

University of Illinois at Urbana-Champaign
Division of Nutritional Sciences

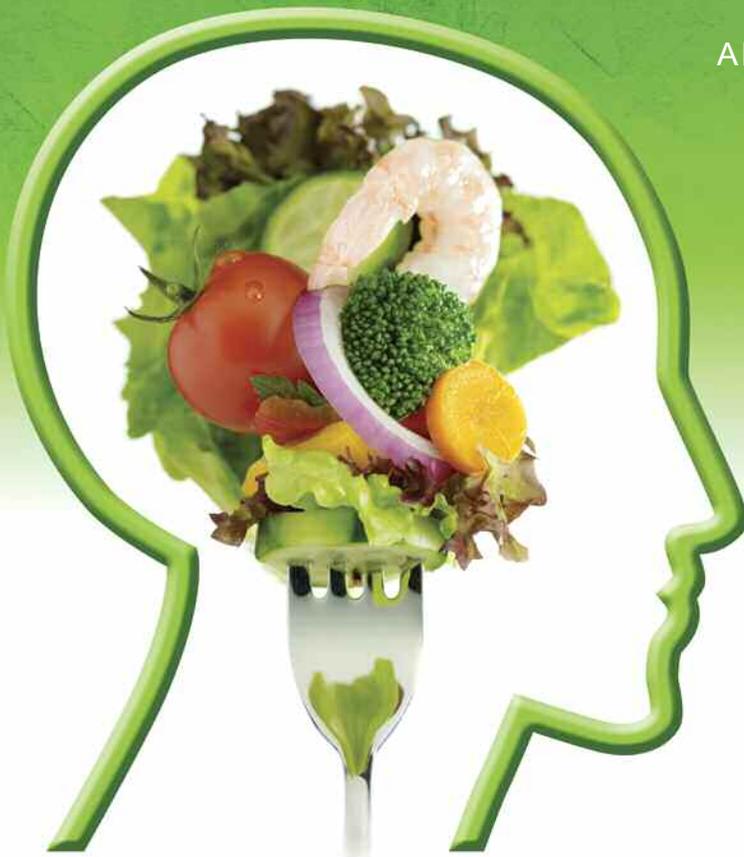
2011

NUTRITION SYMPOSIUM

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Nutritional Sciences Graduate Student Association

APRIL 6, 2011



Welcome

On behalf of the Nutritional Sciences Graduate Student Association (NSGSA), Division of Nutritional Sciences (DNS) and all participating presenters, we would like to welcome you to the 2011 Nutrition Symposium at the University of Illinois! The Nutrition Symposium is an important event for sharing ideas across disciplines and with the community.

Started in 1994 by NSGSA, the symposium offers students within DNS and related disciplines on campus an opportunity to present and unveil their nutrition research prior to the national meetings held annually in the spring. This symposium offers a first glance at exciting research in the areas of metabolic regulation, cancer, gastrointestinal physiology, immunology, physical activity, public health, and bioactive plant components. Students will be traveling and presenting at a variety of conferences including Experimental Biology and American Society of Animal Sciences.

This year, NSGSA is honored to have award-winning researcher, Dr. Brian Wansink, deliver the keynote address, "Modifying the Built Environment: From Mindless Eating to Mindlessly Eating Better." Based on 20 years of research, he will discuss how people can set up

their homes, tables, and offices so they mindlessly eat less rather than mindlessly overeat.

Additionally, NSGSA is glad to include a new addition to the schedule — a mini-symposium addressing nutritional strategies to mitigate immune-to-brain communication. A panel of world-class DNS faculty researchers: Drs. Robert Dantzer, Greg Freund, Rodney Johnson, and Jeff Woods will be presenting.

We are grateful to the many people involved with this meeting and program. We would like to first thank our keynote speaker, Dr. Brian Wansink. Thank you to our sponsors — their support is essential to the success and quality of the program. The NSGSA executive board and the Symposium program committee have worked long and hard to organize an excellent program. We also thank the many others who contributed to this undertaking, including DNS staff, and College of ACES Advancement Office staff. Most of all, we would like to thank our session chairs, judges, presenters, and attendees, for participating in this year's events and making them a success.

