



Inside this issue:

CHAIRMAN'S ARTICLE / 02

SUMMIT PREVIEW / 02

IBIE / 03

IBIE PHOTO GALLERY / 04-05

GULFOOD MANUFACTURING / 06

THE BEMA-U THAT'S RIGHT FOR YOU / 06

MEMBERSHIP HIGHLIGHTS / 07

Past Forward



BEMA members have always worked to lay the foundation for future success. From left: Chris Bowers (Belshaw Brothers), Fred Springer (Burford Corp), Ed Perry (AMF) and Bill Pulver (Pulver Technologies), in the 1980's planning for BEMA's baking expo.

Plans for 2017 and beyond have begun with your response to the needs assessment survey in August.

98 years looks great on BEMA! We just experienced the largest IBIE and largest Convention ever, creating valuable connections for our members. We also launched exciting new leadership and team training through BEMA-U. BEMA's new brand and the "Value Added" advertising campaign made their debut at IBIE.

Plans for 2017 and beyond have begun with your response to the needs assessment survey in August. Responses came from both BEMA members and non-members, including bakers and food manufacturers. We learned that our two key services – networking opportunities and IBIE discounts and support – are highly valued. The industry at large also values training opportunities like those we offer through BEMA-U. Services like market intelligence and help in attracting and retaining employees were listed as potential new ways BEMA

might add value for members. These and other insights gained from the survey have already begun to inform the board's and staff's work and will form the basis for discussion at BEMA's strategic planning meeting in January.

A task force of past chairs and active members has begun planning BEMA's 100th anniversary celebration. Initial plans call for recognizing how BEMA and its members have given back to the industry and their communities. The committee is also exploring new ways to contribute significantly to advancing the industry as a whole.

BEMA's credibility and a solid reputation will form the building blocks for our future. As we plan, we'll continue to leverage past successes to grow the value of membership so that you can continue adding value to the industry. ●



Chairman's Message

As 2016 winds down, it is a good time to reflect. Winter Summit kicked off the year with record numbers and a valuable program. Annual Meeting in Virginia featured a fantastic program with a record number of members and bakers in attendance. IBIE saw increased numbers and was a great show. In keeping with the season, we have many reasons to be thankful for the year that was.

As we look forward, 2017 is shaping up to be remarkable! Summit, formerly Winter Summit, will give BEMA members an opportunity to experience BEMA-U hands-on. BEMA-U will offer best-in-class leadership training and customized on-site training at your facility. We are poised to transform how education happens in the industry.

In June, Convention, formerly Annual Meeting, will be held at The Ritz Carlton in Laguna Niguel, CA. The resort is in the heart of Orange County and sits on a bluff overlooking the Pacific Ocean. The Convention & Programs Committee is hard at work putting together informative speaker panels. We are targeting a record number of bakers and looking forward to the third installment of BEMA Connect. Convention is a can't-miss industry event, so mark your calendars; I look forward to seeing you there.

Merry Christmas and Happy New Year to you and your family!

ALLEN WRIGHT / BEMA CHAIRMAN OF THE BOARD / HANSALOV



BEMA-U Preview at Summit

Introduction to Insights Discovery®



- Don't miss the **2017 BEMA Summit** featuring a panel on Sustainability for Equipment, Plant and Supply Chain with Elysa Hammond, Director of Environmental Stewardship, Clif Bar and Tracie Sheehan, Chief Health, Quality & Sustainability Officer, ARYZTA.
- Bring your management team or up-and-coming talent to get a first-hand look at the new **BEMA-U!** Preview Insights Discovery®, BEMA's best-in-class partner for training, and learn how BEMA-U's onsite training and/or Transformational Leadership Program can impact your team.

More Info on Summit and the BEMA-U Preview at bema.org/summit.

NOTE: You (or your colleagues) can attend the BEMA-U preview without attending Summit.

IBIE 2016: Investments in Exhibits and Strategic Growth Pay Off

Congratulations BEMA members and thank you for contributing to the largest, most successful IBIE ever. IBIE 2016 had many facets – education, innovation, sustainability, and entertainment – but the EXHIBITION is what everyone was there to see, and BEMA members delivered a show floor unlike any we've experienced before. Not only did you bring new innovations, you displayed them in new and creative ways from virtual reality to two-story booths to 3-D video boards.

If you haven't seen the results yet, here are the key stats on IBIE 2016:

- 1000 exhibitors, including 340 new exhibitors
- 700,000 square feet of exhibit space
- 23,000+ attendees
- 9% increase in attendees from 2013 and 65% increase in the last decade
- much of this growth from international markets

"IBIE 2016 exceeded our expectations. Both the volume and quality of visitors

IBIE has evolved to deliver an exciting and relevant show experience for attendees offering a blend of business, education, and entertainment.

to our booth made the entire experience well worth the investment," says Ken Schwenger, Bakery Concepts Int., LLC. In post-show surveys, many exhibitors reported meeting with more decision makers, engineers and those that developed plant and line specifications.

