

## Amylose/Amylopectin Assay Procedure Collab

Interlaboratory evaluation of the ConA amylose/amylopectin assay procedure for the measurement of amylose and amylopectin in starches and cereal flours has now been in use internationally for about 15 years. The time has come for a full evaluation of this procedure. As a participant in the collab, you will receive a kit of reagents, plus five starch samples, containing from ~0 to 100% amylose. In addition, 16 samples for analysis (eight blind duplicates) will be provided. Finally, a video showing each step of the procedure will also be included. It is important to remember the significance of the technical committees' work. This includes overseeing collaborative studies. If you are interested in participating in the evaluation, please either attend the Enzymes Technical Committee meeting on September 15 from 7 to 8:30 a.m. at the AACC Intl. Annual Meeting or contact Barry McCleary directly ([barry@megazyme.com](mailto:barry@megazyme.com)).

## Need More AACC International?



Stay connected to cutting-edge research and the leaders in grain science throughout the year by following AACC Intl. on Twitter and Facebook. Join the Facebook group to have discussions with fellow members, upload photos and videos, and be the first to see pictures from the annual meeting. Follow us on Twitter throughout the year to hear about the latest research, important deadlines, and new postings. Look for Tweets from meetings and make your contributions; we'll let you know how in advance of each meeting. Join the conversation—this is an excellent and easy way to connect with grain scientists from around the world.

## AACC International Partners with New & Improved LLC on Open Enrollment Course

New & Improved is a consulting company that helps leading companies create growth through innovation. Their strength is in helping groups of individuals think creatively and work productively together to create Innovation Teams that work toward creative solutions that yield results. They do this through creating programs and organizational interventions that provide new skills, methods, techniques, and approaches to the organization's work.

New & Improved has offered innovation and team-building training to companies across industries. In the consumer and packaged goods industry, they have provided programs to Cadbury-Schwepps, Kraft, Nestlé, and Tyson, among others. They have also presented at the World Grain Summit and at the Institute of Food Technologists conference. In addition, in 2006, New & Improved partnered with AACC Intl. to offer "Leading Breakthrough Innovation: The Principles of Leadership for New Solutions." This course attracted representatives from companies, including Cargill, ConAgra Foods, Danisco U.S.A., General Mills, ISP, Nestle, Otis Spunkmeyer, Schwan's Food Co., and the Coca-Cola Co.

While New & Improved primarily offers in-house training, they are once again, along with AACC Intl., offering an open enrollment course on "How to Create & Sustain Enterprise Innovation" that will take place September 30 through October 1, 2009, in Basking Ridge, NJ, U.S.A. Bob Eckert and Jonathan Vehar of New & Improved will discuss looking at your entire organization to find opportunities for innovation at every level. Attendees will be provided with tools, techniques, skills, attitudes, and values that encourage and sustain an innovative environment.

Bob Eckert and Jonathan Vehar are founding partners of New & Improved, LLC, an organizational development firm focused on creative thinking and innovation leadership. With more than 15 years of focusing on how to bring out the best in people so that they can launch their best ideas into the world, Eckert and Vehar are the "trainers of trainers" in the innovation community. Constant learners, the two have worked globally with hundreds of organizations of all types and sizes. In this program, they will reveal their latest synthesis of what helps leading organizations get that way and stay that way. Visit *AACCnet* for more details about the course in September. For more information about New & Improved, visit [www.innovationblogsite.typepad.com](http://www.innovationblogsite.typepad.com).

## Cereal Chemistry Provides Valuable Content—Both Old and New

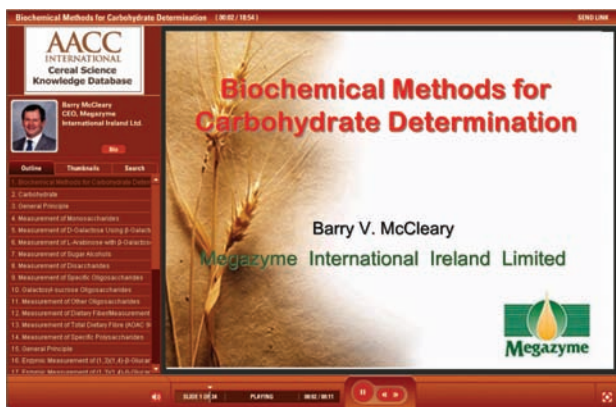
*Cereal Chemistry* back issue content from 1960 to 1996 is now available online! Through a partnership with the University of Wisconsin, Madison, AACC Intl. continues to digitize legacy articles and add them to *Cereal Chemistry's* open access collection. Many of these articles report significant findings that are the basis for the progress scientists are making today. You can benefit from this legacy research when you visit [www.aaccnet.org/cerealchemistry/toc/backissue.asp](http://www.aaccnet.org/cerealchemistry/toc/backissue.asp). Content from 1997 to the present is available by visiting <http://cerealchemistry.aaccnet.org>. A subscription to *Cereal Chemistry* Online provides access to hundreds of grain science papers featuring research on everything from core topics like processing to up-and-coming topics, such as biofuels and grains in health. Learn about subscribing at <http://cerealchemistry.aaccnet.org/page/subscribe>.

