



**FOR IMMEDIATE RELEASE**

**December 13, 2010**

**FOUNDATION SELECTS JOANNE McNEELY FOR POST OF SEAFOOD MARKETING COORDINATOR**

**Tampa, Florida** – The Gulf & South Atlantic Fisheries Foundation is pleased to announce that Joanne McNeely has accepted the position as the Foundation’s Seafood Marketing Coordinator. Joanne comes from the Florida Department of Agriculture, where she served as Bureau Chief of the Bureau of Seafood and Aquaculture Marketing. She was responsible for a team that successfully developed, coordinated and executed marketing and public relations strategies directed at escalating Florida’s seafood and aquaculture market share, both domestically and internationally. Joanne was also part of the team that created and started the “Fresh from Florida” campaign and more recently was involved with handling crisis management during the BP oil spill where she worked with Federal and State agencies, Florida Restaurant and Lodging Association, VISIT FLORIDA and the seafood industry to provide quick, accurate information to consumers, restaurants, and retailers that would clarify safe available seafood products from Florida.

Bob Jones, President of the Foundation said “Joanne brings over 18 years of professional seafood marketing experience to the Foundation. She is held in high esteem by Florida’s seafood industry and was recently recognized by all states in the Southeast during our Annual meeting. Welcome aboard Joanne, let’s show the consumers what our sustainable fisheries really look like and reclaim our seafood brand”. “The Seafood Community in the Gulf States and the Foundation are lucky to have such an exceptional person like Joanne to help coordinate the Rebranding Campaign for our seafood products. Her experience and abilities will help us to reestablish the Gulf Seafood Brand in the marketplace” adds Foundation Vice President Mike Voisin.

Joanne received a Master of Business Administration degree from Florida State University. She was on the Florida State University MBA Alumni Advisory Committee, a member of the National Fisheries Institute and Florida Public Relations Association. Under her direction, the Bureau won the Advertising Federation gold and silver Addy Awards and Image Awards from the Public Relations Association. Joanne received the Gulf & South Atlantic Fisheries Foundation’s Distinguished Service Award, Southeastern Fisheries Association’s Aylesworth Award and Organized Fishermen of Florida Certification of Appreciation Award.

The Gulf & South Atlantic Fisheries Foundation is a private, non-profit Foundation that works with business, academia, and state and federal governments to enable the commercial fishing industry to better serve consumers and welcomes Joanne to her new position.

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