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Held at memorable locations and offering networking opportunities with fellow members and unparalleled exposure to current and potential customers, this event easily tops the list.

Living the Mission



BEMA Board of Directors and members working on an exercise to lay the groundwork for future planning.

In January, BEMA held our annual strategic planning meeting — it was two days packed full of ideas and vision for the future.

One realization that materialized was the need to create new competitive advantages for our members and ways to communicate them clearly and often.

What are the biggest benefits of a BEMA membership? We think that many of you would find your answer in something related to the annual Convention. Held at memorable locations and offering networking opportunities with fellow members and unparalleled exposure to current and potential customers, this event easily tops the list.

But we need to dive even deeper. What are the other benefits of BEMA membership? What are members taking

for granted, or perhaps not taking advantage of?

As part of its strategic plan, BEMA's board recently adopted a mission and vision statement:

MISSION: BEMA connects, educates and provides resources for its members and the industries they serve.

VISION: To create an overwhelming competitive advantage for our members.

The BEMA staff and board are living into its mission every day through benefits such as unique networking opportunities at events like annual Convention, as well as leadership development through BEMA-U. Through these programs and more, BEMA membership provides companies a competitive advantage we call value-added. ●



Chairman's Message

It was great to connect with everyone at BEMA

Summit in Chicago a few weeks ago. Summit offered BEMA members the opportunity to connect with both customers and allies, hear from a panel of industry experts regarding sustainability, and experience BEMA-U first hand. In addition, we had an IBIE update and learned from speaker Todd Dewett about the importance of authentic leadership. Summit had 17 first-time attendees, and all sessions were well attended. BEMA continues to give members and guests opportunities that will help their business.

The potential of BEMA-U was on full display as Emily Bowers, BEMA's Director of Education & Professional Development, gave an afternoon seminar that allowed attendees to see what Insights Discovery program could do for their team, business, and personal development. The session was full and engagement was very interactive.

BEMA's Convention is the highlight of the year, and 2017 is no different. BEMA is headed to the beautiful Ritz Carlton in Laguna Niguel, CA. The resort overlooks the Pacific Ocean and offers a variety of things to do, including world class surfing, beach access, golf, several pools, hiking, biking, and fabulous dining in the quaint town of Laguna Beach. The Ritz is a truly unique property and offers you and your family the opportunity to make long-lasting connections.

The heart and soul of BEMA's Convention is the program. We will have a record number of key decision making bakers from around the world. Rich Berger from Clif Bar will be doing a case study on the build of the new Clif Bar plant, unlike many facilities in the industry. We have a couple great panels put together on Organic Baking and Tortilla & Flatbread. And back by popular demand is BEMA Connect, the opportunity for suppliers and bakers to meet to discuss customer needs and supplier solutions. And back this year will be two nights of baker dinners. BEMA is also hard at work creating the best networking opportunities with our receptions, golf outing, group tours, afterglow(s), and baker dinners. The question is, will you be there?

I look forward to seeing all of you in Laguna Niguel June 26-30. It promises to be a great week full of **OPPORTUNITY!**

ALLEN WRIGHT / BEMA CHAIRMAN OF THE BOARD / HANSALOY



Register Today for Convention

(FORMERLY ANNUAL MEETING)

JUNE 26-30, 2017
THE RITZ CARLTON

LAGUNA NIGUEL, CALIFORNIA

Convention registration is now open! Don't miss this fantastic opportunity to connect, learn, and network with industry leaders and over 30 bakers while enjoying sunny California. BEMA will kick off the 100th Anniversary Celebration during this meeting and is a must-attend event.

CUSTOMER CONNECTIONS

BEMA has redefined networking with our Convention. Customer panels, small group dinners, unique experiences, and BEMA Connect create connections with customers you just can't make anywhere else – all in one trip. That's great ROI!

INDUSTRY INSIGHT

BEMA hosts baking industry leaders who present their insight via customer Q&A panels at Convention. These baker guests and their families attend all of our events creating one of the industry's most unique networking venues.

NETWORKING

Time on the golf course, competing in beach Olympics, or sailing in the Pacific is the definition of QUALITY networking time. Experience the industry's most unique networking when you take part in BEMA's activities and special events.

Register now at bema.org/convention and book your hotel.


