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Mike Carter leaves WPVGA for Bushman's

August 4, 2008

Two weeks shy of a decade of employment with the Wisconsin Potato & Vegetable Growers Association in Antigo, WI, Mike Carter has become the chief executive officer of association member Bushman's Inc. in Rosholt, WI.

Mr. Carter, who had been the executive director of the association, told The Produce News July 25 that the association is conducting a national search to find his replacement. Bushman's owner and president, Mitch Bushman, will allow Mr. Carter to serve on the search committee to find his successor.

The CEO position is new at Bushman's, according to Mr. Carter, who joined the firm July 14. He will oversee daily affairs, freeing Mr. Bushman to "take on projects he has wanted to do for some time," like new product development.

Mr. Carter said that his leaving the association "certainly wasn't due to any dissatisfaction at all. I enjoyed almost every minute there. It's a great group of men and women in the industry. It was just time for me to move on to a new challenge, and I think it's good to have an infusion of new leadership there."

Meanwhile, Mr. Carter said that Bushman's is a "first-class operation. Between my experience and the needs they are looking for, this was a good match. Mitch Bushman remains president and owner, and he is still very, very active in the business. He is absolutely dynamic. He has a lot of really good ideas and irons in the fire. Now he has the time to pursue those."

Mr. Carter said that the association is being run for the time being by Tim Feit, promotions director, and Tamas Houlihan, communications director. It is the slow season for the association, so they are going to be able to manage the association until a new executive director is hired later this summer.

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