

Women in Flavor & Fragrance Commerce, Inc.

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Message from our President

Dear WFFC Members:

I am now entering my second year of service as your president, and it is such an honor to be involved with our great organization. Every day I am reminded about the energy, passion and dedication the women of WFFC have for our industry, our organization and for each other. Some examples for you:

We have three new board members this year: Carol Nieman, Gillian Bleimann, and June Burkhardt. They have just attended their first board meeting, and they are already contributing and making a difference. Their excitement is contagious!

Our annual Members-only Business meeting was held on January 13, 2011. Our speaker, Cecile Hua, discussed the use of flavor infused notes as a signature in fine fragrance creation. Cecile has been an enthusiastic presenter for several events for WFFC over the past two years; her dedication to the art and science of perfumery is inspiring!

Two of our members recently approached us about how they might offer their unique expertise to assist the WFFC with our strategy and future goals. Both women told us that they were inspired by our energy and wanted to contribute in a way that can be most meaningful for them. We are so appreciative of these creative ways of being involved with WFFC!

We will have a packed calendar of activities in 2011, so look through the newsletter, mark your calendars, reach out to us with questions and ideas, and make the most of your membership with WFFC!

Warm Regards,
Joanne Kennedy

Welcome New Members & Subscribers

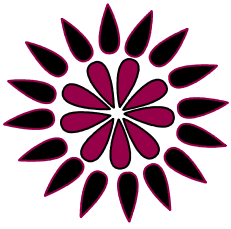
Christy Bridges	Senior Manager	Avon Products, Inc.
Linda Bukowski	Account Executive	Flavor & Fragrance Specialties
Ginny Butrico	Customer Service Manager	Ascent Aromatics
Maryann Esposito	VP Creative Fragrance Development/Specialty	Mane USA
Kimberly Ferruzzi	Flavorist	Sensient
Michele Fitzgerald	Marketing Manager	Flavor & Fragrance Specialties
Christa Gibson	Sales Manager-Midwest	Pearlchem Corp.
Mary Hiner	Executive Account Manager	Hiner Consulting
Jennifer Hoffmann	Manager, Regulatory Affairs	FONA International, Inc.
Cecile Hua	Perfumer	Mane USA
Linda Kelly	Eastern Regional Sales Manager	Importer Service Corporation
Arlene S. Kobos	Vice President Sales	Symrise Inc.
Linda Kramer	Senior Manager	Avon Products, Inc.
Isabel Lopes	Executive Director	Avon Products, Inc.
Laura Lukas	Senior Account Executive	Givaudan Flavors
Katherine Lynch	Procurement Agent	Cargill Flavor Systems
Christina Maldonado	Purchasing Agent	Belmay
Maria Martinez	Purchasing Director	Airabella, LLC
Karen Musa	Purchasing Agent	Citromax Flavors
Claudia Pazlopez	Student	Cornell University
Carol Piccaro	President/CEO	U.S. Chemicals
Benoit Ramet	Sales Manager	Elemental Container
Tara Rundle	R&D Senior Scientist-Jr. Flavorist	PepsiCo
Jamie Saphow	Junior Flavorist	Colgate-Palmolive
Italina Schifino	Junior Technical Perfumer	IFF
Diane Schmitt	Student	Cornell University
Ilana Shapiro	Student	Cornell University
Dominique Sinopoli	Student	Cornell University
Cynthia Stewart-Stokes	Master Scientist	R.J. Reynolds Tobacco Co.
Rachael Tolliver	Director of Evaluation	Airabella, LLC
Cheryl Udzielak	Flavorist	Givaudan Flavors
Jennifer Weyand	Global Marketing	Givaudan Flavors
Jodi Wilson	Perfumer/Fragrance Account Manager	Luca USA Inc.

**Save The
Date**

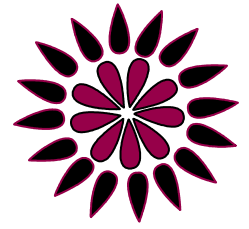
**WFFC
Annual Golf
Outing**

**Wednesday
May 18, 2011**

**Farmstead
Golf and
Country Club**



Larissa Goble
PepsiCo



Member Profile

I have been in the flavor industry for over 12 years. In that time, my work has taken me from the Midwest, to the West Coast and to the East Coast. When I am not “tasting” or working, I like to travel and scuba dive. The weightless feeling under water is incredibly hypnotic and addictive. The beautiful, colorful reefs are what I enjoy the most. The size of sea turtles and their gracefulness always amazes me. One of my favorite dives was a night dive in Turks and Caicos. Diving into a pitch black world with so many living organisms around is incredibly frightening and exciting at the same time. After a dive full of lobsters, crabs, rays and octopi, I surfaced in a sea of jellyfish. With one slight move, a tentacle wrapped around my wrist and gave me an incredible sting that was quickly treated with vinegar on the boat. Even though it was quite painful, the rest of the night and into the next day, I found myself asking “When can we go again!”

