



PRESS RELEASE

For Immediate Release

Contact: Kerwin Brown
913/338-1300
kbrown@bema.org

May 5, 2009

BEMA's Annual Meeting – Where the Business of BEMA Gets Done

BEMA rounds up a weekend of learning, networking, and Western-style family fun

OVERLAND PARK, KS -- Networking opportunities and customer-led information sessions are always key ingredients at the BEMA Annual Meeting. This year, beautiful Wyoming scenery will also be part of the mix.

The meeting is being held June 18-23 at one of the most picturesque places in the country – Spring Creek Ranch in Jackson Hole, Wyo.

The BEMA Annual Meeting is one of the baking industry's premiere networking and professional development events. During the weekend's many information sessions and social activities, BEMA members meet senior representatives from a diverse group of bakeries.

At the educational sessions and forums, manufacturers learn about the challenges bakers face and the equipment they need. This makes suppliers better equipped to guide their companies in the right direction.

This year's sessions and speakers are:

- **International Baking Breakfast** - Perspectives on Baking in the Middle East, Friday, June 19: Ali Habaj, chief executive officer of Oman Flour Mills, Oman

- **Sanitary Design**, Friday, June 19: Albert Koch, director of engineering for the global biscuit category at Kraft Foods, and Kevin Farnum, director of the General Mills Center for Sanitation Excellence
- **Hearing from Our Customers**, Sunday, June 21: Robert Benton, vice president of manufacturing for Flowers Foods, and Jeff Dearduff, director of US Bakeries for East Balt, Inc.
- **Leadership Session**, Sunday, June 21: Jerry Leachman, Washington Redskins coaches chaplain
- **The Baking Industry Forum (BIF) update** -- Sunday, June 21: Jeff Dearduff, director of US Bakeries, East Balt, Inc., Rowdy Brixey, regional vice president of manufacturing for Bimbo Bakeries USA, Rich Berger, director of engineering for Sara Lee, and Dave Hipenbecker, divisional engineering manager for The Kroger Company bakery/deli group engineering and plant services

BEMA members support the educational session and golf outing by participating as sponsors of those events. BEMA appreciates the support of its meeting sponsors which include to date:

Sanitation Roundtable Sponsor:	The Peerless Group
Golf Luncheon Sponsor:	American Bakers Association
BEMA Cup Sponsor:	Intralox, Inc.
Golf Beverage Cart Sponsor:	Topos Mondial
Golf Hole Sponsors:	Bedford Industries, Inc. and the Burford Corporation, CMC America Corporation, Reading Bakery, Baking Technology Systems, Inc., and Kwik Lok
Golf Giveaway Sponsors:	Reading Bakery Systems, AMF Bakery Systems, Reimelt Corporation, and Intralox, Inc.

In addition to being a key industry event, the BEMA Annual Meeting provides a great summer getaway for families. Spring Creek Ranch was placed on the Conde Nast Traveler Gold List and named a top ten family and corporate retreat by the Robb Report. It features wildflower meadows visited by moose and elk, spectacular views of the Teton Mountain Range, and proximity to Grand Teton and Yellowstone National Parks.

To register or see a complete schedule of sessions and events, visit www.bema.org.

BEMA, founded in 1918, is an international, not-for-profit trade association representing leading bakery and food suppliers. BEMA focuses specifically on furthering the professional, technological, educational, safety and sanitation practices within the bakery and food manufacturing industries.

###