

## GEI Sensory Expert Selected as One of Five Road Warriors by *American Way Magazine*

*International sensory expert finishes second in American Airlines contest  
from pool of 1,900 entries*

**BOSTON, Mass — March 28, 2011—** [GEI Consultants, Inc.](#), one of the nation's leading geotechnical, environmental, water resources, and ecological science and engineering firms, announced today that Roy Desrochers, GEI's Sensory Practice Leader, has been selected by [American Way Magazine](#) as one of its five annual Road Warriors. Desrochers made the cut from a pool of nearly 2,000 entries and was then ranked by voters as the second prize winner through a survey on the airline's contest website.



Desrochers leads GEI's sensory practice, which offers highly specialized odor and flavor-related consulting and training services using the human olfactory system (e.g., taste and smell) to government, energy, and private industry clients around the world. GEI's sensory services enable source identification of a wide range of taste and odor-related problems, and development of solutions that neutralize and/or remove the problem altogether. The practice has historically focused on odor and taste problems within the food and beverage, packaging, pharmaceutical, legal, chemical and petroleum industries. In addition, the practice integrates sensory analysis capabilities with GEI's environmental and water resources practices, including evaluation of odors that may impact property development, indoor air quality, environmental odor assessments, and helping water suppliers improve drinking water taste.

For the ninth year, *American Way*, the in-flight magazine of American Airlines, conducted its annual Road Warrior Contest. This year's theme was "A View from the Top" and contestants were required to compose an essay describing their proverbial journey to the top of the mountain in their business or personal life. They also described the tools they would need in their fictional backpack to help them reach the summit. Desrochers' essay focused on his beer flavor experience although his expertise extends beyond beer. A Tufts University graduate with degrees in chemistry and geology, Desrochers has over 28 years of experience working in the global brewing industry applying sensory analysis to develop winning strategies in beverage companies that lead to sustained success in the market place.

"My real journey began with a revelation that finding the perfect beer would be less about drinking beer and more about understanding beer drinkers around the world," said Desrochers in his essay. "That's why traveling is so important to this job. I get to sit down with my clients from all over the world, many of whom have become friends through the years, and share their experience through their culture. It's an amazing journey that defines me."

To hear Roy speak about GEI's sensory practice, please visit firm's website at:  
<http://www.geiconsultants.com/roadwarrior>.

Please visit [www.americanwaymag.com/roadwarrior](http://www.americanwaymag.com/roadwarrior) to view the winning entries.

**About GEI Consultants, Inc.**

GEI's multi-disciplined team of engineers and scientists deliver integrated geotechnical, environmental, water resources and ecological solutions to diverse clientele nationwide. The firm has provided a broad range of consulting and engineering services on over 25,000 projects in 50 states and 22 countries. For more information, please visit the firm's web site at [www.geiconsultants.com](http://www.geiconsultants.com).

**About American Way Magazine**

American Way magazine is published on the 1st and the 15th of each month by Fort Worth-based American Airlines Publishing. The only inflight magazine to be published twice a month, American Way magazine is in seatback pockets on all American Airlines, American Eagle and AmericanConnection® flights. For more information, visit [www.americanwaymag.com](http://www.americanwaymag.com).

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