WFFC Annual Business Meeting – January 13th 2011

June Burkhardt, Independent

The WFFC Annual Business Meeting took place on January 13th, 2011 at LaGriglia Restaurant in Kenilworth New Jersey. This meeting was attended by over fifty WFFC members. We started the meeting with some valuable networking while enjoying a delicious buffet. During the evening we were able to experience a wonderful presentation given by Ms. Cecile Hua, Fine Fragrance Perfumer from Mane USA. Ms. Hua’s presentation was titled, “Fragrance Creation-Using Flavor Infused Notes for Signature.” It was a delightful, interactive presentation where we were able to smell and experience creative flavor infused fine fragrance products. During the evening we awarded Claudia Pazlopez the 2011 Rita Flynn Memorial Fragrance Scholarship and Dominique Sinopoli the 2011 WFFC Flavor Scholarship. We congratulate both young women for their outstanding academic achievements and wish them the very best in their future endeavors. The meeting closed with the swearing in of the 2011 WFFC Board Members, which included 3 new board members; Carol Nieman - PepsiCo, Gillian Bleimann - Berje Inc., and June Burkhardt - Independent. This was another wonderful WFFC evening. We encourage both existing and new members to attend our WFFC events as a way of learning, networking and being involved in our Flavor and Fragrance Industry.



L-R: Kathryn Bardsley, Claudia Pazlopez



Cecile Hua, speaker



L-R: Florentina Cimpian, Jennifer Powderly,
Stephanie Rothenberg

Joan Huang, Agilex Flavors & Fragrances Inc.

Women in Flavor & Fragrance Commerce is pleased to announce the recipients of the WFFC scholarship awards for 2011.

The 2011 Rita Flynn Memorial Fragrance Scholarship Award goes to Claudia Pazlopez. Claudia is currently a junior at Cornell University, majoring in Food Science. Accepted to Cornell on a prestigious scholarship, her potential for outstanding academic achievements is widely recognized among the university faculty as well as other research and business institutions.

The 2011 WFFC Flavor Scholarship Award goes to Dominique Sinopoli. A senior at Cornell University as a Food Science major, Dominique intends to pursue a master's degree in sensory science upon graduation. She is an excellent student on campus, has successfully completed internships with large food companies and actively participates in community service.

WFFC On Trend

By Jeanine Pedersen, Takasago Int'l & Amy Marks-McGee, Trendincite LLC

Field of Rice

Rice, a cereal grain, has been utilized throughout history as a food staple in a majority of cultures. There are over 50,000 varieties of both wild and cultivated rice and it takes from three to six months to harvest. In addition to traditional meals, rice is seen in alternative food products such as ice cream, candy and beverages.

Rice is a staple food used in a variety of cultures and websites like <http://www.ricerecipes.org/> feature an array of recipes. In Japan, **Free Café Harimaya Station** by Harimaya Honten, the maker of traditional Japanese rice crackers, has several cafes that serve their famous rice treats. They have plans to launch cafes in New York City and Paris.

Move over brown rice - black rice, also known as "forbidden rice," because it was considered the Emperor's rice, has been receiving a lot of press for being the next super food due to its high antioxidant properties. **Lotus Foods Forbidden Rice® The Emperor's Exclusive Grain** imports its rice from China.

For individuals with dietary restrictions there are several dairy free beverages and ice creams based on rice such as **Rice Dream Beverages** and **Frozen Desserts** and **Good Karma Organic Ricemilk** and **Divine Ice Cream**. Recent new products include **Rice Dream Horchata**, "a sweet, refreshing blend of cinnamon, vanilla and rice," and **Good Karma Organic Unsweetened Whole Grain Ricemilk**.

In addition to food, rice is a versatile ingredient used in many personal care products. Rice flour itself is starch free and is widely utilized in cosmetics. Rice bran offers moisturization properties, is an exfoliant, promotes cell turnover and reduces dark circles through its antioxidant properties. Several new personal care products in the skin, hair care, make up and fragrance arenas are offering rice in its various forms as an ingredient.

