



News Release

For Immediate Release

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Festival welcomes Jamie Tucker and Doug Watson to Associate Board of Directors

PLANT CITY, Fla. (Sept. 14, 2026) – The Florida Strawberry Festival has welcomed Jamie Tucker and Doug Watson as new members of its Associate Board of Directors.

The 11-day event's Board of Directors comprises 16 directors and 14 associate directors. New associate directors are elected by the Board from a group of nominated candidates, and directors are selected from the current group of associate directors.

“Jamie and Doug each bring unique experiences, talents and perspectives that will be valuable to the Festival,” said Florida Strawberry Festival President Kyle Robinson. “Both have deep ties to our community and a genuine commitment to serving others. Their professional backgrounds, knowledge of agriculture and longtime involvement in the Festival and other community organizations make them outstanding additions to our Board. We are excited to welcome them and look forward to the contributions they will make as we continue building on the Festival's tradition and success.”

Tucker brings more than 30 years of experience in financial services, accounting and business leadership to the Board. He currently serves as a Senior Managing Director and Financial Advisor with Truist Investment Services, a position he has held since 2006. Prior to joining Truist, Tucker worked as a Financial Advisor with Merrill Lynch and held accounting and financial leadership positions with Outback Sports and Outback Steakhouse, Inc.

A Plant City resident and longtime Festival volunteer, Tucker has served as a member of the Tour Bus Lot crew since 2015. He also previously was involved with the Plant City Rotary Club and currently serves as Vice Chair of New Life Village in Tampa, where he is involved with the organization's finance, executive and development committees and chairs the Development Committee.

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“I’m extremely honored and excited to have been selected to serve as an associate director of the Florida Strawberry Festival,” said Tucker. “The Festival has been a part of my family’s life for many years, and I’m grateful for the opportunity to give back to an organization that means so much to our community.”

Tucker and his wife, Paula, have been married for 26 years and have two daughters, Raegan and Payton. Paula is also a longtime Festival volunteer and Bus Lot Captain.

Watson is the owner and president of ERW/Brandon Land Clearing, a company he founded in 1997, and is a lifelong resident of eastern Hillsborough County. A graduate of Plant City High School, Watson has spent his career working in agriculture and cattle production while building strong ties throughout Florida’s farming community.

“I’m extremely honored and excited to have been selected as an associate director of the Florida Strawberry Festival,” said Watson. “From my earliest memories of attending the Festival Parade as a little kid to my more recent involvement with livestock, the Strawberry Festival has always meant so much to my family and me. To now be a part of something I’ve admired and respected for so long is humbling, to say the least. I’m excited for the opportunity to serve and give back to an organization that has played such an important role in our community.”

Watson currently serves on the Florida FFA Foundation Board of Trustees and the Hillsborough County Farm Bureau Board. He is also a past president of the Plant City Rotary Club and has long been involved in supporting youth agricultural programs and volunteering at community events throughout the area.

“Jamie and Doug represent the kind of community-minded individuals who have helped make the Festival what it is today,” said Florida Strawberry Festival Chairman of the Board Pam Warnock. “They each bring a strong connection to our community, a willingness to serve and a wealth of experience that will benefit the Festival. We are grateful for their commitment to taking on this new role and look forward to working with them as members of 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, hundreds of thousands of visitors enjoy the Festival’s headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 92nd annual Florida Strawberry Festival, themed “A Timeless Tradition,” will take place March 4 – March 14, 2027, in Plant City, Florida. For more information, visit flstrawberryfestival.com or follow the Florida Strawberry Festival on Facebook, Instagram, TikTok and X ([#berryfest27](https://twitter.com/berryfest27)).

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