

Oregon Section

www.ift.org/sections/oregon

Institute of Food Technologists



OREGON SECTION IFT FIX*

Food Ingredient Xpo* (services and equipment too!)

Monday, February 25, 2008

Location:

Doubletree Hotel & Executive Meeting Center Portland-Lloyd Center
1000 NE Multnomah, Portland, Oregon, 97232
(503) 281-6111

Registration: FREE

TECHNICAL SESSIONS

1:00 PM

Trend Profiling: Resetting the Stage for Health & Wellness in the Food Industry

Speaker: *Suzy Badaracco*

2:00 PM

Moms, Kids and Health – Is a Meeting of the Minds Possible?

Speaker: *Judy Lindsey*

3:00 PM

Leveraging Consumer Psychology for Health and Wellness into a Holistic Product Development Strategy

Speakers: *Greg Stucky and Dr. Dave Lundahl*

SUPPLIER EXHIBITS AND BUFFET DINNER (4:30-7:30 PM)

Directions from Portland International Airport:

Follow Airport way to I-205 South. Then take I-84 West, go approximately five miles to exit 1 Lloyd Blvd. Go to the second light off of the exit and take a right. Go 1½ blocks and Lloyd Center is on the left.

Directions from I-5 Southbound:

Take Rose Quarter-City center exit 302A. Take a left at the second light (Weidler). Go to 9th Avenue and take a right. Go to the second light and the hotel is on the left.

Directions from I-5 Northbound:

Take Rose Quarter-City center exit 302A. At the first light, take a right on Weidler. Go to 9th Avenue and take a right. Go to the second light and the hotel is on the left.

**2007-2008
Oregon Section IFT
Executive Committee**

Chair:**Jeff Clawson**

Oregon State University
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jeff.clawson@oregonstate.edu

Chair Elect:**Carri Matthieu**

Everfresh Fruit Company
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Past Chair:**Mike Govro**

(503) 699-1991
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Message from the Chair, Jeff Clawson

Greetings,

It is time to make plans to free up your afternoon and evening on the 25th of February for FIX! Ellen Bradley has lined up a great group of speakers for the technical session. A large group of volunteers have been working very hard this year to revamp the expo portion of the evening – it promises to be a great event. We need you to attend and bring your co-workers with you!

We had a great meeting on the 5th of this month. Dr. Suresh Pillai gave a very informative and entertaining talk on Bioaerosol Transmission of Pathogens. We also enjoyed a wonderful Bavarian meal at Otto and Anita's – topped off with Apple Strudel.

Our next meeting after FIX is on the 8th of April in Salem – Dr Yanyun Zhao from the Food Science Department at OSU will be presenting.

Hope to see you at FIX and again in April.

Cheers,

Jeff
OSIFT Chair



The Oregon Section Institute of Food Technologists Newsletter is published eight times each year (Sept-May), as a service to its members.

Joanne M. Barnard, Publisher
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Silverton, OR 97381
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FIX* Technical Sessions Preview

Your company will never get ahead playing catch-up. If you find your company is following the trends and not leading them and you want to do something about it FIX* technical sessions are the place to start.

This year's first technical session features learning how to forecast future trends before the trend hits the industry. This is not an easy task but FIX* has brought Suzy Badaracco to speak on how she successfully predicts and identifies future trends, with particular emphasis on Health and Wellness trends with a particular focus on children.

Now that you have successfully identified the trend you want to exploit, the second FIX* technical session focuses on bringing the consumer into the product development process. Judy Lindsey calls on her 20 years of product development experience to bring Mom and the kids into the product development process to develop products that keep the kids happy and Mom too. This presentation will

(Continued on page 7)

OSIFT Officer Elections

It's the time of year when OSIFT selects new people to fill its leadership positions. Our section has been a model of excellence for many years due to the outstanding efforts of a large group of dedicated volunteers. This is a tradition we want to continue, and we need new people to step forward and take the leadership reins. Please consider joining the executive committee or volunteering to lead or participate in one of the section's committees. The section will be electing the following positions on the executive committee:

Members at large
Chair-Elect

We also need people to help with the committees. Please consider becoming a member of one or more of these committees: Arrangements, Auditing, By-laws, Career guidance, Directory, Employment Bureau, Finance, Historical Records, Hospitality, Listserv, Long-range planning, Newsletter Liaison, Newsletter/website, Regional Meeting, Scholarship, Suppliers Night (FIX).

If you are interested in any of these important positions, please contact, me, Mike Govro at 503-699-1991 or mgovro@comcast.net. I'll be happy to explain the perks that go along with these positions. Thank you!

Mike Govro
OSIFT Past Chair



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Membership Update

Don't forget to stop by the IFT booth at FIX*! We'll be handing out FREE IFT logo wine glasses to all current Oregon Section Members! Sign up either before or during FIX* to take advantage of this great offer!

