

THE SOCIETY OF SENSORY PROFESSIONALS

PRESENTS

"Transforming Science to Strategy"

October 27 - 29, 2010

WEDNESDAY, OCTOBER 27

REGISTRATION <i>Grand Foyer</i>	8:00 - 5:00
NETWORKING LUNCH <i>Pool Patio</i>	12:00 - 1:15
WELCOME TO NAPA VALLEY & INTRODUCTIONS <i>Grand Ballroom</i> Moderators: Rebecca N. Bleibaum & Todd Renn, Conference Co-Chairs	
KEYNOTE SPEAKERS From Mumbai to Milwaukee: How the Consumer Defines Your Success Marcia Young, <i>Global Head Consumer Science, Kraft Foods</i> Sensory Methodological Developments & Industry Partnering Jean-Xavier Guinard, <i>Associate Vice Provost for International Programs and Professor, UC Davis</i>	1:15 - 1:45 1:45 - 2:15
NETWORKING BREAK – EXHIBIT BOOTHS <i>Vintner's Ballroom</i>	2:15 - 2:45
PROFESSIONAL DEVELOPMENT ACTIVITIES – INTERACTIVE GROUP SESSIONS <i>Napa Ballroom and Grand Ballroom</i> Moderators: Bethia Margoshes & Richard Popper	2:45 - 4:00
SENSORY APPROACHES TO WINE, BEER & DISTILLED SPIRITS <i>Grand Ballroom</i> In honor of Morten Meilgaard, an early leader in the sensory field. Introduction by Tom Carr / Moderators: Isabelle Lesschaeve & John Hayes 4:00 A Case Study: How Consumer Insights Drove the Successful Launch of a New Red Wine L. Blauvelt, <i>E&J Gallo Winery</i> 4:25 Delivering Great Cocktails Through Full Serve Testing J. McEwan, <i>Diageo Innovation UK</i> ; J. McLean, <i>Diageo Innovation USA</i> 4:50 Drinking From a Pool of Words: Use of a Master Lexicon for Evaluation of Spirits Categories J. Seltsam, L. Stapleton, <i>Sensory Spectrum</i>	4:00 - 5:15
SOCIAL NETWORKING & SENSORY TASTINGS <i>Yountville Community Center, Heritage Room</i>	6:00 - 7:30

THURSDAY, OCTOBER 28

CONTINENTAL BREAKFAST <i>Grand Foyer</i>	6:30 - 8:00am
<p>EXPLORATORY, FRONT END OF INNOVATION, & RAPID METHODOLOGY <i>Grand Ballroom</i> Moderators: Carla Kuesten & Alexa Williams</p> <p>8:00 Use of Consumer Advisory Groups to Incorporate the Consumer Voice in Everyday Decision Making N. Lynch Peper, D. Creighton, <i>McCormick & Company, Inc.</i></p> <p>8:30 Nuances: Using Snap Judgements to Make the Right Decision J. Heylman, N. Keeler, J. Seltsam, <i>Sensory Spectrum</i></p> <p>9:00 Principles and Applications of Perceptual Mapping Techniques in Culinary Research and Menu Development C.R. Loss, <i>The Culinary Institute of America</i>; M. Nestrud, <i>Department of Food Science, Cornell</i></p>	8:00 - 9:30am
<p>BEVERAGE & SNACK BREAK – EXHIBIT BOOTHS <i>Vintner's Ballroom</i> SCIENTIFIC POSTERS <i>Napa Valley Ballroom</i></p>	9:30 - 10:30am
<p>INNOVATIONS IN NEW PRODUCT DEVELOPMENT, PRODUCT IMPROVEMENTS <i>Grand Ballroom</i> Moderators: Ale Munoz & Pat Cherdchu</p> <p>10:30 Using a Consumer-Driven Rapid Product Navigation Process to Develop An Optimal Product J. Lewis, R. Teratanavat, M. Jeltema, <i>Altria Client Services, Inc.</i>; J. Beckley, <i>The Understanding & Insight Group</i></p> <p>11:00 Focused Guidance Groups: A Qualitative/Quantitative Approach for Product Development Guidance A. Hottenstein, D. Creighton, S. King, <i>McCormick & Company, Inc.</i></p> <p>11:30 To Brand or Not to Brand in Product Guidance Testing; When to Add Brand to Category Appraisal L. Povolny, N. Stoer, <i>General Mills, Inc.</i></p>	10:30 - 12:00
NETWORKING LUNCH <i>Pool Patio</i>	12:00 - 1:30
<p>STRATEGIES IN MAXIMIZING PRODUCT DESIGN <i>Grand Ballroom</i> Moderators: Harry Lawless & Terry Work</p> <p>1:30 Consumer-Based Optimization of Juice Blends Using the ABCD Mixture Design Model L. Rice, R. Threlfell, and J.F. Meullenet, <i>University of Arkansas, Fayetteville</i></p> <p>2:00 Comparison of 3 Discrimination Methods to Maximize Confidence in Internal Difference Decisions J. Pool, G. Williams, A. Williams, <i>Frito-Lay</i>; B.T. Carr, <i>Tom Carr Consulting</i></p> <p>2:30 Can the Consumers Express Their Needs? Use of Ideal Profiles to Understand and Validate What Is in the Consumer's Mind T. Worch, <i>OP&P Product Research, Netherlands and Agrocampus, Ouest, France</i>; S. Lé, J. Pagés, <i>Agrocampus, Ouest, France</i>; P. Punter, <i>OP&P Product Research, Netherlands</i></p>	1:30 - 3:00
<p>BEVERAGE & SNACK BREAK – EXHIBIT BOOTHS <i>Vintner's Ballroom</i> SCIENTIFIC POSTERS <i>Napa Valley Ballroom</i></p>	3:00 - 4:00

