, ABC, Manager of Marketing and Communications
+1 630.645.3487

For Immediate Release

Chiquita Brands International CEO to Share *Undercover Boss* Experience at CSCMP Annual Conference Major Session; Adventurer/Author Jeff Evans to Close Event

Lombard, Illinois USA (June 20, 2011)—Tuesday's general session at the Council of Supply Chain Management Professionals' (CSCMP) Annual Global Conference will feature Fernando Aguirre, chairman and chief executive officer of Chiquita Brands International, Inc., whose presentation will focus on *Supply Chain Journeys of an Undercover Boss*. The conference will be held October 2-5, 2011 in Philadelphia, Pennsylvania.

Aguirre became the first Hispanic chief executive officer to participate in the CBS hit reality television series, *Undercover Boss*. During his journey undercover, he had the chance to see Chiquita's international supply chain in action first hand. From his work at the Port of Wilmington in Delaware to his harvesting experience in the fields of Salinas, California, he experienced the unique challenges that his supply chain employees faced each day. As a result of his experience, he took action to recognize the company's unsung heroes by implementing new programs that boosted productivity and efficiency. He also empowered frontline workers to connect their daily activities to Chiquita's vision of improving world nutrition.

Prior to Chiquita, Aguirre worked for more than 23 years in brand management, general management, and turnarounds at Procter and Gamble (P&G). He currently serves on the board of directors of Chiquita Brands International and Levi Strauss & Company.

Adventurer, speaker, and author Jeff Evans will be the closing session speaker on Wednesday, October 5. His presentation, *Guiding You to the Summit of Success*, will be an inspirational journey of the lessons he has learned from the trail. Based on his experiences as a world-class mountain guide, specifically with blind climber Erik Weihenmayer, he will draw upon the hidden metaphors in the world of adventure – Leadership, Commitment, Teamwork, and Vision – to bring them to life in the world of business and everyday achievement.

CSCMP's Annual Global Conference is the largest of its kind for the supply chain management profession, hosting more than 3,000 practitioners, educators, and thought leaders from around the world. Over 100 educational sessions are planned. The 2nd Annual Supply Chain of the Future will also be a part of this year's event.

Attendees who register before June 30 will receive \$300.00 US off the regular registration rates.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With over 8,500 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

For more information, please contact:

Madeleine Miller-Holodnicki, ABC
Council of Supply Chain Management Professionals (CSCMP)
333 East Butterfield Road, Suite 140
Lombard, Illinois 60148-5617 USA
mholodnicki@cscmp.org