

SOCIETY OF SENSORY PROFESSIONALS

What Are We Up To?
Sensory for Non-Food Committee's Progress Through 2018

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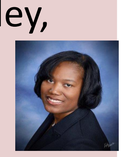
Career Facilitation and Inspiration

Current Leader	Elizabeth Henley, P&G 
Objective	Increase awareness and/or **interest of non-food areas and sensory career opportunities**
Target Audience	• Sensory students • Students in non-food fields (e.g. packaging science, cosmetic science) • Sensory professionals unfamiliar with non-food
Current Members	• Dr. Kadri Koppel, Kansas State • Bethia Margoshes, Margoshes-Miller Consulting • Gaewalin Ricklefs, L'Oreal • Lee Stapleton, Sensory Spectrum • Kelly Van Haren, P&G
Goals and related activities	✓ Recruit non-food case studies for **SSP Regional/Conf.** ✓ **Develop Non-Food Sensory specific lecture and present** to various sensory classes ✓ **Compile list** of companies w/non-food sensory • Understand **barriers** to non-food (interviews, surveys, etc.) and propose solutions • Set up **shadowing days/tours** with sensory scientists • Populate **SSP LinkedIn** w/non-food articles • Provide **datasets/work problems** for sensory classes • Increase **Sensory field awareness in other science fields** e.g. chemistry, bio, psychology, marketing classes ✓ **Completed items**
Next Steps	• Expand number of universities for non-food lectures • Continue to work on delivering remaining goals

Research Collaboration

Current Leader	Dr. Alex Grygorczyk, Vineland Research 
Objective	Facilitate **new non-food research collaborations and publications**
Target Audience	Academia & industry interested in creating publically available non-food sensory research
Current Members	• John Castura, Compusense • Adrianne Johnson, Mane • Emeline Mace, Curion Insights • Rhoda Makled, Curion Insights
Goals and related activities	✓ Establish a **baseline of the current rate of publications/presentations on non-food** against which to compare the impact of the non-food committee ✓ Understand **barriers to non-food research** ✓ Identify **projects** for non-food industry collaboration • Help identify **funding** through partnership with industries & sensory organizations (scholarships, grants, projects etc.) • Understand feasibility of **publishing more industry-sponsored research** ✓ **Completed items**
Next Steps	Seeking researchers/industry interested in collaborating on non-food research projects (talk to us to find out more!).

Industry Expansion

Current Leader	Andrea Cummings, P&G 
Objective	Increase **awareness & use of sensory science** in fields not or under-utilizing sensory
Target Audience	Industry & trade organizations, • Hospitality (Restaurant, Hotels) • Autos • Electronics • Apparel & Shoes
Current Members	• Avishan Aamanat – The Institute for Sensory Research • Jennifer Bernat – FDA • Caryn Crawford – Curion • Mike McGinley – Five Senses • Linda Papadaopoulos – LP & Associates • Rena Shifren – ProSense Consumer Research Center
Goals and related activities	✓ Create a **sensing survey** to determine interest in SSP ✓ **Collaborate** with ASTM to ensure communication of goals and leverage synergies ✓ Attend/present at relevant **conferences** ✓ **Identify** target industries and professional organizations, meet with key contacts ✓ Includes textiles, medical devices and sensory marketing • Create **onboarding** with relevant case studies • Ultimately**, expand SSP Membership/conf. participation** of these fields ✓ **Completed items**
Next Steps	Attend/present at relevant conferences Incentivize use of sensory (arrange free/discounted consultancy or projects)

Interested in getting involved? Here are three ways, that you can help:

- ❑ Sign up for a subcommittee—Forms are here!
- ❑ Present the Non-food Sensory lecture at a school or conference (we have the presentation ready)
- ❑ Get involved and publish research (Journal of Sensory Studies; Deadline for Submission-Dec 31, 2018)