

# FIRSTSOURCE

## RETAIL SEAFOOD

231 Front Street, Suite 1 ~ South Portland, ME 04106-1565  
Tel: 207-799-1356 ~ Fax: 207-799-1762  
[www.FirstSourceEvents.com](http://www.FirstSourceEvents.com)

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FOR IMMEDIATE RELEASE

## MSC's Geoff Bolan Named Keynote Speaker for *FirstSource: Retail Seafood 2012*

*Council's commercial director to provide critical insights to industry executives at the invitation-only retail seafood event, June 5-7 in Fort Lauderdale/Coral Springs, Florida*

SOUTH PORTLAND, MAINE USA — Geoff Bolan, Commercial Director for the Marine Stewardship Council (MSC), Americas Region, has been selected as keynote speaker at the *FirstSource: Retail Seafood* event, June 5–7, 2012 at the Marriott Fort Lauderdale/Coral Springs resort. Mr. Bolan will address the increasingly important role of MSC certification and promoting verifiable sustainability in the sourcing and marketing of seafood products.

*FirstSource: Retail Seafood* is an exclusive gathering of major North American retail seafood buyers, and the suppliers who do business with them. MSC is recognized globally for its fishery certification program and seafood ecolabel recognizing and rewarding sustainable fishing. MSC is a global organization working with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood. For retailers and food service, there is a MSC Chain of Custody program.

In addition to addressing the ninety high-level attendees during the event's Wednesday luncheon, Bolan will be available both days to meet individually with interested supply and retail executives looking for guidance and insight in the complex and rapidly changing sustainability arena.

Mr. Bolan has more than 20 years of experience launching and growing enterprises in for-profit and non-profit sectors worldwide. He has held executive and leadership roles with TravelCLICK, McDonald's, iExplore, and Conservation International. In these positions he managed projects and teams in a range of fields, including environmental conservation, clean technology, online travel and hospitality, food, and strategic consulting. Bolan holds an MBA from Northwestern University's Kellogg School of Management; a BA from Tufts University.

*FirstSource: Retail Seafood 2012* is the second in a series of FirstSource hosted-buyer events on tap for vertical product specialties in the perishable food categories in the U.S. and Europe being produced by Highliner Events, LLC. "Our ability to combine high-level meetings

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and precisely executed product tastings makes the FirstSource concept unique and in the vanguard of food product marketing," Brian Perkins, partner at Highliner Events, explains.

The exclusive June 5–7 event will open with a reception Tuesday evening. On Wednesday, suppliers deliver presentations about their products to a room of 25 buyers. Following the presentations, resort chefs serve carefully prepared tasting samples of each supplier's product to the buyers. On Thursday, buyers take part in private one-on-one meetings with a minimum of 15—as many as 21—suppliers of their choice to discuss pricing, production, and delivery capabilities. The event features two-and-a-half days of one-on-one networking opportunities including intimate receptions, dinners, luncheons and breakfasts.

Hotel, airfare, food and beverages for invited buyers are covered by the event organizers. A limited number of pre-screened suppliers pay a fee to take part.

For information on *FirstSource: Retail Seafood*, including a three-minute video of the inaugural event, visit [www.FirstSourceEvents.com](http://www.FirstSourceEvents.com); or contact Brian Perkins at +1 207-799-1356 or [bperkins@highlinerevents.com](mailto:bperkins@highlinerevents.com).

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