

# “Creating the Future”

November 5-7, 2008

**Cincinnati Marriott at RiverCenter**  
10 West RiverCenter Boulevard, Covington,  
Kentucky 41011 USA

## Conference Program

Wednesday November 5 <sup>th</sup>		Thursday November 6 <sup>th</sup>		Friday November 7 <sup>th</sup>	
AM	PM	AM	PM	AM	PM

Wednesday, November 5, 2008	Time
<b>LUNCH</b>	12:00
<b>Keynote - Sensory Science from the Ground Up</b>	12:20 - 12:30
Howard Schutz, University of California, Davis	12:30 - 12:50
Bob Baron, Mars Snackfood US	12:50 - 1:10
Nancy Eicher, Food Perspectives	1:10 - 1:30
Summary by Edgar Chambers IV, Kansas State University	1:30 - 1:45
Break	1:45 - 2:15
<b>Panel Discussion: On being a Sensory Professional</b> <i>moderator - Edgar Chambers IV, Kansas State University</i> Lori Rothman – Kraft Chris Findlay – Compusense Tom Carr - Carr Consulting Pieter Punter - OP&P Product Research, NL	2:15 - 3:15
Break / Poster Session	3:15 - 3:45
<b>Town Hall Meeting: The State of the Sensory World</b> <i>moderators:</i> Bethia Margoshes, Procter & Gamble and Clare Dus, Sensory Spectrum	3:45 - 5:00
<b>Open Discussion on State of Sensory Science</b>	5:00 - 6:00

<http://sensorysociety.org/>

Thursday, November 6, 2008	Time
<b>Designing the Successful Product</b> 8:00 - <i>Bridging the Gap between R&amp;D and Marketing: The Ideal Profile Method.</i> Pieter Punter, OP&P Product Research, NL 8:30 - <i>Assessment of Product-Concept Fit Using Free Association Profiling.</i> presenter Lori Kruse, Insights Now 9:00 - <i>Application of Belief Rule-Based Methodology to Map Consumer Preferences and Set Product Targets.</i> Liam Chatton, Aromco, UK	8:00 - 9:30
Break & Poster Session 1	9:30 - 10:30
<b>Innovative Measurement and Analysis</b> 10:30 - <i>A Comparison of Sorting and Nappe Analyses by Multidimensional Scaling and Multifactor Analysis.</i> Harry Lawless, Cornell University 11:00 - <i>Application of Consumer Ideal Point Mapping to a 3-Factor Experimental Design and its Graphical Representation.</i> Jean-François Meullenet, University of Arkansas 11:30 - <i>Using Orthonasal Aroma Evaluation to Predict Consumer Liking.</i> Christopher Simons, Givaudan	10:30 - 12:00
Lunch	12:00 - 1:30
<b>New Directions in Descriptive Analysis</b> 1:30 - <i>The Sensobase Fairy Tale.</i> Pascal Schlich, CESC, INRA, France 2:00 - <i>Adjusting Texture Scale References For Asian Markets</i> Alicia Jenkins, Kansas State University 2:30 - <i>Intrinsic Motivation of Trained Panels.</i> Veronika Jones, Fonterra, NZ and Candi Rathjen-Nowak, General Mills	1:30 - 3:00
Break & Poster Session 2	3:00 - 4:00
<b>Beyond Traditional Hedonic Assessments</b> 4:00 - <i>Response Time: Does It add Information to Acceptance.</i> Delores Chambers, Kansas State University 4:30 - <i>An Approach to Integrate Long Term Behavioral Measures to Identify Opportunities for New Products.</i> Ratapol Teratanavat, Altria 5:00 - <i>Bridging Hedonic and Cognitive Performance in Food and Health and Beauty Aid (HBA) Products.</i> Dulce Paredes, Avon Products	4:00 - 5:30
<b>GALA DINNER</b>	7:00
Friday, November 7, 2008	
Time	
<b>Mentoring, Training, and Networking</b> <i>University Programs.</i> Rebecca Bleibaum, Tragon <i>Courses, Consultants and Organizations.</i> Alejandra Munoz, IRIS <i>Career Development / Mentoring.</i> Shelly Melroe, General Mills <i>What we need to grow and develop.</i> Gail Vance Civile, Sensory Spectrum	8:00 - 10:15
Break	10:15 - 10:45
<b>Importance of Sensory to the Business</b> Sharon Mitchell, R&D Senior President, Global Fabric Care, Procter & Gamble	10:45 - 11:30
<b>Conference Closing</b>	