



# Chicago Section IFT the First Section



**Join CSIFT for the June Technical Breakfast Session**

Wednesday, June 19, 2013

7:00—9:30 AM

*Use the FONA Center Entrance*

FONA International, 1900 Averill Road, Geneva IL 60134, 630.578.8431

## Tomorrow's Discovery: Learn and Taste What's in Store



Join members and friends of Chicago Section IFT as we launch our first Technical Session of 2013. FONA International is sponsoring the Breakfast Program.

### Keeping Up with "What's Next" with Pamela Oscarson – Market & Consumer Insight Lead

Keeping up on "what's next" takes time, research, and a keen understanding of how consumer trends move through the industry — and attendance at the right seminar! This session will provide an opportunity to taste, smell, and touch the exotic and rare ingredients you are hearing so much about. You, too, will be able to say, "Why yes, I've tried cupuaçu, and I think..."

Pamela drives FONA's Market and Consumer Insight initiatives including presentation development, category reports and market research, including tracking trends and flavors on FONA's Flavor Radar®. She is also in charge of consumer engagement programs, such as FONA's K.I.D. Network®, which involves panel discussions, focus groups, surveys and tastings with consumers of all ages to learn what motivates their buying decisions and what products and flavors they love. Pamela received a B.A. in marketing from North Central College and an M.B.A. from Aurora University, Aurora, IL.

### Generating New Ideas — Tips and Techniques with Barb Pugesek – Market Manager, Confections

Shedding our deadline-focused roles and tapping into our creative side to come up with new ideas is easier said than done. In this session, we will introduce some basic techniques and tools that we have gained through our experience with creative ideation and concepts, such as lateral thinking. You will return home prepared to brainstorm with your team to generate new ideas about products, processes, or challenges.

Barb leads the market watch, consumer insight and trend analysis efforts for Confections Business Unit. She collaborates with FONA's Product Solutions and Flavor Development teams to incorporate trends and consumer preference into our product development processes. In addition, Barb works closely with FONA's customers, providing them with flavor-related analysis and concept innovation programs.

**To Register:** \$15.00 Members, \$25.00 Non-members—Register at [www.ChicagoIFT.org](http://www.ChicagoIFT.org)

**Questions?** Tracy Cesario, Director of Corporate Communications, FONA International 630.578.8431