 BEMA-U

BEMA-U Preview

BEMA-U kicked off the learning and networking at Summit with a room full of the industry's best and brightest engaged in a three-hour preview of the Insights Discovery® program. The session was focused on the skill of self-awareness, which can be quite a journey! Initial reactions from the training speak volumes to the value the participants found from attending:

“Two-page description of my profile... astonishing.”

“Selling to the different types of personalities will be much easier.”

“My color-type assessment was spot on. It will be very interesting to use the color wheel when relating to other people and making correct decisions.”

“This type of exercise always gives one fresh insights into themselves. Everyone should go through this training.”

The preview session provided just a peek at the BEMA-U program, and how the training can deliver direct business results in sales and leadership. Perhaps Teresa Ruder, Burford Corporation, said it best, “Most of us know our strengths and weaknesses if we are intuitive at all. What's nice is to be able to realize other colors on the wheel and how best to relate to them to get the most out of that working relationship. Well done!”

If you are interested in learning more about what BEMA-U can do for you and your business, contact Emily Bowers at the BEMA office. ●

BEMA MEMBERS AND BAKERS LEARN TO WORK WITH OTHERS IN THE WORKPLACE TO MOVE THEIR COMPANIES FORWARD.



BEMA Summit 2017

February 25 & 26, 2017
Hilton, Chicago



ATTENDEES AT BEMA'S SUMMIT
NETWORKING AND ENJOYING THE PANELS.





“BEMA’s Summit continues to educate our Koenig staff and provides excellent networking opportunities within the bakery industry!”

RICH BREESWINE / PRESIDENT & CEO / KOENIG BAKERY SYSTEMS

Panelists encourage BEMA to further embrace sustainability

BY DAN MALOVANY / BAKING & SNACK

When it comes to sustainability, it's not just about waste management, energy conservation and preserving the environment for future generations. Rather, the multifaceted approach being taken by food businesses such as ARYZTA, Campbell Soup Co. and Clif Bar & Co. encompasses broader initiatives that touch on almost every aspect of their businesses.

That was the message presented by Tracie Sheehan, chief health, quality and sustainability officer at ARYZTA; Sravani Janga, project engineer — environmental global engineering, Campbell Soup; and Elysa Hammond, director, environmental stewardship at Clif Bar during the recent 2017 BEMA Summit.

Speaking on “Sustainability for Equipment, Plant and Supply Chain,” the panelists discussed how sustainability today incorporates a wide variety of pillars. Those include food safety, brand integrity, employee well-being and commitment to improving communities in addition to the more traditional focus on the environment and the planet.

Ms. Sheehan, for instance, pointed out how all of the foods under ARYZTA's LaBrea Bakery brand have become non-GMO-certified while its Otis Spunkmeyer line of sweet goods now embraces a more wholesome approach to indulgence under its “No Funky Stuff” effort.

At Campbell, Ms. Janga outlined the company's achievements in renewable energy generation, including installing 25,000 solar panels that reduced electrical consumption by 15% at its soup manufacturing plant in Napoleon,



(From left) Kerwin Brown, BEMA; Tracie Sheehan, ARYZTA; Elysa Hammond, Clif Bar; and Sravani Janga, Campbell Soup.

OH. Likewise, two fuel cells combined with a 1 MW solar array have the capability of generating 100% of the electricity at its Pepperidge Farm plant in Bloomfield, CT. She noted that Campbell continues to evaluate and update its sustainability program as the business evolves.

“Campbell's business footprint has evolved over the last several years through a number of acquisitions,” she said. “By analyzing external reporting trends, we decided to reset our enterprise sustainability goals to better reflect the Campbell we are today and to align with our Purpose: ‘Real Food that Matters for Life's Moments.’” Campbell plans to announce its new initiatives later this spring in the its annual corporate responsibility report.

At Clif Bar, Ms. Hammond explained how the company's sustainability efforts have evolved since it began producing in Indianapolis and at its new bakery in Twin Falls, ID. She described how the company challenges

its vendors and suppliers to evaluate projects and proposals based on a five-tier bottom line that includes a sustainability matrix based on its business, brands, people, communities and planet.

