

# Delving into the Science of Cereals

*Deirdre Ortiz, AACC Intl. Annual Meeting Program Planning Team Chair  
Kellogg Company, Battle Creek, MI, U.S.A.*



AACC International members,

I feel so honored to be given the chance to lead a tremendous team that has been diligently working to bring you a great AACC International Annual Meeting this year. We have some very exciting and thought-provoking symposia, Science Cafés, PosterTalks, and Hot Topic sessions this year. There were so many great symposia ideas this year that we have a few spare ideas waiting for

2012. As far as I am concerned, you can't do better than that. The AACC Intl. volunteers have outdone themselves and have elevated the science we will be bringing to the meeting. I hope you all are looking forward to Palm Springs, CA, as much as I am.

The abstracts for the presentations and posters are in, and they are working their way through the review process. As I read through the abstracts, it reminds me why I love the science of cereals. There is so much to explore and so many great research-

ers doing really exciting work. This process has refreshed my curiosity about some areas of research that I haven't thought about in many years. I hope after we publish the abstracts online that you will take the time to delve into the richness of the research that will be shared in Palm Springs. Make your plans and highlight your calendars to be there for the entire meeting.

As a graduate student, one of the things that impressed me about AACC Intl. was the willingness of the members to volunteer and serve the organization, even when they are busy with their "day jobs." This spirit of volunteerism continues this year with the team that pulled this program together. The team and AACC Intl. staff have spent a lot of extra hours working to make this the best technical meeting it can be. This will be a great meeting because some of the best technical minds in cereals have worked hard to make it so.

Thank you again for the honor of serving our organization. I look forward to welcoming you to sunny Palm Springs! I know you'll feel refreshed of mind and your technical "muscles" will be reinvigorated during and after the AACC Intl. Annual Meeting.