

PEOPLE

Dulcinea Farms in Ladera Ranch, CA, has added two new sales directors with extensive knowledge of the produce industry.

BILL SPIDELL brings more than 17 years of successful produce selling experience with a proven track record of servicing and growing national accounts. He is a highly accomplished sales leader with an in-depth portfolio of creating value for any partnership.

"I am thrilled at the opportunity to be a part of a dynamic sales force at Dulcinea Farms," Mr. Spidell said in a press release. "I believe my experience will provide value to our existing customers and help develop new relationships. The innovation that Dul-

cinea has brought to the industry is a unique experience for me."

KEVIN LEAP has over 13 years of experience with selling premi-

um specialties and value-added produce to national and regional accounts. He has a successful history of creating and selling branded programs by focusing on high-quality proprietary varieties and meeting and exceeding customer expectations.



Bill Spidell



Kevin Leap

"With my experience in category management, new product introductions and sales, I feel this is an excellent opportunity where I

can bring value to Dulcinea's initiatives and be a partner to our customers," Mr. Leap added in the press release. "I look forward to helping customers maximize their profits while providing premium produce to consumers."

"The addition of Bill Spidell and Kevin Leap fulfilled our first priority to recruit and build a comprehensive and powerful sales and customer service team" John McGuigan, vice president of sales and marketing, added in the press release. "These two strong sales directors, along with our existing team, contribute an abundance of fresh produce experience, enhancing our dedication to customers and consumers."

To announce personnel changes at your company, please contact Terry Sokol at sokol@the-producenews.com. Photos are encouraged.

Tristan Kieva to head marketing at Pandol Bros.

By BRIAN GAYLORD

Industry veteran Tristan Kieva has joined Delano, CA-based Pandol Bros. Inc. as its director of business development and marketing.

Ms. Kieva comes to Pandol Bros. from Consumer Effects International, where she was senior director of branding and marketing. She has spent more than 15 years in consumer marketing, with much of that time in the perishables industry. She has worked in Los Angeles for Paramount Farms Inc. and Sun Pacific Marketing Cooperative Inc. and was with Frieda's Inc. from 1999 to 2006.

"My motivation was to get back to the produce supply side" by joining Pandol Bros., Ms. Kieva told *The Produce News*.

In her new role with Pandol Bros., Ms. Kieva will concentrate on finding opportunities that enhance the return to growers as well as look for new channels for Pandol Bros. products — both by geography and by new channels of distribution. She will work closely with the company's sales team and will look at the company's product line with an eye toward maximizing value.

"Pandol has value and a point of difference," Ms. Kieva said. "I can see and tell that Pandol has something to offer. It's amazing how the operation works."

Ms. Kieva said that Pandol Bros. has a number of workers who have been with the company for 15-20 years and yet they're "willing to accept new ideas."

"The company is taking seriously ways to add value," Ms. Kieva said. "There are a ton of ideas." She said that over the next year new ideas would be "presented and executed."

Ms. Kieva said that she sees Pandol Bros. as a "quiet giant" with a strong presence in the marketplace and that her main strengths are her "passion and knowledge on the marketing side."

"I do what I say I'm going to do," Ms. Kieva said, adding that that has helped build relationships in the industry.

Ms. Kieva will split time between her home office in Long Beach, CA, and the company's headquarters in Delano.



Tristan Kieva

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New MHAIA board looks to continue growth

Biennial elections for the Mexican Hass Avocado Importers Association's board of directors took place March 25 at its bimonthly meeting in Irvine, CA.

Incoming Chairman Mike Browne is joined by Vice Chairman David Ruiz Vega, Secretary Giovanni Cavaletto, Treasurer Alfredo Rodriguez and Directors J. Jesus Lopez Herrera, Ed Figueroa, Aureliano Pena Esparza and Doug Meyer. Alternate board members are Ross Wileman, Mario Rivas Baragán, Avi Crane, Antonio Vilaseñor Zurita, Alejandro

for the industry. "We are on the doorstep of a significant incremental increase in volume for the entire category," Mr. Brown said in an April 1 press release from Lewis & Neale Inc. in New York, which handles public relations for the avocado association.



Mike Browne

Jacqueline Bohmer, in her first year as MHAIA's marketing director, is leading a new direction in the advertising campaign, retail promotion support and consumer and trade outreach via public relations that the board oversees. "Our research has revealed