During a question-and-answer session, Kerwin Brown, BEMA's president and CEO, asked how the panelists drive their passion for sustainability throughout their companies and supply chains. Ms. Sheehan stressed that the core objective need not only be sustainable, but also attainable. “You want to make sure you are establishing goals that are achievable on a year's basis — not just something that's way out there,” she said.

In concluding the session, Ms. Hammond challenged BEMA to incorporate sustainability into its mission statement to provide its members with a competitive edge while doing something that's beneficial to their businesses, communities and the world around them. ●

Industry Highlights



IBIE 2019: 100 YEARS IN THE MAKING



2019 might seem far away, but the IBIE committee is already hard at work planning an unforgettable event. While the committee strives to elevate the show every year, this year is extra special as we celebrate IBIE's 100-year anniversary. Committee members and show organizers recently attended a face-to-face strategic planning meeting at the ABA Annual Convention in Boca Raton to develop the vision and strategic objectives for the next iteration of IBIE. Dennis Gunnell, the IBIE incoming vice-chair, also spoke in front of BEMA members at the BEMA Winter Summit to review the results from the 2016 show and garner feedback from exhibitors. We want to hear from you, too! If you have feedback that you'd like to share, please email info@IBIE2019.com.



INTERPACK 2017

On Sunday May 7th, BEMA will hold a reception during the Interpack trade fair in Dusseldorf Germany. Part of BEMA's mission is to connect our members to bakers and to each other. Those connections can happen anywhere, especially in Germany. "The reception we have at iba in partnership with Kallman and Associates has been so successful that we wanted to try it at Interpack," says Patrice Painchaud, chairman for BEMA's International Committee. Here are the details:

WHERE: Fatty's Irish Pub /
Hunsrückstraße 13, 40213

TIME: 7-9 pm

DATE: Sunday, May 7th

RSVP: Please send names of those planning to attend to info@bema.org



GULFOOD MANUFACTURING 2017

Gulfood Manufacturing 2017 is the third occurrence as a stand-alone trade fair and continues to grow in exhibitors, attendees and importance to the MENA area. The 2016 show boasted 35,000 visitors from 60 countries, 1,500 exhibitors and 28 national pavilions. From these numbers, one can tell that when companies want access to this market, GFM 2017 is the clear choice. Many US companies are exhibiting

and the list of BEMA headquartered in the US continues to grow. "I estimate that over 50 BEMA companies from around the world will exhibit at the 2017 show either directly or through agents," says Kerwin Brown, President and CEO of BEMA. The following is a list of companies that participate in the BEMA and PMMI pavilion, which are located next to each other – Formers, Green Bay Machinery, Lawrence Equipment, Polymer Solutions, Intralox, Metal Edge, Maddox Metal Works, La Tini USA, Greener, PPI technologies, Burford, American Pan, Peerless. For more information about exhibiting in the BEMA Pavilion, contact Roxanne Brown, Oak Overseas, rbrown@oakoverseas.com, 704-837-1980 x315.

eSHIPPING



Kerwin Brown and Deb Blaylock met with new BEMA member eShipping at their Parkville, MO corporate headquarters.

eShipping provides Complete Transportation Management Solutions that encompass the people, technology, and services for all modes, with full optimization and complete visibility into your data across the entire supply chain. ●



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Allen Wright, Hansaloy
Chairman of the Board
Kerwin Brown, President & CEO

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Calendar of Events

2017

APRIL

4-5
BEMA-U: Transformational
Leadership Program I
Chicago, IL

23-24
Bakery Congress
Vancouver, BC Canada

MAY
1-2
TIA Convention
Las Vegas, NV

5-6
American Pie Fest
Orlando

4-10
Interpack
Dusseldorf, Germany

16-17
BEMA-U: Transformational
Leadership Program II
Chicago, IL

JUNE

4
MWATBI Golf Tournament
Kansas City, MO

4-6
Sosland Purchasing Seminar
Kansas City, MO

26-30
BEMA Convention
Laguna Niguel, CA

SEPTEMBER
12-13
BEMA-U: Transformational
Leadership Program III
Chicago, IL

OCTOBER / NOVEMBER
OCT 31 - NOV 2
Gulfood Manufacturing
Dubai

2018

SEPTEMBER 2018

15-20
iba
Munich, Germany