To join Oregon Section IFT, visit our section website or contact me to get a 2008 Membership Application.

Lindsey Moreland
 OSIFT Membership Chair
lindsey@oregonspice.com

OREGON SECTION IFT

2007-2008 Meetings

Mark your calendars now! Meeting times are the same unless noted:

- 4:30 PM Executive Committee Meeting
- 5:30 PM Social Hour/Registration
- 6:30 PM Dinner
- 7:30 PM Presentation

Registration Fee:

- Advance Registration: \$25.00
- At the Door: \$28.00
- Students: \$13.00


Tuesday, April 8, 2008

Location: Alessandro's,
 120 Commercial St NE, Salem
 Speaker/Topic: Yan Yun Zhao and the
 97th Annual Oregon Dairy Industries

Conference


Tuesday, May 13, 2008

Location: Northwest Viticulture Center,
 215 Doaks Ferry Road NW, Salem
 Topic: Annual OSIFT Awards Program




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Positions Available

Jo Wayne, Employment Bureau Chair

BrucePac, Silverton, OR

QA Technical Information Specialist

Contact: HRdirect@brucepac.com

Fax to HR Direct at 503-874-3015

Mail to HR Direct, BrucePac,

PO Box 540

Silverton, OR, 97381

BrucePac, Silverton, OR

QA Assistant Manager/HACCP Coordinator

Contact: HRdirect@brucepac.com

Fax to HR Direct at 503-874-3015

Mail to HR Direct, BrucePac,

PO Box 540

Silverton, OR, 97381

ARICO NATURAL FOODS, Beaverton, OR, R&D Team Member

Please send your Cover Letter and Resume to
career@aricofoods.com

Western Family Foods Inc.

QA Sensory Technician

Contact: Martina Nilles, HR@westfam.com

Trailblazer Food Products

Director of Technical Services

Please send resume and letter of interest to Mike
Miller at mmiller@tbfoods.com

Albertson's

NW Food Safety Manager

More information at

<http://savealot.recruitmax.com/MAIN/>

OSU Department of Food Science and Technology Extension Service Workshops

Principles and Practices of Filtration: A One Day Workshop for Winemakers

February 26, 2008

Register early...space is limited to 35 seats

For information: 800.823.2357

238 Wiegand Hall • OSU Campus
Corvallis, Oregon

Food Product Development Short Course

March 10-12, 2008

For information: 800.823.2357

Food Innovation Center (FIC)
1207 NW Naito Parkway
Portland, OR 97209

Ice Cream Short Course

April 7, 2008

Register early...space is limited to 40 seats

For information: 800.823.2357

Salem Conference Center
200 Commercial St SE • Salem, OR 97301

97th Annual Oregon Dairy Industries Conference

April 8 & 9, 2008

Salem Conference Center and Phoenix Grand Hotel



(Continued from *FIX* Technical Sessions Preview page 4*)

explore effective methods that bring consumers into the product development process.

The third *FIX** technical session discusses how consumer expectations for health and wellness products must be harmonized with the development decisions of the products. Drivers of consumer emotions that drive consumer behavior will be discussed in the context of the levers companies can use to enhance the emotional impact of product experiences. Speakers for this session are Greg Stucky and Dr. Dave Lundahl.

Each of these speakers are sharing extensive expertise in their fields of interest with *FIX** technical session attendees. Your time will be well spent and rewarded in attending these *FIX** technical sessions.



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Save the date!

IFT Annual Meeting & Food ExpoSM
June 28 - July 2, 2008, New Orleans, LA

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Oregon Section
 Institute of Food Technologists
 Oregon State University
 Department of Food Science and Technology
 100 Wiegand Hall
 Corvallis, OR 97331-6602

Address Service Requested

February 25th OSIFT FIX* Reservations

You can save time by register no later than 5:00 pm on Thursday, February, 23rd your name tag will be waiting for you at FIX* on Monday, February 25th, 2008. (See details on cover page.) Registration is also available at the door

PLEASE PRINT:

Name	
<input type="checkbox"/> I will attending the Technical Session (and/or)	<input type="checkbox"/> I will attending the Buffet Dinner/Supplier Exhibits
<input type="checkbox"/> I will attending the Technical Session (and/or)	<input type="checkbox"/> I will attending the Buffet Dinner/Supplier Exhibits
<input type="checkbox"/> I will attending the Technical Session (and/or)	<input type="checkbox"/> I will attending the Buffet Dinner/Supplier Exhibits
Company	

Return form to:
 Debby Yacas
 OSU Department of Food Science and Technology
 100 Wiegand Hall, Corvallis OR 97331-6602
 Phone: (800) 823-2357 FAX: (541) 737-1877 Email: Deborah.Yacas@orst.edu

