



Call for Papers

Society of Sensory Professionals Conference

“Transforming Science into Strategy”

Napa Valley, California

October 27-29, 2010

<http://www.sensorysociety.org/ssp/conference/>

The Society of Sensory Professionals is pleased to announce the 2nd Conference of the Society. This year’s theme is “**Transforming Science to Strategy**” and we are bringing together new and strategic approaches in all aspects of sensory research from product innovation, exploration, and development through marketplace maintenance. In addition, we will have two sessions devoted to “Industry Transforming” research. The Society aims to partner with business professionals and academia across all consumer packaged goods categories to advance the field of sensory evaluation, share knowledge, exchange ideas, and educate members.

The inaugural conference, held in 2008 in Cincinnati, attracted over 350 attendees and was an overwhelming success. In addition to conferences, the Society’s mission is to provide virtual communication, networking, and research tools (Wiki, electronic access to Journal of Sensory Studies and Journal of Texture Studies).

This year’s conference will be held at the Napa Valley Marriott Hotel & Spa, in the heart of wine country. October is the peak of the grape harvest and wine making season in California and is a beautiful time to visit. Napa Valley is a 90 minute drive from three major airports – Sacramento (SMF), San Francisco (SFO), or Oakland (OAK).

We hope that you will enjoy a productive, educational, and professionally rewarding conference that will only be better with your **active** participation. Please come to Napa Valley and help us continue growing this exciting field of sensory science.

Rebecca N. Bleibaum

Todd Renn

2010 Conference Co-Chairs

www.sensorysociety.org



Organizing Committee:

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Tom Carr
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Important dates:

- Submission of Abstracts for Oral and Poster Session begins:
January 4, 2010
- Submission of Abstracts deadline:
April 2, 2010
- Notification of Acceptance of Oral or Poster Presentations:
May 28, 2010
- Deadline for early registration:
August 1, 2010



Symposia Topics

The key theme for all presentations is transforming science to strategy. Presentations should demonstrate the value and application of *Sensory Science in strategic decision making*, including fundamental research with strong strategic implications.

- **Wine, Beer, and Distilled Spirits Industry: Dedication to Morten Meilgaard - Abstracts are welcome for this oral presentation.**

Morten Meilgaard was an early leader in the sensory field. The majority of his career was spent working in the brewing industry where he made significant contributions to the advancement of Sensory Science. Morten developed the Beer Flavor Wheel and was co-author of the book, "*Sensory Evaluation Techniques*". The presentations on this topic should relate to the role of Sensory Science in the Wine, Beer, and Distilled Spirits Industry.

- **Exploratory Front End of Innovation Research - Abstracts are welcome for this oral presentation and poster session.**

Presentations should relate to the role of Sensory Science in the front end of innovation, from idea generation to prototype development. Topics may include:

- New idea generation
- Rapid response methods for moving from concept to in-market
- Sensory methodologies for managing risk

- **Product Development - Abstracts are welcome for this oral presentation and poster session.**

Topics may include the role of Sensory Science in:

- New product development
- Product improvement projects
- Acquisitions
- Working with alternate suppliers
- Cost reduction or containment
- New technologies, enhancements, etc.



- Product Maintenance - **Abstracts are welcome for this oral presentation and poster session.**

Topics may include the role of Sensory Science in:

- Audits
- Plant scale up
- Product quality
- Product and process variability
- Plant variability
- In-market tracking

- Sensory Science's Role in Transforming an Industry - **Abstracts are welcome for this oral presentation and poster session.**

Presentations should address the question, "How has Sensory transformed your industry or what opportunities exist for Sensory to transform your industry?"

- Advancements and Applications in Sensory Science - **Abstracts are welcome for this poster session.**

Topics may include new methods or advancement of existing sensory/consumer research techniques for decision making or applications of science to strategy for specific products and may include:

- Data Collection
- Data Analysis
- Interpretation of Results
- Presentation of Results

Student Awards

Several \$500 awards will be given to outstanding student presentations. The student must be the primary author. Both oral and poster presentations are eligible. Student awards will be judged by the Scientific Committee.



