



Bama Foods  
Paula Marshall, CEO

BEMA Annual Meeting - June 20, 2010  
Wild Dunes Resort, Charleston, South Carolina

# Baker Panel

Sponsored by:

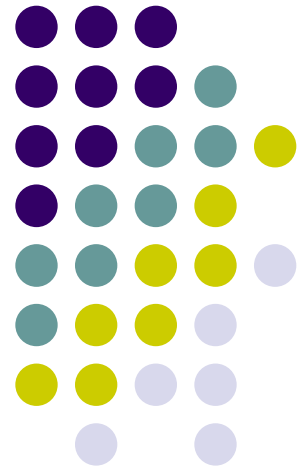


# Bama Companies

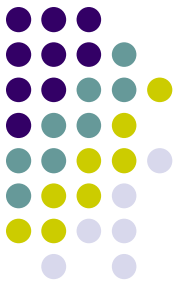
PEOPLE HELPING PEOPLE BE SUCCESSFUL

## **BEMA Annual Meeting June 2010**

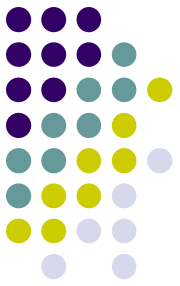
The Bama Companies  
History and Strategic Goals



# Today - 2010

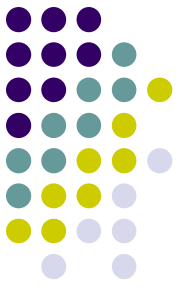


- Food manufacturing for Restaurant Chains and Retailers around the world
- Locations
  - Tulsa: 3 mfg facilities (pizza dough, hand-held pies, biscuits, crumb pie shells), 1 dry mix facility, 1 railcar transfer station (HFCS & oils)
  - China: 2 facilities in Beijing (pies, cakes, dough), 1 fresh bun facility in Guangzhou
- 24/7 operations
- 1500 Team Members, 850 in Tulsa
- 2009 = \$250 MM Revenue
- Privately-held, woman-owned



## **Strategic Goal #1: People are Wildly Important**

- EQ Culture
- Courageous Conversations
- Measure with IDPs

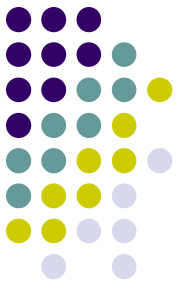


## **Strategic Goal #2: Continuous Improvement**

- Making Products and Processes better every day.
- Deming
- PSDA Cycle of Improvement

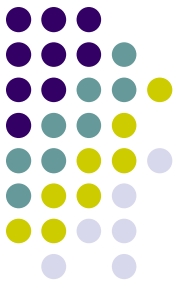


PEOPLE HELPING PEOPLE BE SUCCESSFUL



## **Strategic Goal #3: Customer Intimacy**

- Market Research
- Consumer Markets
- Consumer Behavior



## Strategic Goal #4: Smart, Fun Growth

- No growth for growth's sake
- Don't bet the company
- Stable, predictable earnings