## Bakery Products and Cereals: Are They Worth Their Salt?



Cereals&Europe, the European section of AACC International and the largest organization of R&D professionals in the cereal-based product area in Europe, is planning a two-day symposium on salt reduction in bakery products and cereals, as it is a matter of large debate in the cereal processing and baking industry. The symposium will take place on November 30 and December 1, in Papendrecht, the Netherlands. Topics covered include health aspects and reduction programs, sensory and technological aspects, and much more. Keynote speakers include Gordon Polson, chairman of the UK Federation of Bakers; nutritionist Marian Geleijnse, Wageningen University; Elke Arendt, University College Cork, and many others. Submission of papers and subscription are now open. For further information, visit [www.cerealsandurope.net](http://www.cerealsandurope.net).

## Discover the Cereal Science Knowledge Database



What happens when you take the best minds in grain science and boil their expertise down to a half-hour presentation easily accessible to a global audience? You get the Cereal Science Knowledge Database.

AACC International's new database has been changing the way members find information. Editor-in-chief and immediate past AACC Intl.

President Mary Ellen Camire states that the "database was created as a means to enhance our members' access to information. This innovative approach to learning taps key experts for reviews as well as original research."

Many AACC Intl. members have discovered the usefulness of the database, which is comprised of a library of netcasts—multimedia, scientific presentations that include audio, video, and informational slides from experts on a broad range of topics. All presentations are available to download as the full presentation or as an MP3. AACC Intl. members like Glen Weaver, ConAgra Mills, subscribed to the Cereal Science Knowledge Database to receive "quick research on the topic of interest."

With more limited funds for travel and education, the database allows members to keep up-to-date with recent developments and general topics, even if they cannot attend the annual meeting or other educational opportunities. For example, several presentations from the Cereals&Europe Section's Whole Grain Global Summit were recorded and will soon be available, with presentations from the 2009 AACC Intl. Annual Meeting in Baltimore to be added as well. This resource will continue to grow, evolving to meet members' needs.

The Cereal Science Knowledge Database is exclusive education, available as a subscription to AACC Intl. members only. To subscribe to the database, simply contact AACC Intl. Headquarters. The database continues to be offered at the \$49 introductory rate for an annual subscription.

But subscribing is not the only way you can get involved. The database is an excellent venue for researchers to share their expertise with the membership and to promote their research capabilities. According to Camire, two general types of presentations are being sought: broad overviews for persons new to the topic, as well as focused reviews on specific issues. Original research presentations are also welcome, with the ability to delay the web release of your work until the related manuscripts are published, to avoid a conflict of interest.

Members who have an idea for a database presentation can submit their slides under one of the 7 Key Scientific Initiatives. The slides will then be reviewed by the Cereal Science Knowledge Database Advisory Committee, and feedback will be provided to the submitter. The final presentation can then be recorded and uploaded to the website.

Discover the Cereal Science Knowledge Database for yourself and change the way you find information—visit [www.aaccnet.org/CerScienceKnowledgeDB](http://www.aaccnet.org/CerScienceKnowledgeDB).

### Cereal Science Knowledge Database Advisory Committee

**Editor in Chief:** Mary Ellen Camire, *University of Maine*

**Biotechnology and Sustainability:** Michael Giroux, *Montana State University*

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## WELCOME CORPORATE MEMBER

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SensoryEffects offers a wide range of functional ingredient delivery systems designed for specific functionality in a variety of bakery and processed food systems: SensoryEffects Fat-Based Inclusions; Encap Cake Emulsifier; Cereal-Based Ingredients & Inclusions; Creamer Bases (Richmix and Jerzee brands); Powdered Vegetable Shortenings & Fats (Centennial brand); Whip Topping & Dessert Systems; and Organic & Non-GMO Specialties. Our experienced staff and years of ingredient, processing, and formulation know-how allow us to help you develop effective ingredient solutions that meet your specific new product needs. Our responsiveness and flexibility in scale make us convenient and easy partners to work with.

## NEW MEMBERS

**Ali, Samer, Shaur**, Kansas State Univ, Manhattan, KS, U.S.A.

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