



**FOR IMMEDIATE RELEASE**  
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## **AFFI Bolsters Government Affairs Team with Addition of Gordon Speed**

**McLean, Va.** – [American Frozen Food Institute](http://www.affi.org) (AFFI) President and CEO Kraig R. Naasz today announced the addition of Gordon Speed as AFFI's new director of government affairs.

"The American Frozen Food Institute is pleased to strengthen our exceptional government affairs team with the addition of Gordon Speed," said Naasz. "Gordon brings a wealth of experience and relationships that will further enhance AFFI's ability to advance the public policy priorities of our nation's frozen food community."

AFFI advocates on behalf of the frozen food category and its more than 500 members that make, distribute and market frozen foods valued at \$70 billion annually.

In his role as director of government affairs, Speed will help develop and direct the Institute's federal, state and international public policy advocacy objectives and efforts.

Speed will join AFFI on Jan. 1, 2015, having most recently served as director of strategic development for the National Association of Manufacturers. Speed also held senior positions at Crowell Moring, LLP; Cassidy & Associates and FreedomWorks, as well as having worked on Capitol Hill. He earned his undergraduate degree from the University of South Carolina.

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*The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at [www.affi.org](http://www.affi.org).*