



REEFER OPERATIONS

United Fresh unveils virtual event

First 'United Fresh LIVE!' to connect customers, suppliers, colleagues online amid challenges created by COVID-19

Commercial Vehicle Staff April 3, 2020 ▪ 2 min read

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Live!

With the ongoing COVID-19 crisis, United Fresh is moving its upcoming show from an in-person event in June in San Diego CA to a free virtual event called "United Fresh LIVE!" that will connect customers, suppliers and colleagues across the country.

"During these past few weeks, we've said Tom Stenzel, United Fresh president, with industry friends again in person today in new ways. We're all online, and group interactions that, just a moment ago, would have been impossible."

Michael Muzyk, president of Baldor Electric, United Fresh board of directors, call the new "United Fresh LIVE!" an "unprecedented challenge" caused by the COVID-19 crisis.

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"Businesses across the supply chain are clamoring for information and connections," Muzyk said. "As we've learned to adopt online platforms to conduct our daily business, offering this free virtual event broadens our opportunity to deliver real value to thousands of industry members at a time when they need it most."

United Fresh LIVE! 2020 will debut the week of June 15 and feature live keynote presentations, roundtable discussion groups, networking interaction among different communities, and a robust platform where participants can share information, view videos, and maintain the same connections one would at an in-person event.

"In the coming days, United Fresh will continue to add new sponsors to build out our virtual platform, create new content and new connections to include our audience," said Danny Dumas, senior vice president and general manager-elect of United Fresh. "United Fresh is committed to providing a platform for our members to connect and share information, view videos, and maintain the same connections one would at an in-person event."

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United Fresh LIVE! will debut at www.unitedfreshlive.org, with preliminary information and sneak peaks in the coming weeks. To stay informed, subscribe to United Fresh LIVE! to ensure announcements are delivered to your inbox.

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