IBIE has evolved to deliver an exciting and relevant show experience for attendees offering a blend of business, education, and entertainment. In addition to an expanded show floor, this year saw:

- An expanded Innovation Showcase including the new Innovation Spotlight Theater in the Idea Lab
- Fresh Take Talks presented by Grain Foods Foundation – TED® style talks from industry experts and thought-leaders in food trends
- B.E.S.T in Baking awards for sustainability
- An expanded education program supported by the major industry associations
- Opening night reception – the "All-American Tailgate" party

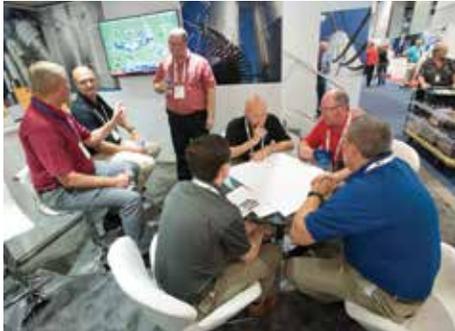
This level of advancement does not happen by accident. The IBIE committee – made up of both BEMA and ABA members – developed a strategic plan after the 2013 show to guide the show's growth. The committee is currently reviewing the 2016 show and your post-show survey responses. The balanced committee ensures that the show is evaluated from a number of viewpoints including the exhibitor viewpoint. At Summit, BEMA will host an exhibitor debrief and will share additional feedback with the committee. ●

BEMA MEMBERS DELIVERED A SHOW FLOOR UNLIKE ANY WE'VE EXPERIENCED BEFORE.



IBIE 2016

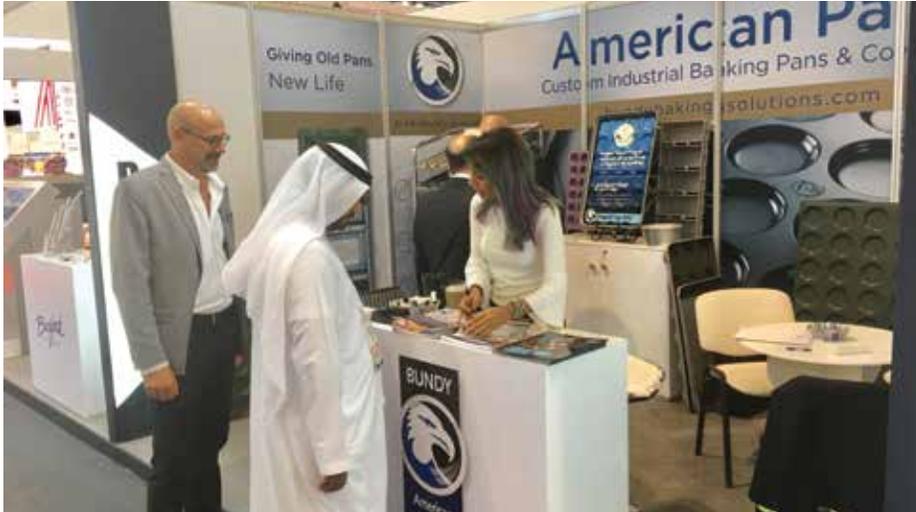
October 8-11, 2016
Las Vegas Convention Center
Las Vegas, Nevada





“IBIE is continually evolving and growing to meet the needs of baking industry professionals, and this year we saw a record-breaking show.”

BEMA/USA Pavilion at Gulfood Manufacturing



BEMA and Oak Overseas provide turnkey solutions for booth translators fluent in Arabic.

BEMA hosted a BEMA/USA pavilion for the third time at the 2016 Gulfood Manufacturing trade fair at the Dubai World Trade Center. The fair continues to grow in size and importance to the region. In just three years it has expanded to 1,500 exhibitors (up 40%) and 32,000 attendees (an 11% increase from 2015). And it will continue to grow. The Gulf States' food import bill will double over the next few years to over \$53 billion, making it vital that the region establishes a broader, more sophisticated and sustainable food manufacturing base.

The BEMA/USA pavilion grew this year even though IBIE was held only a few months prior and PMMI's dates coincided with Gulfood's. In 2017, with fewer conflicts and a growing attendee and exhibitor base, Gulfood Manufacturing is certain to draw more attention and more US exhibitors who want to reach the MEASA region. BEMA has worked with the show organizer to move the BEMA/USA pavilion back into Hall 4, the heart of the show, and significantly increase attendee traffic.



Mitch Lindsey (Burford Corp) informs visitors about Burford machinery using an interactive video board.

