

Managing Complexity

To Drive Clarity

**DETAILED
CONFERENCE
PROGRAM**

SOCIETY OF
SENSORY
PROFESSIONALS



**Jersey City, New Jersey
October 10-12, 2012**

Come join us in Jersey!

The Society of Sensory Professionals is pleased to announce its 3rd Technical and Professional Conference. This conference will aim to continue the SSP mission that partners business professionals and academia across all consumer packaged goods categories to advance the field of sensory evaluation, share knowledge, exchange ideas, and educate members.

This year's theme "Managing Complexity to Drive Clarity" is designed to bring together new and strategic approaches in all aspects of sensory research that supports product development through product maintenance.

This year's conference will be held at the Westin Hotel Jersey City, which has a breathtaking view of the New York City skyline and easy access to New York's theaters, museums and other cultural attractions. The gala will be aboard a luxury yacht sailing the Hudson and East Rivers to celebrate different vistas of the New York skyline and bridges.

We hope that you will enjoy a productive, educational, and professionally rewarding conference and help us continue to grow this exciting field of sensory science.



Managing Complexity to Drive Clarity

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Conference Program

WEDNESDAY, OCTOBER 10, 2012

7:30 am – 3:30 pm

Registration

9:00 – 9:45 am

Opening Ceremonies

Keynote Address: Ira Flatow Host of Science Friday, NPR
(National Public Radio)
"Science Is Sexy"

9:45 – 10:15 am

Break

10:15 – 10:45 am

ASTM-SSP Collaboration Presentation:

Rebecca Bleibum, *Tragon Corporation, Current Chair, Committee E-18 on Sensory Evaluation* and Donya Germain, *ACCE, Chair-Elect*

10:45 – 11:15 am

Speaker 1: Naomi Henderson, RIVA

11:15 am – 12:00 pm

Speaker 2: Tommy McCall, Infographics,
Founder & CEO, Infographics.com

"Information Visualization: Telling Stories through Data"

12:00 – 1:00 pm

Lunch Break

1:00 pm – 3:00 pm

Taking the Complexity out of Communicating Sensory Data

Joint Session of the Society of Sensory Professionals and the Sensometric Society, Chairs at SSP Jersey City – Jean A. McEwan and Richard Popper

Planning Research that
Accounts for Business
and Statistical Risks

Jeannine Dzuroska and
B. Thomas Carr

Communicating Results
from Temporal Sensory
Studies

John Castura, B.
Thomas Carr, Sarah V.
Kirkmeyer, and
Suzanne Pecore

What's the Story?
Presenting Compelling
Sensory Data

Linda Flammer, Olivier
Lescop, Victoire Aubry
and Tom Pastre

Exhibits Open

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General Conference Program

WEDNESDAY, OCTOBER 10, 2012 (Cont.)

1:00 – 3:00 pm

Open Discussion Salons

Regional SSP
Discussion

Driving for Insights –
What is an Insight

Paradigm Shift: From
Order Taker to Business
Partner

3:00 pm

End of Day 1: Enjoy NYC

THURSDAY, OCTOBER 11, 2012

7:30 – 8:30 am

Continental Breakfast

8:30 – 9:30 am

Technical Session 1: Beyond Hedonics New and advanced techniques to understand consumer acceptance

Moderators: Natalie Stoer & Ale Munoz

Exhibits Open

- 8:30 - **Measuring Consumer Wellness Associated with Food** — S. King¹, J. Sainsbury¹, H. Meiselman², J. Snow³, M. Gillette¹, and D. McCafferty¹, ¹*McCormick & Co., Inc.*, ²*Herb Meiselman Consulting*, ³*Tai Sophia Institute*
- 8:50 - **Spark the Senses to Deliver Benefits Beyond Hedonics** — G. Stucky, *InsightsNow, Inc.*
- 9:10 - **Innovative Consumer Research Method to Provide Early and Holistic Product Formulation Guidance** — V. Mialon¹, C. Barnagaud², and E. Joslin², ¹*MMR Research Worldwide Inc.*, ²*MR Research Worldwide Ltd.*

9:30 – 10:30 am

Poster Session 1 and Break

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General Conference Program

THURSDAY, OCTOBER 11, 2012 (Cont.)