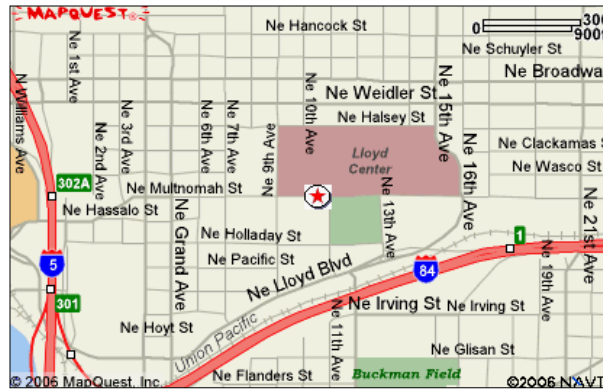


Directions:

From the Airport: Follow Airport Way to I-205 S. Then take I-84 W, go approx. 5 miles to Exit 1 Lloyd Blvd. Go to the second light and take a right. Go 1 1/2 blocks and Lloyd Center is on the left.

From the North (on I-5): Take the Rose Quarter/City Center exit 302A. Take a left at the second light (Weidler). Go to 9th Ave and take a right. Go to the second light and the hotel is on the left.

From the South (on I-5): Take the Rose Quarter/City Center exit 302A. At the first light, take a right on Weidler. Go to 9th Ave and take a right. Go to the second right at the hotel is on the left.



Oregon Section
Institute of Food Technologists (IFT)

Presents:

FIX* FOOD INGREDIENT EXPO
*services and equipment too

**Monday,
February 25th
At the Doubletree Hotel &
Executive Meeting Center
Portland-Lloyd Center**

FREE TO ATTEND!

For more information:
http://www.ift.org/sections/oregon/Suppliers_Night/index.htm

Dann Barnard, OSIFT FIX* Chair
(503)651-0019
dann@willamette-egg.com

- Meet over 180 suppliers!
- Free technical sessions confronting current industry trends and concerns!
- Free Raffle Prizes!
- Free Cheese hors'd'oeuvres & Buffet Dinner!
- Free IFT Wine Glasses for Oregon Section IFT Members! (memberships available at the event)
- Undercover Parking for \$3

FIX*

FOOD INGREDIENT EXPO

**services and equipment too*

What is FIX*?

Formerly known as Suppliers' Night, FIX* has been a free event for over 30 years to connect food processors with suppliers in a no sales pressure atmosphere.

What will you'll find at FIX*?

Various types of suppliers, including:

- *Cheese and other Dairy Ingredients and Flavors*
- *Chocolate and other Confectionary Ingredients*
- *Colors*
- *Culinary Bases*
- *Dehydrated, Freeze Dried, Canned and Frozen Ingredients*
- *Flavors and Fragrances*
- *Fruit and Vegetable Concentrates*
- *Functional Chemicals*
- *Functional Ingredients*
- *Gums*
- *Instruments for Color, pH, Water Activity, Weight, and Oxygen Levels*
- *Microbiological and other Analytical Laboratories*
- *Nucleotides*
- *Nutritional and Nutraceutical Ingredients*
- *Proteins, Soy Sauce and Eggs*
- *Research & Development Assistance*
- *Salts, Flours and Starches*
- *Spices and Seasonings*
- *And many more...*

Technical Sessions 1:00 - 4:00pm

Oregon Ballroom at the Doubletree (via the main hotel entrance)

1:00– Suzy Baradacco “Trend Profiling: Re-setting the Stage for Health & Wellness in the Food Industry”

2:00– Judy Lindsey “Moms, Kids and Health-- Is a Meeting of the Minds Possible?”

3:00– Greg Stucky & Dr. Dave Lundahl “Leveraging Consumer Psychology for Health and Wellness into a Holistic Product Development Strategy”

Supplier Exhibits 4:00 - 7:00pm

Expo Center at the Doubletree (next to the parking structure)



Visit the **FIX*** website for more detailed information on our Technical Session Speakers
http://www.ift.org/sections/oregon/Suppliers_Night/Technical.htm

FIX* 2008 Registration

Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Please send completed registration to Debby Yacas:

Fax: (541) 737-1877

Email: Deborah.yacas@orst.edu

Mail: OSU Dept. of Food Science and Technology
100 Weigand Hall
Corvallis, OR 97331-6602

For Oregon Section IFT membership information, contact:

Lindsey Moreland
OSIFT Membership Chair
Oregon Spice Company
(503) 238-0664
Lindsey@oregonspice.com

- All current IFT Members will receive a complimentary IFT Logo Wine Glass at the event!
- Sign up before or at the IFT Table during FIX*
- At this time, we can only accept Cash and Checks as payment