



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

CONVENTION & PROGRAMS COMMITTEE

The Ritz Carlton, Laguna Niguel
June 27, 2017 - 11:40 a.m. – 12:40 p.m.

- I. Call to Order/Approval of Minutes (February 2017)
- II. Introductions
 - a. First Time Attendees – name and company
 - b. To all in attendance: this is a working meeting where we will be targeting speakers for 2018 and assigning members to help with invitations. Everyone is welcome to pitch in!
- III. Chairman’s Guidance for Speakers at Meetings
 - a. 100th Anniversary celebrations at Summit & Convention
 - b. Summit &/or Convention speakers – represent different segments of the industry (i.e. sheeted products, snack business, ingredients)
- IV. Develop Action Plan: Speaker Invitation Worksheet Completed Live in Meeting
 - a. Develop a specific list of speakers for:
 - i. Convention (speakers, guests)
 - ii. Summit
 - b. Responsibilities – Assign committee members/attendees or suggest members who are not in attendance who might be able to ask specific speakers. (Staff will work with all to manage invitation process)
 - c. Tools for Contacting Speakers
 - i. Documents online: Meeting Description, Expenses we Cover, Speaker Invitation Worksheet – links to all will be shared by BEMA staff
- V. Time Line
 - a. ID targets **June 2017**
 - b. Initial contact **July - September 2017**
 - c. Firm commitment **Nov 2016 – Feb 2018**
- VI. Adjournment

CONVENTIONS & PROGRAMS COMMITTEE

Chicago Hilton - February 25, 2017

MINUTES

I. CALL TO ORDER

Jay Hardy, committee co-chair, called the meeting to order at 9:00 a.m. The following members were present:

| | | |
|-------------------|----------------------|--|
| Terry Bartsch | Bundy/Shaffer | tbartsch@shaffermixers.com |
| Allen Wright | Hansaloy | alwright@hansaloy.com |
| Jay Hardy | AB Mauri | Jay.hardy@abmauri.us |
| Mike Pierce | The Austin Company | Mike.pierce@theaustin.com |
| Don Osborne | Intralox | Donald.osborne@intralox.com |
| Jeff Heath | Doran Scales | jeffh@doranscales.com |
| Sergio Cabillero | Food Tools | sergioc@foodtools.com |
| Mark Hotze | Corbion | mark.hotze@corbion.com |
| Paul Lattan | Sosland Publishing | plattan@sosland.com |
| Chris Loehman | Kwik-Lok Corporation | chrisl@kwiklok.com |
| Glenn Rindfleisch | Rehrig Pacific Co. | grindfleisch@rehrig.com |

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|------------------|-------------------------------|--|
| Abby Ceule | Corbion | Abigail.ceule@corbion.com |
| Ken Mentch | Workhorse Automation | kmentch@workhorseautomation.com |
| Chris Luke | SFWB | lukec@bnpmedia.com |
| Bill Grutter | Bake Rite Systems | bgrutter@bakeritecom |
| Russ Garland | Bake Rite Systems | rgarland@bakeritecom |
| Nick Magistrelli | Rademaker | nmagistrelli@rademaker.com |
| Ray Anater | Webber/Smith Associattes Incl | ranater@webbersmith.com |
| Joanie Spencer | Sosland Publishing | |
| Steve Berne | Sosland Publishing | |
| Tamer Elzarka | Rademaker USA | telzarka@rademakerusa.com |
| Eric Riggle | Rademaker | |
| Clay Miller | Burford Corp | cmiller@burford.com |
| Bryan Hobbs | Ashworth | bhobbs@ashworth.com |
| Frank Achterberg | CBF Systems | fachterberg@cbf.com |
| Jim Blum | Bundy-Shaffer | jblum@shaffermixers.com |
| Jon Miller | AM King | jmiller@amkinggroup.com |

II. APPROVAL OF MINUTES & WELCOME

It was moved and seconded to approve the minutes of the June 2015 meeting. **Motion passed.**
The committee chairs welcomed the new members and first-time Winter Summit attendees to the meeting.

III. REVIEW OF 2017 ANNUAL MEETING BAKER/SPEAKER INVITATIONS

The committee chairs thanked the committee members for their hard work to this point on the baker invitations. The group reviewed the speaker invitations spreadsheet to determine areas that need work and to ask for the committee members' help in inviting speakers.

The committee chairmen asked for assistance in finalizing the Tortilla/Flatbread & the Organic panels.

- Jeff Heath will reach out to Trung Lam at Le Tour Bakehouse for the Tortilla/Flatbread panel
- Joanie Spencer will reach out to her contacts at Mission Foods to see if we can secure a representative on the panel
- Jay Hardy will reach out to Robert Young and Phil Ross at ARYZTA in California.

Additional activities to secure baker guests were mentioned:

- Terry Bartsch will confirm Kevin Stevens from Klosterman
- The committee felt strongly that Joe Turano was a "must have" at the event as the IBIE chair.
- Bimbo Bakeries – get more people involved from all business units.

IV. 2018 WINTER SUMMIT SPEAKER/TOPIC SUGGESTIONS

The committee discussed possible topics for baker panels at the 2018 Summit. Don Osborne, incoming chairman, suggested that BEMA host a sweet goods or cookie/cracker panel at the 2018 Summit. Bill Quigg was suggested as a speaker. Terry Bartsch, Erick Riggle, Andrea Henderson, and Jeff Heath offered to assist in securing this panel. Emily Guilfoyle (Corbion) was also suggested as someone who could help with this panel.

It was also suggested that smaller, specialty bakers be considered as an area of focus. It was stated that these panelists might need assistance with presentation skills (for example providing a presentation template).

V. OLD BUSINESS

None

VI. NEW BUSINESS

None

VII. ADJOURNMENT

There being no further business, the chairman adjourned the meeting at 9:45 a.m.

Respectfully submitted, March 7, 2017

Mark Hotze, Committee Member & Jennifer Prusa, Staff Liaison

Tentative until approved by committee