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CHEMISTRY

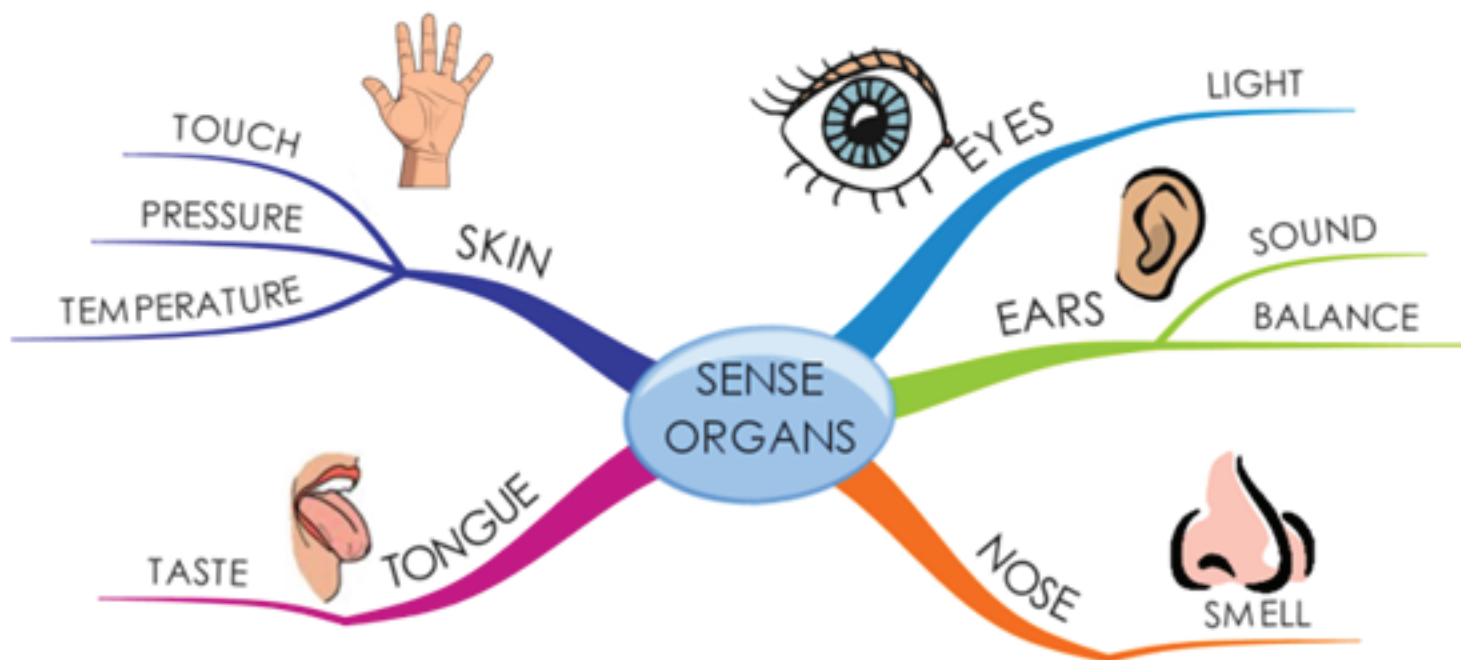
C H A N N E L
I S L A N D S

4th ANNUAL CHEMISTRY
DISTINGUISHED SPEAKER SERIES

Dr. Hoby Wedler

Co-founder and designer of Senspoint LLC

Blind Innovation: The Art and Science of Chemistry and Universal Accessibility



Aliso Hall
Room 150

6-7:15 PM,
Wednesday,
April 25th, 2018

Free & open
to the public

Hosted by CSUCI
Chemistry Department

Funded by 
California State
University

**INSTRUCTIONALLY
RELATED
ACTIVITIES**

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Dr. Hoby Wedler has been blind since birth. He earned a Ph.D. in chemistry at the University of California, Davis. He is the founder and director of Accessible Science, a California 501(c)(3) non-profit organization, and he is a sensory expert. Hoby found his passion for food and drink and how they relate to the senses when he began hosting truly blind wine and beer experiences in 2011. Hoby's career currently focuses on sensory design.

In 2012, Hoby was honored at the White House by President Barack Obama as one of his Champions of Change for enhancing educational and employment opportunities for Americans with disabilities.

In 2016, Hoby was recognized by Forbes Magazine as one of Forbes' 30 under 30 in the food and drink category.

Hoby recently co-founded Senspoint LLC, a sensory advising and education company. At Senspoint, we partner with clients around the world in the food, beverage, sales & marketing and design industries to give them the sensory insight they need to succeed. Senspoint also focuses on sensory ideation to enhance our clients' marketing and design processes. While Hoby is a sensory designer, he uses sensory design to build people-to-people, people-to-product, and product-to-product relationships.