The Nutritional Sciences Graduate Student Association Board

Nutritional Sciences Graduate Student Association

The Nutritional Sciences Graduate Student Association (NSGSA) was founded in the spring of 1973 by students in the program. The purpose of the organization is to provide a means of communication among graduate students, faculty, and alumni of the Division of Nutritional Sciences (DNS) which spans several colleges, schools and departments. NSGSA serves as a forum for student opinion

and input to DNS as well as giving students the opportunity to expand their experiences as graduate students. Our activities reflect our desire to enrich our experiences as graduate students and to promote the importance of the nutritional sciences discipline both within the University and among the surrounding communities of Champaign and Urbana.

NSGSA Board



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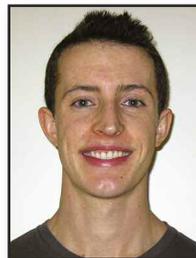
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Dr. Lee Beverly
Dr. Sarah Comstock
Dr. Sharon Donovan
Dr. Elvira de Mejia
Dr. Ryan Dilger
Dr. Nancy Engelmann
Dr. John Erdman
Dr. Dolores Guest
Dr. Elizabeth Jeffery

Dr. Jessica Hartke
Dr. Juan Loor
Dr. Leslie McNeil
Dr. Mike Miller
Dr. Angela Myracle
Dr. Yuan-Xiang Pan
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Dr. Kelly Tappenden
Dr. Margarita Teran-Garcia
Dr. Ken Wilund

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Schedule of Events

APRIL 6, 2011

8:00 a.m. – 9:00 a.m.Breakfast

Sims Executive Conference Room, ACES Library
Sponsors, DNS students, faculty, and staff are invited

9:00 a.m. – 11:00 a.m.....Faculty Mini-Symposium

Monsanto Room, ACES Library
"Nutritional Strategies to Mitigate Immune-to-Brain Communication"

11:00 a.m. – 11:30 a.m. Break

11:30 a.m. – 12:30 p.m.Lunch

Heritage Room, ACES Library
DNS students and sponsors are invited, RSVP required

12:30 p.m. – 12:45 p.m.Break

12:45 p.m. – 1:50 p.m.Graduate Student Oral Presentations 1

Monsanto Room, ACES Library

1:50 p.m. – 2:00 p.m.Break

2:00 p.m. – 3:05 p.m.Graduate Student Oral Presentations 2

Monsanto Room, ACES Library

3:05 p.m. – 4:00 p.m.Break

4:00 p.m. – 5:00 p.m.Keynote Address by Dr. Brian Wansink

"Modifying the Built Environment: From Mindless Eating to Mindlessly Eating Better"
103 Mumford Hall

5:00 p.m. – 5:15 p.m.Break

5:15 p.m. – 6:40 p.m.Graduate Student Poster Session

Heritage Room, ACES Library
Evening Reception
Award Announcements

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Nutritional Sciences Graduate Student Association

<http://www.nutrsci.illinois.edu>



ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Keynote Speaker Dr. Brian Wansink

Brian Wansink (born 1960, Sioux City, Iowa) received his Ph.D. in Consumer Behavior in 1990 from Stanford University, following a B.S. from Wayne State College in 1982 and a M.A. from Drake University in 1984. He was a Business Administration Professor in the Tuck School of Business at Dartmouth College (1990-1994), a Marketing Professor at the Wharton School at the University of Pennsylvania (1995-1997), and a Marketing, Nutritional Science, Advertising, and Agricultural Economics Professor at the University of Illinois at Urbana-Champaign (1997-2005) before moving to Cornell University (2005 to date). Wansink has also been a Visiting Professor at the Vrije Universiteit (Amsterdam) and INSEAD (Fountainbleau, France), and he was a Visiting Research Scientist at the U.S. Army Soldier Systems Center (Natick, MA) where he helped design ways to improve the acceptability and consumption of MREs (Meals Ready-to-Eat) for the United States Army.

