



## Van Amburg to Chart Course for ASB

### Breadth of Experience will Strengthen Society

Rowdy Brixey, Chairman of the Board of the American Society of Baking (ASB), announced the appointment of Kent Van Amburg as Executive Director of the society. Mr. Van Amburg succeeds Kerwin Brown who served as Interim Executive Director.

"We are extremely excited to have Kent as the next leader of ASB. His diverse association management experience will help ASB increase value to Society members and as well as their respective companies," said Mr. Brixey, of Bimbo Bakeries USA. "Kent has the leadership skills, intelligence and energy to build on ASB's storied history while taking ASB in exciting new directions."

"ASB was frankly overwhelmed by the level of interest and passion of those who applied for the position," Mr. Brixey continued. "Society members owe a great deal of gratitude to the candidate review, ranking and selection committees for their dedication and work on this process. With over one hundred high quality candidates who applied, it was not an easy task."

Mr. Van Amburg most recently served as the Executive Director of the Gases and Welding Distributors Association (GAWDA). A certified association executive (CAE), he worked with the leadership of GAWDA to significantly increase member participation while restoring the group to financial health. He also has served a variety of senior management positions with medical professional societies and the American Trucking Associations.

Mr. Van Amburg is no stranger to the food industry. A graduate of Kansas State University with a degree in Agricultural Economics, he also worked for the Grains Council and the United Soybean Board. Mr. Van Amburg holds an MS in Agricultural Economics from Purdue University. He served in the United States Navy/Marine Corp both on active duty and reserves. Mr. Van Amburg and his wife currently reside in Woolwich Township, New Jersey.

"ASB is deeply indebted to Mr. Brown for his tremendous service to the society during this interim period," said Mr. Brixey. "We will continue to call on him for advice and counsel during the transition period to Kent's leadership."