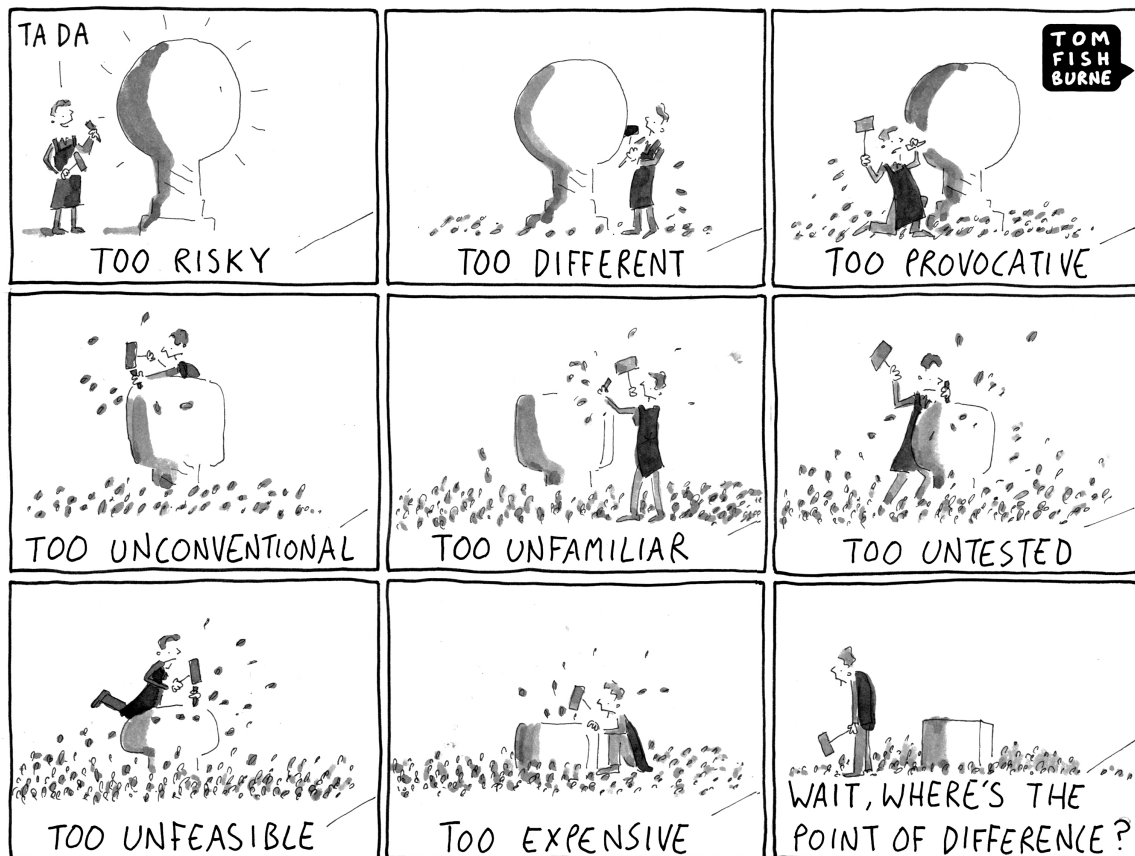




GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

## Cartoonist Tom Fishburne to Speak at GOED Exchange

Food companies and dietary supplement producers are constantly faced with innovation challenges in the omega-3 business. That's why GOED is proud to announce that Tom Fishburne, founder and CEO of Marketoonist, will offer a hands-on workshop on this topic at the GOED Exchange conference, which takes place June 6-8 in Boston, MA. Fishburne started cartooning on the backs of Harvard Business School cases as a student (see example below) and his cartoons have grown by word of mouth to reach 100,000 marketers every week and have been featured by the Wall Street Journal, Fast Company, and the New York Times. Fishburne spent 16 years in marketing and innovation with companies including Method Products, Nestle and General Mills, and he is an expert in presenting on innovation challenges and achievements.



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At the GOED Exchange, Fishburne will talk about how to overcome “innovation pitfalls” and showcase how companies can foster creativity, avoid mediocrity, and create more remarkable innovation. He will shed light on how to transform ideas into new products and frame ways to build a culture that champions creativity and overcomes idea killers.

In the hands-on workshop accompanying his presentation, Fishburne will instruct the audience on the basics of visual note-taking to create ideas for omega-3s. “Our ideas are only as strong as how we communicate them,” said Fishburne, “Yet we often commit ‘idea camouflage,’ neutering our ideas in bullet points and marketing jargon. Visual note-taking is a simple tool that can help unlock creativity, capture insights, form ideas, and share with others. Doodling is the simplest form of prototyping,” he said. “All of us received the same box of crayons in kindergarten, but many of us have forgotten how to draw as adults. “

Fishburne’s presentation is only one of a variety of hot topics in the omega-3 industry that will be covered at the conference. Other highlights of the GOED Exchange include an in-depth look at what’s going on in China, a true debate on safe intakes of omega-3s, advice on how to communicate with consumers, a look at innovative niches for omega-3s, and an out-of-the-box session on marketing challenges.

To see the full agenda and to register for the event, please visit [www.goedexchange.com](http://www.goedexchange.com).

*Note to editors:* High res jpg of Tom Fishburne cartoon available upon request.