

“Creating the Future”

November 5-7, 2008

Cincinnati Marriott at RiverCenter

10 West RiverCenter Boulevard, Covington, Kentucky 41011 USA

The Society of Sensory Professionals (SSP) is proud to announce that the Inaugural Conference of the Society will be held in Cincinnati, Ohio, USA. The theme “Creating the Future” builds on the mission of advancing the field of sensory evaluation and consumer research. The society’s purpose is to share knowledge, exchange ideas, mentor and educate sensory professionals.

Conference Program	
Wednesday November 5, 2008,	
	Time
Keynote - Sensory Science from the Ground Up	12:00 – 12:10
• Howard Schutz – University of California - Davis	12:10 – 12:30
• Bob Baron – Mars Snackfood US.	12:30 – 12:50
• Nancy Eicher – Food Perspectives	12:50 – 1:10
Summary – Edgar Chambers IV – KSU	1:10 – 1:25
Break	
Panel Discussion moderator: Edgar Chambers IV – KSU	
• Lori Rothman – Kraft	2:15 – 3:15
• Chris Findlay – Compusense	
• Tom Carr – Carr Consulting	
• Pieter Punter – OP&P Product Research BV	
Break – Poster Session	
Town Hall Meeting moderator: Edgar Chambers IV – KSU	3:45 – 5:00
Poster Session and Open Discussion: State of Sensory Science	5:00 – 6:00
Thursday November 6, 2008	
	Time
Technical Program * Refereed Papers from submitted Abstracts	
1. Original and Innovative Techniques	8:00 - 9:30
Break – Poster Session	
2. Original and Innovative Techniques	9:30 - 10:30
Lunch – Poster Session	
3. Creative Applications and Innovative Uses	10:30 - 12:00
Lunch – Poster Session	
3. Creative Applications and Innovative Uses	12:00 - 1:15
Break – Poster Session	
4. Creative Applications and Innovative Uses	1:15 - 2:45
Break – Poster Session	
4. Creative Applications and Innovative Uses	2:45 - 3:30
Poster Session	
	3:30 - 5:00
Poster Session	
	5:00 - 6:00
GALA DINNER	7:00
Friday November 7, 2008	
	Time
Mentoring, Training and Networking	
• University Programs – Rebecca Bleibaum, Tragon	8:00 - 10:15
• Courses consultants and Organizations – Alejandra Munoz, IRIS	
• Career Development / Mentoring – Shelly Melroe, General Mills	
• What we need to grow and develop – Gail Vance Cville, Sensory Spectrum	
Break	
	10:15 – 10:45
Importance of Sensory to the Business - Sharon Mitchell, R&D Senior Vice-President - Global Fabric Care, Procter & Gamble.	10:45 – 11:30
CONFERENCE CLOSING	

CONFERENCE VENUE:

The conference will be held at the Cincinnati Marriott at RiverCenter Hotel and the Northern Kentucky Convention Center. It is an ideal location on the Cincinnati Riverfront and is easily accessible by bus or taxi from Cincinnati/Northern Kentucky International Airport (airport code: CVG). Shuttle bus service is available to many nearby attractions.

The SSP conference will be preceded by the ASTM E-18 Committee meeting which will be held in the same venue from Monday, November 3rd to noon Wednesday, November 5th.

For details visit www.astm.org.

Organizing Committee:

Gail Vance Cville	Edgar Chambers IV
Bethia Margoshes	Mona Wolf
Rebecca Bleibaum	Christine Van Dongen
Suzanne Pecore	Anne Goldman
Chris Findlay	Kernon Gibes
Debbi Kluesener	

Papers for Oral and Poster Presentations will be selected from Abstracts Submitted.

Important dates:

•Submissions of Abstracts

Deadline: April 11, 2008

•Notification of Acceptance: **May 31, 2008**

•Early registration by **June 30, 2008**

For further information please visit
<http://www.sensory.org/SSP/>