Oral and Poster Presentation Abstract Submission

Abstracts for sessions on Wine, Beer, and Distilled Spirits Industry, Exploratory Front End of Innovation Research, Product Development, Product Maintenance, Sensory Science's Role in Transforming an Industry, and Advancements and Applications in Sensory Science should be submitted electronically at

http://www.sensorysociety.org/ssp/contact/abstract_submission

no later than **April 2, 2010**. A condition of submission is that, if accepted, the paper will be presented at the 2nd Conference of the Society of Sensory Professionals by one of the authors and the presentation will be made available on a members-only area of the web site.

Proposals will be evaluated by members of the scientific and organizing committee for:

- Concurrence with the objectives and themes of the conference
- Originality/novelty and scientific/strategic merit
- Usefulness to the conference participants
- Please note that abstracts that appear to be advertisements for proprietary products or services will not be accepted.

Abstracts must be submitted at

http://www.sensorysociety.org/ssp/contact/abstract_submission

and should be prepared using the following format (see Abstract Sample below):

- Title: Enter the title in all capital letters
- Authors: List authors using first initial and last name; separate authors with a comma
- Affiliations: List each author's affiliation. If authors have different affiliations, number the affiliations as (1), (2), etc., and place the appropriate affiliation number in back of each author's name, e.g. J. Smith (1) and J Doe (2).
- Presenting Author's Name: Give first and last (family) Name
- Contact Information (one person to handle correspondence about this abstract):
 - List the Corresponding author
 - Corresponding author's e-mail
 - Corresponding author's telephone number



- The text of the abstract (300 words or less) should provide the objectives, methods, results, and conclusions, wherever appropriate. All abstracts are expected to include a statement on how the project contributes to implications/applications for decision making. Abstracts that say “research in progress” or “results to be discussed” (i.e. technical research abstracts without stated results, conclusions, or applications) will not be considered. The web-site does allow information to be “copied and pasted” from other sources such as MS Word.
- List the type of presentation desired: oral, poster, or either. If oral presentation is selected, the authors also may choose to designate the topic area.

Note: The authors are responsible for appropriate grammar, spelling, etc. in English, the language of the conference. We are sorry, but no editing assistance can be provided to the authors. Poorly written abstracts (grammar, spelling, or content) will be refused.

Abstracts will be acknowledged electronically within 5 business days with an abstract reference number, which should be used in all further correspondence.

Queries regarding abstracts already submitted

If you do not receive acknowledgement for your abstract submission with an abstract number within 5 days send an e-mail (by April 2) to abstracts@sensorysociety.org including the title of the paper and authors. We will contact you about the abstract.

Abstract Revisions

All abstracts should be checked by authors for accuracy BEFORE submission. If an error is found that requires a revision, a revision can be made once, by e-mailing the revised abstract, with the phrase “revision submission: Abstract # XXXX” in the subject line to abstracts@sensorysociety.org with the abstract attached. Any revision must be received before April 2, 2010.

Language

The language of the symposium will be English.



ABSTRACT SAMPLE ONLY

(Abstract information must be entered directly onto the web-site)

REPEATED TESTING AND RINSING REGIMENS FOR TOOTHPASTES

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Abstract Body (300 word maximum)

The impact of chemesthetic ingredients on repeated assessment and discrimination of oral cooling and burn from mentholated food products has not been demonstrated in published literature. Two studies were conducted in which descriptive sensory analysis was used to 1) determine the impact of rinsing on residual cooling from strongly mentholated toothpaste and 2) illustrate the effect of repeated testing and interstimulus delay on discrimination and repeatability of three commercially available mint-flavored toothpastes in a single session. Panelists brushed their teeth for 30 seconds according to a standardized technique and evaluated residual cooling and burn. Rinsing with crackers and water significantly increased the decay slope and demonstrated the potential to reduce the time needed to reach a negligible score. In the second experiment, samples were evaluated daily according to a Latin square design and with four interstimulus delays (4, 8, 16, and 24 minutes). Discrimination of oral cooling was more consistent with longer interstimulus delays, but even with a 24-minute regimen, oral burn sometimes demonstrated slight, but significant, sensitization, a carry-over effect. These results suggest that testing toothpaste products, and perhaps other products with high levels of cooling, requires considerable time between testing, which limits the number of samples that can be tested in a single session. This study shows that resources (e.g. time, money) needed to conduct appropriate studies on mentholated products may be comparatively higher to obtain the most accurate information for decision making.

Presentation Preference: Either (oral or poster)

(Note: In this example, although the authors indicated an interest in either oral or poster, the topic is suitable only for the poster session and would be considered for that session only).