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<p>STRATEGIES FOR DEVELOPING A PRODUCT PORTFOLIO <i>Grand Ballroom</i> Moderators: Joe Herskovic & Jason Newlon</p> <p>4:00 An Alternative Approach for Selecting the Optimum Product Portfolio Using Placement in Consideration Set and Preference Ranking R. Teratanavat, J. Mwai, M. Jeltema, <i>Altria Client Services, Inc.</i></p> <p>4:30 Validating a Graph Theoretic Approach to Sensory Science Problems M.A. Nestrud, H.T. Lawless, <i>Department of Food Science, Cornell University</i>; J.M. Ennis, C.M. Fayle, D.M. Ennis, <i>The Institute for Perception</i></p> <p>5:00 Addressing the Challenges of Developing Novel Flavors for Health and Wellness S.V. Kirkmeyer, E. Melsby, C.E. Fritz, J.C. Parcon, R. Mansencal, C. Simons, <i>Givaudan Flavors Corp.</i>; C.E. Fritz, <i>Fritz Consulting</i></p>	<p>4:00 - 5:30</p>
<p>GALA DINNER <i>Greystone, Culinary Institute of America, St. Helena</i> CIA Bookstore to remain open; 10% discount for SSP attendees</p>	<p>7:00 - 9:30</p>

FRIDAY, OCTOBER 29

<p>CONTINENTAL BREAKFAST <i>Grand Foyer</i></p>	<p>7:00 - 8:30am</p>
<p>SENSORY SCIENCE'S ROLE IN TRANSFORMING INDUSTRIES <i>Grand Ballroom</i></p> <p>Moderators: Rebecca N. Bleibaum & Sharon McEvoy</p> <p>The Olive Oil Challenge Herbert Stone, Ph.D., <i>Senior Advisor, Tragon Corporation</i></p> <p>TRACK 1 : Panel Discussion - Linking Grade Standards, Sensory Science, and Consumer Behavior <i>Grand Ballroom</i> Herbert Stone, Ph.D., <i>Senior Advisor, Tragon Corporation</i> Carol Kelly, Ph.D., <i>USDC NOAA Fisheries, Fishery Products Grade Standards</i> Edgar Chambers IV, Ph.D., <i>Kansas State University, Grain Grade Standards</i> Tanya Dillon, <i>Assistant Regional Director, USDA, Processed Fruits and Vegetables Programs</i></p> <p>TRACK 2 : Professional Development Activities <i>Napa Valley Ballroom</i> Moderators: Bethia Margoshes & Richard Popper</p>	<p>8:30 - 9:00am</p> <p>9:00 - 10:00am</p> <p>9:00 - 10:00am</p>
<p>BEVERAGE BREAK – EXHIBIT BOOTHS <i>Vintner's Ballroom</i></p>	<p>10:00 - 10:30am</p>
<p>PROFESSIONAL DEVELOPMENT & ACADEMIC/BUSINESS PARTNERING</p> <p>Internships, Mentoring, and Summary of Professional Development Sessions Doug Holt, Ph.D., <i>Dr. Pepper Snapple Group, Chemistry and Sensory Science</i> Pam Hartwig, <i>Nestlé Infant Nutrition, Sensory & Consumer Insights</i> Ann-Marie A. Allison, <i>Product Guidance, The Clorox Company</i></p>	<p>10:30 - 11:30am</p>
<p>Transforming Science to Strategy</p> <p>Introduction by Suzanne Pecore / Sheri Schellhaass, Ph.D., <i>Dr. V.P., R&D, General Mills, Inc.</i></p>	<p>11:30 - 12:00</p>
<p>CONFERENCE CLOSING</p>	<p>12:00</p>