Feast for mind, body promises rich menu

Food for Thought to take place April 23-25

Staff report

The opportunity to engage with some of the world's most electric young thinkers, creators and entrepreneurs in the most intimate, personal and delicious way is Food for Thought.

Food for Thought 2013, an annual conference designed to help senior-level managers, marketers, entrepreneurs and creative types explore some of the most unconventional, creative businesses and some of the most unexpected trends and creative thinking around, will be held April 23-25 in Greenville.

Joe Erwin, president of marketing firm Erwin Penland, which presents the event each year, described it as "an immersive, extremely engaging experience involving fewer than 100 people, and often the conversations at dinner or breakfast are just as illuminating as the featured speakers."

The agenda includes sessions designed to impact how attendees view their work, the world and even themselves, including:

» A panel discussion facilitated by innovation thought leader Joseph Jaffe exploring "what's next," featuring some of the most forward-thinking CMOs in the country: Tami Erwin of Verizon Wireless, Seth Farbman of Gap Inc. and Dave Ridley of Southwest Airlines.

» An intentionally discomforting conversation with Yael Cohen, the 25-year-old visionary behind a make-no-apologies charity that fights cancer.

» The amazing story of Jessica Matthews and Julia Silverman, two recent Harvard grads whose startup company, Uncharted Play, created a soccer ball that harnesses energy during play for later use as a portable generator.

» Insights into how leaders can transform their business by communicating in a language that all stakeholders can understand, from "The Chocolate Conversation" author Rose Fass.

» An afternoon of high-revving driving action at the BMW Performance Center.

» The best food you ever ate at a conference — or perhaps anywhere else for that matter — including a an intimate dinner with Chris Hastings, award-winning chef/owner of the acclaimed Hot and Hot Fish Club in Birmingham, Ala.

» A performance by one of America's hottest new bands, Vintage Trouble, an L.A.-based foursome that has toured with the likes of The Who, Bon Jovi, The Cranberries and Lenny Kravitz.

Food For Thought registration includes three days of programming, meals, accommodations at The Westin Poinsett Greenville, transportation to and from all conference events, and much, much more.

The all-inclusive fee is $1,375 for registrations booked by March 13, or $1,575 up to the registration deadline of April 16.

Sponsors for this year's Food for Thought include Table 301 Restaurant Group, The Peace Center for the Performing Arts, DXM Marketing Group and The Westin Poinsett Greenville.

To register or to learn more about Food For Thought, visit www.FoodForThoughtConference.com.

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