Wansink founded the Food and Brand Lab in 1997 at the University of Illinois. In 2005 he moved with his Lab to the Department of Applied Economics and Management at Cornell University in Ithaca, NY. At Cornell he is the John S. Dyson Professor of Marketing and Director of the Cornell Food and Brand Lab. He is best known for his work on consumer behavior and food and for popularizing terms such as “mindless eating” and “health halos.” His research has focused on how micro environments (supermarkets, packaging, homes, pantries, and tables) influence what and how much people eat and how much they enjoy it. He is the author of over 100 academic articles and books, including *Marketing Nutrition* (2005) and the



best-selling book *Mindless Eating: Why We Eat More Than We Think* (Bantam Dell 2006). He is a 2007 recipient of the humorous Ig Nobel Prize and was named ABC World News Person of the Week on January 4, 2008. Since 2006, Wansink has written a monthly column on food behavior for MSNBC entitled *Chew on This*. He joined Prevention.com in 2007 as one of their two nutrition columnists, writing the column *Food Think with Wansink*.

Wansink was granted a leave of absence from Cornell in November 2007 to accept the appointment as the fourth Executive Director of the USDA's Center for Nutrition Policy and Promotion, which is charged with the 2010 Dietary Guidelines and with promoting the Food Guide Pyramid (MyPyramid). He serves with the Under Secretary for Food, Nutrition, and Consumer Services, Nancy Montanez Johner. He returned to his job at Cornell in January 2009 and is the President-Elect of the Society for Nutrition Education.

“Modifying the Built Environment: From Mindless Eating to Mindlessly Eating Better”

Brian Wansink, Ph.D.

*John S. Dyson Chair of Marketing and of Applied
Economics and Management*

*Director of the Cornell Food and Brand Lab
110 Warren Hall*

Cornell University

Ithaca, NY 14853-7801

Most of us don't overeat because we're hungry. We overeat because of family and friends, packages and plates, names and numbers, labels and lights, colors and candles, shapes and smells, distractions and distances, cupboards and containers. Based on 20 years of research, Professor Wansink shows how we “mindlessly eat” and how to turn it around.

Interesting, the solution to mindless eating is not “mindful eating.” Instead it is setting up your home, table, and office so you mindlessly eat less rather than mindlessly overeat.

Learning Objectives:

- 1) Identify 3 cues that lead to mindless eating
- 2) Isolate what makes people eat more than they think
- 3) Identify which small changes are most likely to have a ripple effect

Dr. Brian Wansink's Keynote Address:

4:00 p.m. – 5:00 p.m.
103 Mumford Hall

The screenshot shows the website <http://mindlesseating.org/>. At the top left is a logo that says "Why We Eat Mindless Eating More Than We Think". Below it is a navigation menu with icons and text: "ABOUT BRIAN WANSINK", "ABOUT THE BOOK", "ARTICLES", "MAKING LUNCHROOMS SMARTER", "TEACHING TOOLBOX", and "A PERSONAL NOTE FROM DR. WANSINK". The main content area features a quote: "Brian Wansink is the Sherlock Holmes of food." - Kelly D. Brownell, Yale University (more). Below the quote is a video player titled "THE MINDLESS EATING VIDEO PLAYER" with a play button and controls. Underneath the video player are several buttons: "FREE STUFF", "WHAT CAN I DO?", and "Click Here to Take The Mindless Quiz". At the bottom, there is a testimonial box with a photo of Dr. Wansink and a link to "Shop for Mindless Products".