In the last few years rice has been a popular variant and ingredient in shampoos and skin care. Hair care examples include **Peter Lamas Rice Protein Volumizing Shampoo**, **Korres Rice Proteins and Oligoelements Toning Shampoo** and **Kiehl's Rice and Wheat Volumizing Shampoo**. Black rice is gaining popularity in skin care products such as **Pure Skin Care Black Rice Face Cream** and **Perlier's Black Rice Platinum** line. Most recent rice introductions are **Kenzo Perfumed Skin Care Water in Sensual Rice**, **Amala Purify Blue Lotus Gel Moisturizer with Rice Germ**, **Almay Smart Shade Anti Aging Concealer with Rice Protein**, **Yves Rocher Lash Plumping Mascara with Rice Wax** and **Tokidoki Eyeshadows with natural rice lipids**.

Expect to see the continued use of rice and its byproducts in a variety of product forms in both flavored and fragranced launches.

Dear WFFC Members:

IFRA North America, formerly the Fragrance Materials Association of the United States, has represented the interests of the fragrance industry in Washington for many decades. As the fragrance materials industry grew and its representation needs evolved, the trade group transitioned into Fragrance Materials Association of the United States and started covering interests related to the entire spectrum of fragrance ingredients, both of natural and synthetic origin. The association's origins trace back to the 1920s when a trade group was formed by essential oils dealers, importers, and processors. The original trade group was named The Essential Oil Dealers Association and later became known as The Essential Oils Association of the United States. IFRA North America represents the fragrance materials industry in the United States and Canada. IFRA North America member companies create and manufacture perfumes and fragrances for personal care, home care, and home design products. Companies that supply fragrance ingredients, such as essential oils and other raw materials, are also IFRA North America members. Today, IFRA North America represents nearly 50 companies involved in the trade of fragrances and fragrance ingredients - ranging from multinational fragrance houses to small family-owned businesses. Our association has a solid track record of advancing our members' interests in a challenging and changing legislative and regulatory environment in North America and worldwide. Please visit our website at www.ifrana.org for more information.

Board of Directors

Led by Board President, Kim Bleimann, the 2011 IFRA North America Board of Directors includes industry leaders and top executives from across the fragrance industry.

The IFRA North America Board of Directors are:

Robert Amaducci, *Flaroma, Inc.*
Robert Bedoukian, *Bedoukian Research, Inc.*
Kim Bleimann, *Berjé, Incorporated*
David Ellison, *International Flavors & Fragrances, Inc.*
Edward Gotch, *Emerald Kalama Chemical, LLC*
James Heinz, *Bell Flavors & Fragrances, Inc.*
Theodore Kesten, *Belmay, Inc.*
Frederick Kritzer, *Symrise, Inc.*
Peter Lombardo, *Robertet, Inc.*
Michel Mane, *MANE Inc.*
Karen Manheimer, *Kerry Ingredients and Flavours*
Richard Pisano, Jr., *Citrus and Allied Essences Ltd.*
Steve Tanner, *Arylessence, Inc.*
Sean Traynor, *Takasago International Corporation (USA)*
William Troy, *Firmenich, Inc.*
John Vernieri, *Givaudan Fragrances Corporation*
Michael Wimberly, *Renessenz LLC*

Staff

The IFRA North America staff, with offices in Arlington, Virginia, is comprised of four women. The staff members are:

Jennifer Abril - Executive Director

Jennifer Abril heads IFRA North America operations, planning and strategy. She is involved in matters of Board policy, budget, association governance and management of staff. Jennifer also has overall responsibility for the development and implementation of IFRA North America's policy objectives.

Jane Wishneff - Director, Government Affairs

Jane Wishneff oversees IFRA North America's advocacy programs and facilitates the fragrance industry's dialogue with policy-makers and regulators in the US and Canada. Jane is licensed to practice law in the District of Columbia and the Commonwealth of Virginia.

Elena Solovyov - Director, Communications

Elena Solovyov directs IFRA North America communications initiatives, including strategic communications and media relations. Elena also counsels the Association and its members on issues and crisis management.

Amy Reuter - Manager, Industry Affairs

Amy Reuter manages industry affairs for IFRA North America, including member services such as event planning, member communications, and member records management. Amy also supports the Association's advocacy and communications programs.