BEMA must commit to space in the pavilion by the end of 2016. If your company wants to reserve space, contact Kerwin Brown, kbrown@bema.org or Roxanne Brown, rbrown@oakoverseas.com, with Oak Overseas (US agent for the show) to reserve a space. ●



Which BEMA-U is Right for You?

It's time to plan for 2017 and save the BEMA-U date that's right for you. Our new format makes it easy for everyone to get the training they need!

Do you like to attend events and meet new people? Is growing your professional network a goal for the new year? Our **TRANSFORMATIONAL LEADERSHIP PROGRAM** is for you. All three sessions will be held in Chicago in April, May, and September of 2017.

Do you need to focus on growing your team and their skills? Struggling to figure out how to get them all to a training session at the same time? **HAVE BEMA-U COME TO YOU!** We facilitate training sessions on-site at your facility so your whole group can attend without the burden of travel.

TRANSFORMATIONAL LEADERSHIP PROGRAM / CHICAGO

APRIL 4-5, 2017

MAY 16-17, 2017

SEPTEMBER 12-13, 2017

Registration and info at bema.org/bema-u

For more information about BEMA-U and our training, give us a call, or better yet, attend our Insights Discovery® introductory session at Summit in February. Register for the preview at bema.org/summit.

Membership Highlights

MEMBERSHIP RENEWAL

It's a great time to be BEMA (just read pages 1-6). Be sure to continue your membership next year. Invoices for membership dues were sent out in November. Dues are payable by check, credit card or wire transfer.

- If you'd like to pay online, go to bema.org and click *Membership Renewal*.
- To send a check, please mail to 10740 Nall Avenue, Suite 230, Overland Park, KS 66211
- For Wire Transfer, please e-mail Deb Herrman for wire transfer instructions at dherrman@bema.org.

BEMA WELCOMES THESE NEW MEMBERS WHO JOINED IN 2016:

APACHE STAINLESS
 BORREGAARD
 ENGINEERED FOOD SYSTEMS
 eSHIPPING
 FROST INC.
 GARRIDO PRINTING EQUIPMENT
 GENIUS SOLUTIONS
 GLEESON CONSTRUCTORS
 LC BAKERY
 LLOYDPANS
 MITSUBISHI AUTOMATION
 MIXSYS LLC
 NATIONAL BULK EQUIPMENT
 NEXCOR
 ONLINE ENGINEERING
 RULMECA CORP
 SFB CONSULTING
 STERLING SYSTEMS & CONTROLS

MEMBERSHIP LISTING ON BEMA'S WEBSITE

Now is a great time to take a minute and make sure your information is up to date online at bema.org. Please check to see if the correct contact, address, phone, and e-mail is listed. Add any additional contacts who should receive information.

If you have any questions or concerns regarding your BEMA membership, please call Deb Blaylock, Membership Manager at 913-338-1300. We are here to serve our members!

SHOW YOUR BEMA MEMBER PRIDE

As a member of BEMA you've experienced first hand how BEMA strives to add value to our industry. At IBIE, we debuted our new brand and a marketing strategy that puts our members first. Under the banner "Value Added" we'll speak directly to bakers, describing how buying from a BEMA member builds value in the supplier/customer relationship.

We invite you to show your member pride in your emails, website, newsletters, etc. by displaying the BEMA Member logo. The BEMA member logo is available to you on our member pride page, bema.org/memberpride.



Deb Blaylock visited AB Mauri in March for a site visit and to check out their new test kitchen.



BEMA staff visited Great Western Manufacturing to see their new expansion.



BEMA visited with new members Xebeco at Bakery Canada.



Deb Blaylock attended PackExpo in Chicago and visited members Kwik Lok.



10740 Nall Avenue / Suite 230
Overland Park, KS 66211, U.S.A.
Tel: 913-338-1300
Fax: 913-338-1327
E-mail: info@bema.org
Web site: bema.org

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This newsletter is published by BEMA, an international, non-profit association through which members coordinate their efforts to progressively serve the baking and food industries.

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

FIND US ONLINE /  www.facebook.com/BEMACnectsYou /  linkedin.com/company/bema

Calendar of Events

2017

FEBRUARY

25-26
BEMA Summit
Chicago, IL

26-28
ASB Baking Tech 2017
Chicago, IL

MARCH
25-29
ABA Convention
Boca Raton, FL

28-29
Sanitary Design Workshop
Chicago, IL

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

4-10
Interpack
Dusseldorf, Germany

5-6
American Pie Festival
Orlando

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

SEPTEMBER 2018
15-20
iba
Munich, Germany

Great things happen when we bring people together. Save the date to connect with colleagues and customers:



BEMA SUMMIT
(formerly Winter Summit)

February 25 & 26, 2017
Hilton, Chicago
• Featuring a half-day BEMA-U preview.



BEMA CONVENTION
(formerly Annual Meeting)

June 26-30, 2017
Ritz Carlton
Laguna Niguel, California