

# SETTING THE TABLE

Consumer trends, insights and opportunities  
for food and packaged goods marketers

WEDNESDAY, SEPTEMBER 24, 2008  
Symposium 8 a.m.-2 p.m.  
[ Including breakfast and lunch ]

SPACE  
635 West 42nd Street  
[ between Eleventh and Twelfth Avenues ]  
New York City

RSVP  
by September 12 to 212-993-5295  
or [Settingthetable@rd.com](mailto:Settingthetable@rd.com)

**FOOD & ENTERTAINING** | @RDA  
sharing an appetite for life

INVITE IS NONTRANSFERABLE

## FEATURED SPEAKERS

**Katie Lee Joel:** The author of the bestselling cookbook *The Comfort Table*, a contributor to CBS News' *Early Show* and special food correspondent for NBC's *Extra*, Katie serves on the judges panel on Food Network's *Iron Chef America* and on the Chefs Council of Chefs for Humanity and dedicates time to Les Dames d'Escoffier, an organization that educates and mentors women in the culinary profession.

**Phil Lempert:** For more than 25 years, Phil has been an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, identifying and explaining emerging trends to consumers and some of the most prestigious companies worldwide. Known as The Supermarket Guru®, Phil is the food trends editor and correspondent for NBC's *Today* show, appears monthly on ABC's *The View*, and frequently on *The Oprah Winfrey Show*, *20/20* and many news programs. He is a monthly columnist for *Progressive Grocer* magazine and *Gourmet Retailer* magazine, blogs for *iVillage.com* and *Today.MSNBC.com* and is the author of *Being the Shopper: Understanding the Buyer's Choice*.

**Jim Carroll:** Jim is the author of *Ready, Set, Done: How to Innovate When Faster Is the New Fast* and was recently named by *Business Week* as one of four leading sources for insight on innovation and creativity. A thought leader with unique insight into trends, the future and consumer demand, Jim has provided high-energy keynotes for audiences of up to 3,000, and intimate, detailed strategic-planning insight for CEO and senior management meetings for the last 15 years.



RDA Food & Entertaining Group is the leading multi-platform provider of food, cooking and entertaining content, connecting home cooks with engaging media and community.

