



News Release

For Immediate Release

Jennifer Morgan
Media Contact
813-752-9194

jennifer@flstrawberryfestival.com

Boles and Parker elected to Florida Strawberry Festival Board of Directors

PLANT CITY, Fla. (May 24, 2023) – The Florida Strawberry Festival Board of Directors voted last month to elect its newest members, Renita Boles and Kenneth Parker, who both have served as associate directors for many years.

“I am very pleased that Kenneth Parker and Renita Boles have been promoted to the Board of Directors,” said Florida Strawberry Festival Chairman Danny Coton. “I have known them both for many years and know that their insight and hard work will be a great asset to the Florida Strawberry Festival.”

Boles, a fourth-generation Plant City native, began volunteering at the Festival 33 years ago as a member of the stadium operations committee and roving hostess. Shortly thereafter, she was appointed co-chair of the entertainment tent. In 2006, Boles was elected as an associate director and has served on many Festival committees throughout the years including: stadium operations, Strawberry Ball, information services, gates and attendants, exhibitors’ dinner, parade day luncheon, long-range planning, E-tickets, fashion show and Junior Royalty. She has also volunteered as a chaperone for the queen and court. She has been married to her husband Mitch for 36 years, and they have two children, Cody and Cali.

“I am grateful to be elected on the shoulders of so many past members and alongside current ones, who have all volunteered to expand this event into something great, and I am equally as pleased to have worked with such a dedicated Festival management and staff,” said Director Renita Boles. “The Plant City community shines at the heart of our event. The volunteers, along with the overwhelming community support, is unique and an essential part of our success. It is a gift for me to be able to serve, in this capacity, to continue to enhance the Festival experience for our patrons, vendors, sponsors and so many more.”

-more-

Parker, a life-long resident of Hillsborough County, has served as an associate director for 16 years and was elected from a field of 14 fellow associate directors. He has been a longtime volunteer and served on many Festival committees throughout the years, including supervising the steer committee. Parker has served as President of the Hillsborough County Farm Bureau Board and is currently serving on the Florida Farm Bureau State Trade Committee. He is Chairman of the University of Florida Institute of Food and Agricultural Sciences and the Florida Ag Council Board. He is a member of the Hillsborough County Agricultural Economic Development Council, Florida Cattleman's Association, United States Department of Agricultural Technical Advisory Committee, Advisory Council of the Wedgworth Leadership Institute, Gulf Coast Research Education Center Advisory Council, and many other local, state, and national ag related councils. He is Executive Director of the Florida Strawberry Growers Association and a founding partner of South Prong Ranch, a commercial cow/calf and hay operation, in Lithia, Florida. Parker is a deacon at Welcome Baptist Church in Lithia. He has been married to his wife Dee for 35 years, and they have two children, Jerrod and Calli Jo and four grandchildren.

“Being selected to serve as a Festival board member is truly an honor and privilege,” said Director Kenneth Parker. “I am humbled by the decision of the board to ask me to serve, and I will work hard to honor the traditional values that have successfully guided the Florida Strawberry Festival for generations.”

With Boles' and Parkers' promotions, there are two vacancies on the associate board of directors. At this time, there are no plans to elect new individuals to the associate board.

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, more than 600,000 visitors enjoy the Festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival take place February 29-March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, and Twitter (#berryfest24).

###