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FOR IMMEDIATE RELEASE

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## Roll Global Vice Chair Lynda Resnick to Speak April 25 at Cal Poly

SAN LUIS OBISPO – Cal Poly will host Lynda Resnick, vice chair of Roll Global, on Wednesday, April 25, as part of the Orfalea College of Business Distinguished Speaker Series. Roll Global is a privately held company based in Los Angeles with interests in agriculture and luxury brands, including Paso Robles-based Justin Vineyards and Winery.

“A Conversation with Lynda Resnick” will be held from 2:10 to 3 p.m. in Harman Hall at the Performing Arts Center. Resnick will be in conversation with award-winning journalist and producer Laura Diaz, a Cal Poly alumna. The event is free and open to the public.

Lynda Resnick began her career in advertising, starting her own full-service agency at age 19. Since then, she has built a reputation as a smart business leader with a keen marketing mind. Her book, “Rubies in the Orchard,” details her approach to building a successful brand — an approach she has used to create bestselling brands at Roll Global, including Wonderful pistachios, POM 100% pomegranate juice, Cuties California Clementines and Mandarins, FIJI Water and Teleflora. Resnick is also a dedicated philanthropist who is focusing her efforts on a transformative project in California’s Central Valley, where a large number of Roll’s employees live and work for Paramount Agricultural Companies.

Laura Diaz is a 14-time Emmy Award winner who has anchored, reported and produced for several flagship Southern California television stations over the past two decades. In 1997, she became lead female anchor at KABC-TV in Los Angeles, the first Hispanic to hold that position at a Southland television station. Most recently, Diaz was lead anchor at KCBS-TV in Los Angeles.

The Orfalea College of Business Distinguished Speaker Series seeks to enhance the educational experience of business students and the Cal Poly community while showcasing programs, faculty and students to the California business community.

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