

**The National Association of Flavors and Food-Ingredient Systems (NAFFS)
The Society of Flavor Chemists (SFC)**

And

The Chemical Sources Association (CSA)

Are pleased to announce their upcoming West Coast joint meeting

10th Annual West Coast Flavor Industry Forum

Thursday, March 11 - 9:30 a.m. - 2:30 p.m.

At the Crowne Plaza Anaheim Resort

12021 Harbor Blvd., Garden Grove (Anaheim), CA

Phone: 714-867-5555

This exciting program begins at 9:30 a.m. and offers multiple networking opportunities in addition to timely information.

9:15 a.m.

Registration

9:30 a.m.—1 p.m.

Program

1 p.m.—2:30 p.m.

Networking Lunch & Dessert Bar

A Users Guide to Understanding Citrus Oil Markets

Or

The Proper Use of Ouija Boards in Supply Chain Management

Richard Pisano Jr., Executive Vice President and Treasurer of Citrus and Allied Essences, Ltd. will provide insights to understanding the factors that determine the markets for orange, lemon, lime and grapefruit oils. Richard Jr. has been purchasing and selling these essential oils for 27 years. His family company, Citrus and Allied Essences Ltd., has been processing and trading citrus oils for almost 80 years.

Connecting Your Taste for Umami- Learn More About that Fifth Flavor

Dave Adams, President, and Becky Adams, Vice President of Savoury Systems International will explore the world of umami, and try to answer all the questions you may have as a formulator to help you add this delicious flavor into all of your food project applications. Don't be afraid to delve into questions of how we know about it, what it tastes like, why is it criticized and why is it loved at the same time. Attendees will learn how taste is not as simple as they thought it might be and how umami flavors can be added, enhanced, and combined with various other flavor combinations in order to reach an end goal of delicious and nutritious. From its humble discovery with technological understandings and misunderstandings, to the growing trend of enhancing this sense which you have tasted every day since birth, Adams will take a stab at uncovering the love/hate relationship that society has had with UMAMI, as well as actions you can take to make your creations more appetizing and nourishing at the same time.

The Myths and Mysteries of Mint

Greg Biza, Vice President and Technical Director for I.P. Callison & Sons will provide innovative insight on mint oils, their varietal types and explore the differences and uses of each.

Soda Pop Stop Spiel-n-Sample

John Nese of Galco's Soda Pop Stop will give a brief talk on the history of soda pop, his favorite flavors, the importance and varying types of carbonation and will answer questions submitted by flavorists from the perspective of a lifelong flavor enthusiast. (Please submit questions to tony.moore@mac.com.) Nese is a passionate enthusiast and retailer with much historical knowledge, but is not a chemist or regulatory specialist. This is intended to be a fun, entertaining and informative talk from the perspective of the folks we create for. A free "Soda Sampling" sponsored by Flavor Producers Inc. will follow with fun, weird and unique sodas from Galco's Soda Pop Stop.

Can't attend the meeting? Please forward to someone in your organization who would be interested in attending!

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REGISTRATION FORM

Company _____

Registrant _____ Title _____ E-mail _____

Add'l. Registrant _____ Title _____ E-mail _____

Add'l. Registrant _____ Title _____ E-mail _____

Add'l Registrant _____ Title _____ E-mail _____

Add'l Registrant _____ Title _____ E-mail _____

Address _____

Phone _____ Fax _____

Registration Fee: **NAFFS/CSA/SFC Members: \$85** **Non-members: \$110**
(includes continental breakfast, seminar networking lunch & dessert bar)
Seminar begins at 9:30 a.m.

Enclosed is our payment in the amount of \$_____ for _____ person(s).

Corporate Sponsors: Our firm also wishes to be a corporate sponsor to help underwrite the costs not covered by the registration fee. Sponsors are listed in the program and on the NAFFS web site and receive ribbons on their meeting badge. Enclosed is our sponsorship contribution in the amount of \$_____.

Registration and payment may be made by mail to: NAFFS, 3301 Route 66, Suite 205, Bldg. C, Neptune, N.J. 07753 or by faxing your registration with credit card details to 732-922-3590. Online registration will be available soon on www.naffs.org.

Credit Card Options: VISA MASTER CARD AMERICAN EXPRESS

Name On Credit Card: _____ Amt. To Charge: _____

Credit Card Number: _____ Exp Date: _____

Billing Address Of Cardholder: _____

_____ City _____ St _____ Zip _____

No refunds for cancellations after March 5.

Please indicate any special dietary needs: _____

HOTEL RESERVATIONS: Go to www.expowest.com for a list of hotels offering special rates.

AIRFARE: A travel discount has been negotiated with Continental Airlines. Continental offers discounts off published fares of 2 percent to 15 percent or zone fares. Call your travel professional or Continental Meeting Works at 800-468-7022 for reservations. When booking your reservation, please refer to **Z-Code ZGRY** and **Agreement Code A9PQHP**. Or save an additional 3 percent by booking your own reservation at

<http://www.continental.com/specials/group/meetingworks/reservations.asp> by entering both the Z-code and Agreement Code without a space (ZGRYA9PQHP) in the Offer Code Box. Booking online avoids the \$15 service fee collected per ticket through MeetingWorks reservations or any Continental Airlines ticketing facility.

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