



Presents . . .

“Transforming Science into Strategy”

October 27-29, 2010

Napa Valley Marriott Hotel & Spa

3425 Solano Avenue, Napa, California 94558

The Society of Sensory Professionals is pleased to announce the 2nd Conference of the Society, which will bring together new and strategic approaches in all aspects of sensory research from product innovation, exploration, and development through marketplace maintenance. The Society's objective is 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.

Anticipated Attendance

Over 300 Top Level Industry Leaders

Sensory Professionals from Fortune 500 Companies

Educators from Top North American Academic Sensory Science Programs

Symposia Highlights

- Networking & Professional Development Activities
- Keynote Speakers from Global Business and Academia
- Peer Reviewed Scientific Presentations - *Submissions due April 2, 2010**
- Supplier & Exhibitor Booths
- **Gala Dinner** - Culinary Institute of America at Greystone in St. Helena

Advancements in Sensory Science - Topic Areas

- Front End of Innovation Research
- Rapid Response Methods
- Moving from Concept to In-Market Product
- Managing Risk in Decision Making
- New Product Development
- Product Maintenance on the Shelf
- Pilot Plant to Plant Scale Up to Launch
- Advancements in Sensory Methods
- Advancements in Applications of Sensory Science
- Internships, Mentoring, and Education of the Sensory Professional

Who Should Attend?

- Beginning, Intermediate, and Advanced Sensory Science Professionals
- Advanced level students of Sensory and Consumer Science
- Consumer Insights & Marketing Research Professionals
- Research Professionals Across All Consumer Packaged Goods Categories

IMPORTANT DATES

** Notification of Acceptance of Papers – May 28, 2010*

Early Registration Deadline – August 1, 2010

For further information please visit www.sensorysociety.org

Wednesday October 27 th		Thursday October 28 th		Friday October 29 th	
AM	PM	AM	PM	AM	PM

Wednesday, October 27th, 2010

<i>NETWORKING LUNCH</i>	12:00 – 1:15 pm
Keynote Speakers	
From Mumbai To Milwaukee: How The Consumer Defines Your Success <i>Marcia Young – Vice President - Global Head Consumer Science, Cadbury Plc</i>	1:15 to 1:45 pm
Jean-Xavier Guinard – Global Academic Perspective Associate Vice Provost for International Programs and Professor, UC Davis	1:45 to 2:15 pm
<i>* Networking Break --- Exhibit Booths & Posters *</i>	2:15 – 2:45 pm
Professional Development Activities - Interactive Group Sessions	2:45 - 4:00 pm
Wine, Beer, and Distilled Spirits Industry (<i>Dedication to M. Meilgaard</i>) In honor of Morten Meilgaard, an early leader in the sensory field, topics will be presented on the role of Sensory Science in the Wine, Beer and Distilled Sprits Industry.	4:00 – 5:15 pm
Social Networking & Sensory Tastings – Yountville Community Center, Heritage Room	5:30 - 7:30 pm

Thursday, October 28th, 2010

<i>* Continental Breakfast *</i>	6:30 - 8:00 am
Exploratory, Front End of Innovation, & Rapid Methodology The role of Sensory Science in the front end of innovation, from idea generation to prototype development, including: (1) new idea generation, (2) rapid response methods for moving from concept to in-market and (3) sensory methodologies for managing risk	8:00 - 9:30 am
<i>* Beverage Break --- Exhibit Booths & Posters *</i>	9:30 - 10:30 am
Innovations in New Product Development, Product Improvements How can Sensory Science facilitate new product development and product improvements? How can it be used for acquisitions, working with alternate suppliers, new technologies/enhancements or cost reduction/containment?	10:30 - 12:00
<i>* Networking Lunch *-</i>	12:00 - 1:30 pm
Marketplace Maintenance, Retail Audits, Marketing Mix The role of Sensory Science in audits, plant scale up, product quality, product & process variability and in-market tracking.	1:30 - 3:00 pm
<i>* Beverage & Snack Break --- Exhibit Booths & Posters *</i>	3:00 - 4:00 pm
Sensory Science's Role in Transforming an Industry <i>"How has sensory transformed / opportunities for sensory to transform your industry?"</i>	4:00 – 5:30 pm
GALA DINNER – Culinary Institute of America at Greystone, St. Helena <i>CIA Bookstore to remain open; 10% discount for SSP attendees</i>	7:00 – 9:30 pm

For further information please visit www.sensorysociety.org

Friday, October 29th, 2010

--- Continental Breakfast ---	7:00 - 8:30 am
The Olive Oil Challenge – Sensory Science’s Role in Transforming an Industry ●8:30 – Herbert Stone, PhD, Senior Advisor, Tragon Corporation ●9:00 – ●9:30 to 10:00 – Tasting and Discussion - How to make the research come to life	8:30 – 10:00 am
* Beverage Break – Review of professional development activities *	10:00 - 10:30 am
Professional Development & Academic/Business Partnering Internships & Mentoring (each speaker will have 20 minutes) • Doug Holt, PhD, Dr Pepper Snapple Group, Chemistry and Sensory Science • Pam Hartwig, Nestlé Infant Nutrition, Sensory & Consumer Insights <i>Recap and Feedback Discussion of Professional Development Activities from Wednesday Career Coaching Ideas</i>	10:30 – 11:30 am
“Transforming Science to Strategy” Valerie Hall Anderson - Business Perspective Director, Product Guidance and Innovation	11:30 - 12:00 pm
--- Conference Closing ---	12:00

CONFERENCE VENUE:

The conference will be held in the heart of California wine country at the

Napa Valley **Marriott Hotel & Spa**

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).

This is a busy time of year in Napa Valley so rooms will go quickly! **Reserve your room now at our special conference rate** by following the conference links on our website: www.sensorysociety.org

The SSP conference will be preceded by the ASTM International E-18 meeting which will be held in the same venue from Monday, October 25 and Tuesday, October 26.

For details of the ASTM conference, visit www.astm.org.

Organizing Committee:

Co-Chairs

Rebecca Bleibaum & Todd Renn

Laure Blauvelt	Jean-Xavier Guinard
Howard Schutz	Cristina de La Presa Owens
Edgar Chambers	Kay McNeill
Chelsea Hertlein	Clara Tao
Christie Hoyer	Linda Williams
Jane Robichaud	Lisa Willis
Sharon McEvoy	Mona Wolf
Greg Willis	

Exhibitors & Sponsors:

Contact: Mona Wolf

mwolf@wolfgrp.com

Conference Registration: before August 1, 2010

Members \$600

Non-members \$795

Students \$250

Conference fee includes; Wednesday lunch, Social Hour, Thursday breakfast, Thursday lunch, Thursday Gala Dinner at CIA & bus transportation, and Friday breakfast, along with snack breaks each morning and afternoon during the conference.

Note: 2010 annual membership dues are \$75 (\$35 for students). Membership includes free subscription to The Journal of Sensory Studies and complimentary online access to The Journal of Texture Studies

You can become a member of the Society of Sensory Professionals at <http://www.sensorysociety.org>