

The Cornell Club of Rochester

invites you to a special presentation by

Dr. Debra J. Perosio

Lecturer, Food Industry Management Program, Cornell's College of
Agriculture and Life Sciences

speaking on

"Coke vs. Pepsi, Nabisco vs. Keebler vs. President's Choice..."

Thursday, May 22, 2008

Burgundy Basin, 1361 Marsh Road, Pittsford, NY

5:30 p.m. – Cocktail Reception (cash bar)

6:00 p.m. – Food Tasting and Presentation

7:00 p.m. – Dinner

What You'll Learn

So you think you know your brands? Maybe, maybe not! Join Deb Perosio to find out just how discerning your taste buds are! This will be a fun, interesting and interactive evening. So mark your calendar, cleanse your palette and be ready to put your taste buds to the test while discussing why you are seeing so many store brands on supermarket shelves. Fun and food guaranteed!

About the Speaker

Debra J. Perosio, Ph.D. is a Lecturer in the Food Industry management Program at Cornell University. She received her Bachelors, Masters, and Ph.D. degrees from Cornell University. Before coming to Cornell, Deb had extensive experience working with a myriad of food and agricultural businesses both from a production and management perspective. At Cornell, Deb conducts research and teaches in the areas of food industry management and marketing. She is very focused on working with undergraduate students both from a teaching and advising perspective. Her research interests and publications are in the areas of food retailing trends and perishable marketing and merchandising. Deb is the Director of the Food Marketing Fellows Program and the Curriculum Director for LEAD Summer Institutes, a summer business program for high school minorities. Deb was honored as the 2006 Professor of Merit in the College of Agriculture and Life Sciences. The award recipient is selected by the senior class in the College and is considered prestigious because it is awarded by students.

R. S. V. P.

Please reply by **Wednesday, May 14**. For more information, please contact Gilbert Chan '95 at 585/272-0734 or gac2@cornell.edu.

I/We will attend the Reception, Dinner and Presentation with Dr. Perosio on 5/22.

Beef, Chicken, Fish Entrée Pricing:

_____ Cornell Club of Rochester Member(s) and guest(s) @ \$35/person \$ _____

_____ Non-Member(s) @ \$38/person \$ _____

Please indicate Entree Choice(s) below:

_____ Roast Sirloin of Beef

_____ Stuffed Breast of Chicken

_____ Baked Haddock

All dinners include salad, rolls, dessert and coffee.

Vegetarian Entrée Pricing:

_____ Cornell Club of Rochester Member(s) and guest(s) @ \$28/person \$ _____

_____ Non-Member(s) @ \$31/person \$ _____

Please indicate Entree Choice(s) below:

_____ Penne Rigate

All dinners include salad, rolls, dessert and coffee.

Total Event Reservation Fee \$ _____

Name _____ Class _____

Home Address _____

Phone _____

E-Mail Address _____

Guest(s) _____

Please make event check payable to the *Cornell Club of Rochester* and mail it to:

Gilbert Chan • 87 Woodsmeadow Lane • Rochester, NY 14623

2007-08 Association Membership Dues

	Individual	Couple	
Cornell Class of 2003-2011:	\$10	\$15	\$ _____
Cornell Class of 1963-2002:	\$25	\$30	\$ _____
Cornell Class of 1962 and Prior:	\$15	\$20	\$ _____
Friends of Cornell (non-alumni):	\$10	\$15	\$ _____
Sustaining Membership:	\$250	\$300	\$ _____
Joint Membership in Johnson Club:	\$10 in addition to above dues		\$ _____
Total Membership Dues			\$ _____

Name _____ Class _____

Home Address _____

Phone _____

E-Mail Address _____

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