

## **BETH CASONI GETS PROMOTED**

The *Massachusetts Lobstermen's Association* (MLA) is proud to announce the promotion of Beth Casoni to the position of Associate Executive Director. Beth has been working as Executive Assistant for the past 4 years working hard at building relationships both within the industry and elsewhere for the Association. She has proven herself to be a valuable asset for the Association's future.

Beth has been working on the National Seafood Marketing Coalition (NSMC) from the beginning of January 2010. She has been influential in building the relationship between the MLA and the National Seafood Marketing Coalition members from across the country. In December 2010, Beth attended the first NSMC members meeting in Seattle WA and has also gone to Washington with NSMC members to meet with the Massachusetts delegation to explain the importance for supporting the NSMC.

Another program Beth has been extremely instrumental in seeing through to fruition is the Commonwealth Quality Program in Massachusetts (CQP). Beth has been a pinnacle person on this program working closely with The Dept. of Agriculture and Division of Marine Fisheries to ensure the program's success. She worked hard with the Dept. of Agriculture to see that the CQP, lobster sector, which was launched on October 1, 2011 in Boston, was a huge success.

Beth has also been working closely with the MLA Executive Committee members for the formation of the Lobster Foundation of Massachusetts (LFoM). The LFoM is a nonprofit organization formed to help with educational outreach programs for the lobster industry and the continued research efforts to ensure the sustainability of the lobster stocks in Massachusetts.

These efforts put forth by Beth have proven that she is self motivated and forward thinking. She is always looking for ways to better help the lobster fishermen and fishermen alike. Her sheer enthusiasm for the lobster industry comes through when she starts talking "lobster" with you.

Job well done Beth you have earned this promotion!

My sincerest congratulations,

*Bernie Feeney*

MLA President