

For the BEA Onsite Show Daily

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Books and Taste Research Mix at the VUBooks/Taste Science LLC Booth, #5038.

Ithaca, New York. April 22nd, 2011

Virginia Utermohlen MD, who recently retired from the faculty in the Division of Nutritional Sciences at Cornell University in order to start her research firm **Taste Science LLC**, is returning to **BookExpoAmerica** to carry out more **research on the flavor preferences of book aficionados**.

You are invited to fill out a short questionnaire that will help you *understand the why of your food and beverage preferences*, and how they might relate to *your reading preferences*. Dr. Utermohlen will also outline unexpected results from her previous stints at BEA—which show *who likes what kind of book*.

As for books, you will be able to explore Dr. Utermohlen's works in progress, including **The New Wine FUNdamentals**, written with Tim Hanni, Master of Wine—this book will open the world of wine to everyone, but especially to those who feel embarrassed because they prefer sweet or delicate wines.



In **Dots and Dashes: A Life at the Dawn of the Wireless Age**,

Jack Binns—the subject of the *PBS American Experience* documentary “Rescue at Sea”—tells how he used Marconi's new system to coordinate the first rescue at open sea using wireless.

In this gripping story you learn how more than 1500 people were saved in this 1909 rescue, as many as were lost in the *Titanic* disaster in 1912. The collision of the immigrant ship *Florida* with Binns' luxury liner the *Republic* in the cold fog of a January morning off Nantucket was—in more ways than one—a **prelude to the sinking of the “Titanic.”**

This lively tale takes Binns from his impoverished childhood in England to his status as reluctant hero and poster boy for Marconi and his wireless empire, and, last but not least, to his surprising and heretofore unrevealed role in **Senator Smith's *Titanic* inquiry**.

*** Come take a look at a preprint of this book, edited, extensively annotated, and profusely illustrated by Dr. Utermohlen, to appear this fall—in time for the 100th Anniversary of the sinking of the *Titanic*.**

