SOCIETY OF SENSORY PROFESSIONALS

Join, Connect, Grow
Benefits

The field of sensory science is rapidly advancing. SSP is the premier nonprofit group created to advance the field of sensory evaluation, including consumer research, and the work of sensory professionals by sharing best practices, exchanging innovative ideas, and mentoring and educating members.

As an SSP member, you can take advantage of many benefits, including:

• Access to conference presentations
• Network with industry leaders
• Form student and new professional relationships with professional industry members through the SSP Connectors program
• Interactive membership with Virtual/Regional meetings to stay connected with members and sensory topics year-round
• Attend conferences at an exclusive member rate
• Expand your knowledge through training and educational courses
• Access key publications (Journal of Sensory Studies and Journal of Texture Studies)
• Search members-only job postings
• Contribute content directly to the Sensory Wiki
• And more!

Becoming a member of SSP allows you to network, access quality publications, interact with leading experts, and have a forum to exchange ideas and share your innovative thinking. Be a leader in this advancing science—become a member today! Join online at sensorysociety.org.
Achievements

The Society of Sensory Professionals (SSP), established for 7 years, has achieved several significant milestones:

- Four successful conferences (Cincinnati, OH; Napa, CA; Jersey City, NJ; Tucson, AZ)
- Virtual/Regional meetings to foster a space for learning, advancing the science, and networking
- Expansion of the Virtual/Regional concept to include remote members
- Joined consortium of technical organizations to share resources of experienced Scientific Society staff
- Strong focus on sensory science as well as professional development, providing a truly unique offering in the Sensory Community
- Journal of Sensory Studies designated as official journal of the Society
- Encouragement of student membership and growth through providing scholarships and discounted membership rates
- Incremental membership growth, reaching over 600 members in the last year
- Key programs in active phases of development to bring more value to members

Volunteer Opportunities

As SSP continues to grow, a broad range of exciting volunteer opportunities exist:

1) **Regional Meetings** – Whether you’re looking to host a new region, partner with an existing region, or help develop content for upcoming regional meetings, we would love to have you. While we encourage participation in regions, SSP also welcomes remote member call-ins for those not located near a larger population of SSP members. Access to Regional Meetings is a resource available to all SSP members.

2) **Outreach to Government Agencies** – Developing a framework for the outreach of SSP to various government and regulatory agencies that would benefit from the use of sensory science to advance their agency objectives. SSP Chair Jason Newlon will be leading this effort to first form the committee and then to brainstorm how to define the need, how SSP can help fill that need, and then begin implementation.

3) **Professional Development Committee** – Designing a membership survey to learn more about SSP members and their areas of experience and interest. Additionally, the committee is supporting the 2016 conference planning by generating ideas for session topics and activities for the conference. We welcome additional members and ideas from all.

4) **Strategic Planning Committee** – Continuing development of the SSP Connectors program to provide an avenue for SSP members to grow their networks and support their career development. As the project continues to expand, volunteer opportunities include 1) helping establish the backbone of the program through survey and database development, 2) managing ongoing connections using the database, and 3) facilitating small group programs (e.g., journal article discussions).

5) **Communication and Membership Committee** – Looking to expand the number of communication contact points between the society and its members. Volunteer opportunities exist to help grow the content on the SSP Website, sharing discussion topics on the SSP LinkedIn site, and providing input on content and formatting of the newsletter. We’re always looking for new ideas and ways to increase communication and networking among members; new ideas and members are always welcome.
Society Mission

*To advance the field of sensory evaluation, including consumer research, and the role/work of sensory professionals, for the purpose of sharing knowledge, exchanging ideas, and mentoring and educating its members.*

Future SSP Events

Stay connected with SSP through checking out the SSP website and LinkedIn page for updates on upcoming conferences, events, and meetings.

**October 2015** – Virtual/Regional Meeting

**Spring 2016** – Virtual/Regional Meeting

**October 26-28, 2016** – SSP Conference in Atlanta, GA