



## **PRESS RELEASE**

**For Immediate Release**

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### **BEMA Delivers Knowledge and Networking at Winter Summit**

A record number of attendees took advantage of the opportunity to invest in their business and the industry at BEMA's Winter Summit, held February 28-March 1, 2009, at the Chicago Marriott Downtown. The meeting featured speakers on timely topics from the current banking and credit climate to SUBWAY® restaurants' supply chain. The meeting also featured sessions dealing with steel prices and project scope creep.

The SUBWAY® supply chain panel included Katey Stine, Director of Purchasing at the Independent Purchasing Cooperative (IPC) for SUBWAY® franchisees and Robert Moyer, Corporate Project Manager at Otis Spunkmeyer. Stine stressed the importance of partnership among SUBWAY®'s suppliers wherein each company adopts best practices from the others. This model was the key to enabling each supplier to meet the demand created by SUBWAY®'s "\$5 Footlong" advertising campaign. One of SUBWAY®'s key suppliers in this chain is Otis Spunkmeyer. Once a cookie-only supplier to SUBWAY®, they now operate bread lines in two of their dough plants and play a key role in helping SUBWAY® meet demand.

Completing the picture of SUBWAY® was Jared Fogle, BEMA's luncheon speaker and the man who lost 245 pounds by eating only subway sandwiches. Fogle described his journey from active kid to obese college student and the life-changing opportunities SUBWAY® provided to him.

In 2008, Business IQ sessions -- designed to help members "do business better" -- were introduced at Winter Summit. This year's meeting featured two Business IQ sessions; one addressed the banking and credit climate, and one addressed steel pricing. Bob Riter, Founder and Chairman, and Mike Bagley, Senior Vice President of American Chartered Bank, a mid-sized bank which works with manufacturing firms, explained that the economy will not show improvement until all of the currently undervalued

assets move through the market. They stressed the important role of mid-sized banks and mid-sized companies in getting through the economic downturn. Riter and Bagley confirmed what Gary Ellington, Regional Sales Manager for Kwik Lok, had suspected. “The media give you a slanted view of the credit crunch by focusing on larger, national banks. The speakers confirmed that smaller, regional banks are still strong and functioning well. I liked hearing that if I maintain a good relationship with my banker and am honest about my situation that they will work with me to keep my credit options open.”

Tom Prusa, professor of economics and research associate at the National Bureau of Economic Research, explained that recent activities in the steel industry will change historical patterns. This is due primarily to industry consolidation, the evolution of China’s steel industry, and the resulting demand for raw materials. In the past 3 years, steel producers have moved from a strong position to being overleveraged. As a result, steel prices are down, but delivery times are slow. Prusa predicted continued volatility in the steel market which will continue to make price predictions difficult.

The Baking Industry Forum (BIF) – a panel of five bakers and five suppliers dedicated to addressing common issues – presented their recommendations for avoiding project scope creep. Mike Steur of Hixson Architects and Engineers and Jeff Dearduff, Director of U.S. Bakeries at East Balt, Inc. presented on behalf of suppliers and bakers, respectively. Both urged companies to discover and involve all of a project’s stakeholders from the very beginning. They stressed the importance of experience in managing all of the conversations related to a project. The panel recommended software and websites essential to reducing project scope creep such as [seatmeeting.com](http://seatmeeting.com), Microsoft Project, and web-based communication tools like Google groups.

“Our 2009 sessions were developed as a direct response to survey responses,” said Kurt Miller, Sales Director for J&K Ingredients and BEMA’s Convention and Programs Committee Chairman. “We believe we delivered a good product based on the higher-than-usual number of attendees.” In addition to sessions lead by knowledgeable speakers, BEMA’s meetings include many networking opportunities such as a welcome reception, first-time attendee dinner, and luncheon.

“I found much to take back to my company at BEMA’s Winter Summit,” says Maurice Sadowsky first time attendee and Commercial Development Manager for Caravan Ingredients. “It was a great investment. I came with an agenda and a set of contacts I wanted to make – I was able to easily accomplish both.”

*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.*

PHOTOS ATTACHED TO THIS EMAIL – SUGGESTED CAPTIONS BELOW



Lifetime achievement award recipient Bob Kirkpatrick and spouse Jane visit with Lee Sanders (American Bakers Association) at BEMA's welcome reception.



BEMA Chairman, Ken Newsome; spouse, Linda Newsome; Grain Foods Foundation President, Judy Adams; and Bill McCurry visit with Jared Fogle, SUBWAY® spokesperson at BEMA's welcome reception.



Rick Hoskins (Colborne/Foodbotics), Lorene Mott (Lime Energy), John Khoury (Custom Foods), and Kurt Miller (J&K Ingredients) catch up at BEMA's welcome reception.



Dr. Thomas Prusa, a leading academic expert on the U.S. steel industry, explains the past and future of steel pricing to the BEMA membership at the Business IQ session.



Baking Industry Forum (BIF) members, Mike Steur and Jeff Dearduff, present BIF's work on reducing project scope creep.



Katey Stine, Director of Purchasing for the Independent Purchasing Cooperative for SUBWAY®, described the history of the IPC/SUBWAY® relationship.



Katey Stine, Director of Purchasing for the Independent Purchasing Cooperative (IPC) and Bob Moyer, Corporate Project Manager at Otis Spunkmeyer, answer questions from BEMA members regarding SUBWAY's® supply chain.



Jared Fogle, the man who lost 245 pounds by eating SUBWAY® sandwiches, shared his story with attendees at BEMA's luncheon.



Jared Fogle shows BEMA' luncheon attendees the pants he wore at his peak weight.

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