Learn more at MindlessEating.org

Mini Symposium: Nutritional Strategies to Mitigate Immune-to-Brain Communication

9:00 a.m. – 11:00 a.m.
Monsanto Room, ACES Library

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Graduate Student Oral Presentations Session 1

12:45 p.m. – 1:50 p.m.
Monsanto Room, ACES Library

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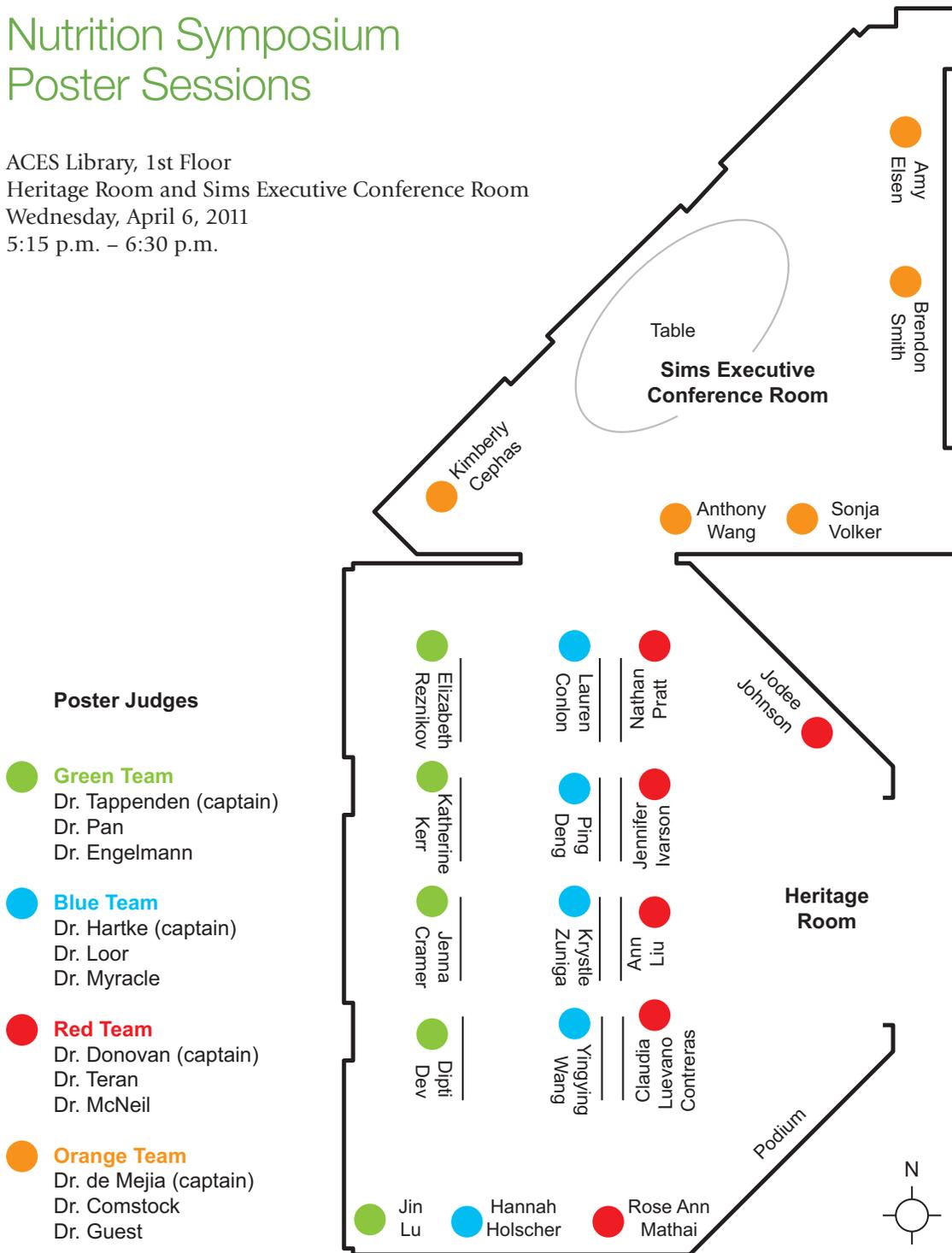
Graduate Student Oral Presentations Session 2

2:00 p.m. – 3:05 p.m.
Monsanto Room, ACES Library

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Nutrition Symposium Poster Sessions

ACES Library, 1st Floor
Heritage Room and Sims Executive Conference Room
Wednesday, April 6, 2011
5:15 p.m. – 6:30 p.m.



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Winners of the 2010 University of Illinois Nutrition Symposium poster and oral competitions.