WFFC Cincinnati Chapter Spring Event

Cincinnati Brewing Industry, Past, Present & Future
by Mike Morgan, Past Chamber President of
Over the Rhine District

Tuesday, March 29, 2011

Hofbrauhaus
200 East 3rd Street
Newport, KY 41071

Cocktails 5:30 pm
Beer tasting w/ pretzels & beer cheese
6:30 pm German Buffet
7:00 pm presentation

WFFC Annual Golf Outing

Wednesday, May 18, 2011

Farmstead Golf and Country Club
88 Lawrence Road
Lafayette, NJ 07848

Registration 11:30 am
Lunch: 11:30 am -1:00 pm
Shotgun Start: 1:30 pm – Scramble Format

WFFC Mini Series
4th Annual On Trend Excursion
with Amy Marks-McGee & Jeanine Pedersen

Tuesday, June 14, 2011

Details TBD

WFFC Cincinnati Chapter Summer Event

Tuesday, June 21, 2011

The Party Source
95 Riviera Drive
Bellevue, KY 41073

WFFC Woman of the Year Dinner

Wednesday, June 22, 2011

The Chart House, Weehawken, NJ
Pier D-T Lincoln Harbor

WFFC Twenty-Ninth Annual Open Dinner

Thursday, September 22, 2011

Westmount Country Club
728 Rifle Camp Road
West Paterson, NJ

For those traveling across the pond ...

WFFC-UK Symposium

Thursday, April 7, 2011, London, UK
12:30 pm

**Orange – the past, the present and challenges
for the future** by *Tony Batcup* from *MCI Miritz
Citrus Ingredients GmbH*

From Sensory to Sales Success by *Phiala
Mehring, Sensory Manager, MMR Research*

For more information please visit
http://www.wffcuk.co.uk/WFFCUK_EVENTS/WFFCUK_symp_11.html

2011 Officers & Directors

Officers:

President: Joanne Kennedy, FONA Int'l

Vice President: Celine Roche, Mane USA

Secretary: Kathryn Bardsley, IFF

Treasurer: Dr. Anne Marie Api, RIFM

Board of Directors:

Dolores Avezzano, Cargill Flavor Systems

Gillian Bleimann, Berje inc.

June Burkhardt, Independent

Helen Feygin, Intuiscent LLC

Pat Halle, Ungerer & Company

Joan Huang, Agilex Flavors & Fragrances Inc.

Amy Marks-McGee, Trendincite LLC

Carol Nieman, PepsiCo

Nancy Poulos, Kerry Ingredients & Flavours

Alpa Roman, Flavor & Fragrance Specialties

**Midwest Chapter
2011 Officers & Directors**

Officers:

President: Lisa Sanders, Flavor Systems Int'l

Vice President: Karen Dewitt, Skidmore Sales

Secretary & Treasurer:

Inke Sexton, Cargill Flavor Systems

Board of Directors:

Dolores Avezzano, Cargill Flavor Systems

Lois Ehlers, Givaudan

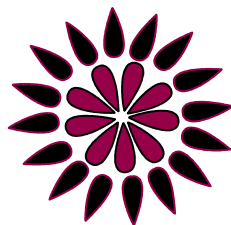
Carrie Jaeger, Wild Flavors

Jamie Kartye, Givaudan

Susan Kidwell, Wild Flavors

Meg Pineault, A.M. Todd

Sherry Slack, Mane



wffc Corporate Sponsors 2010-2011

Accurate Ingredients, Inc.
Allan Chemical Corporation
Artiste Flavor/Essence, Inc.
Arylessence, Inc.
Astral Extracts, Ltd.
BASF Corporation
Bell Flavors & Fragrances Inc.
Belmay
Berje, Inc.
Brad-PAK Enterprises Inc.
Cargill Flavor Systems
Charabot & Co. Inc.
Citrus & Allied Essences, Ltd.
Firmenich
Flavor & Fragrance Specialties
FONA International, Inc.
Foote & Jenks Corporation
Fuerst Day Lawson, Inc.

Givaudan Fragrances Corporation
Global Essence, Inc.
Intuiscent LLC
J.H. Calo Company
Kerry Ingredients & Flavours
Mane USA
MCI Miritz Citrus Ingredients, LLC
The Panzarasa Group
Parchem Fine & Specialty Chemicals
PepsiCo
Polarome International
Robertet, Inc.
Sensient Flavors & Fragrances
Symrise
Trendincite LLC
Ungerer & Company
Vigon International, Inc.
Virginia Dare

**The WFFC would like to thank our corporate sponsors for their generosity and support!
These sponsors are entitled to the following benefits Sept. 1, 2010 - Aug. 31, 2011:**

- 1. Listing on a Corporate Sponsor sign at every WFFC function, including the Open Dinner with 500+ industry professionals in attendance**
- 2. The first 36, 2010-2011 paid corporate sponsors will have complimentary "hole sponsorship" at WFFC's Golf Outing**
- 3. Listing as a Corporate Sponsor in the annual directory, in each WFFC Newsletter and on the WFFC Website.**
If you are interested in sponsorship, please contact our WFFC office for more information



**3301 RT. 66
SUITE 205, BLDG. C
Neptune, NJ 07753**

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Fax: 732-922-0560
Email: info@wffc.org**