10:30 am – 12:00 pm	Exhibits Open	<p>Technical Session 2: Analytical Sensory Enhancements New approaches in Analytical Sensory testing Moderators: Jeehyun Lee and Marianne Swaney-Stueve</p> <ul style="list-style-type: none"> • 10:30 - Understanding Flavor Complexity: What Individual Attributes Can't Tell— E. Chambers IV, <i>Sensory Analysis Center</i>, M. Wolf, <i>Wolf Sensory</i>, and G. Civille, <i>Sensory Spectrum</i> • 10:50 - Image-Based Profiling for Product Improvement And Optimization — G. Ricklefs, <i>Kraft Foods</i> • 11:10 - The Search for the Golden Tongue – Understanding Differences in Taste Acuity for Product Developers — J. Pool¹ and A. Williams¹, <i>Frito-Lay North America (PepsiCo)</i> • 11:30 - Measuring CPG Variability for Improved Product Matching — L. Stapleton¹, C. Dus¹, and J. Seltsam¹, <i>Sensory Spectrum, Inc.</i>
12:00 – 1:30 pm		Lunch Break
12:00 – 1:30 pm		Student Event
1:30 – 3:00 pm		Exhibits Open
3:00 – 4:00 pm	Poster Session 2 and Break	

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THURSDAY, OCTOBER 11, 2012 (Cont.)

4:00– 5:00 pm

Exhibits Open

Technical Session 3: Outside the Lab Innovative voice of the consumer approaches

Moderators: Alexa Williams and Lori Kruse

- 4:00 - **Product Landscaping the Bayesian Way: Uncovering the Evaluative Dimensions of Consumer Dominance Data** — M. Nestrud¹, M. Wedel², and S. Cohen¹, ¹*in4mation insights*, ²*Robert H. Smith School of Business*
- 4:20 - **Leveraging "Glocal" Consumers To Accelerate Innovation At The Front End** — J. Gogerty¹, S. James¹, J. Dalton¹, and S. Guerra-Vega¹, ¹*Reckitt Benckiser, Surface Care & Germ Protection R&D*
- 4:40 - **Using Visual Social Media Platforms to Fuel Innovation: Harnessing the Pinterest Factor for Qualitative Research** — D. Hall, *Research Vibe, LLC*, and M. Baldwin, *Frank N. Magid Associates*

6:00 pm

Evening Gala Dinner Cruise around Manhattan

FRIDAY, OCTOBER 12, 2012

Continental Breakfast

8:30 – 9:30 am

Professional Development Interactive Activity

9:30 – 10:00 am

Summary of Salons

10:30 – 11:15 am

**Professional Development: Managing Complexity in our Careers
– 2 Stories:**

John E. Hayes, Sensory Evaluation Center, Dept. of Food Science, The Pennsylvania State University, and Marianne Swayne-Stueve, Sensory & Consumer Research Center, Kansas State University

11:15 am –
12:00 pm

Closing Speaker:

John McIntyre, Ph.D., SVP R&D Global Beverages, PepsiCo

12:00 pm

Conference Ends

Exhibits Open

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KEY INFORMATION

Conference Dates:

October 10-12, 2012

Location:

The Westin Jersey City Newport

To Register, log into:

www.sensorysociety.org

Conference Chairs:

Gail Vance Civile

Clare Dus

Scientific Committee Chairs:

Carla Kuesten

Michael Nestrud

Natalie Stoer

**GALA DINNER CRUISE – Thursday, October 11 @
6:00pm**

New York City by Private Yacht



SEE YOU IN JERSEY!