



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

MARKETING COMMITTEE

The Ritz Carlton, Laguna Niguel
June 27, 2017 - 10:30 a.m. – 11:30 p.m.

A-G-E-N-D-A

1. Call to Order/Approval of Minutes (Feb. 2017) -
 - a. Sign In
2. Introductions -
 - a. Mike Pierce, Committee Liaison
 - b. First Time Attendee Welcome
3. Website Revision – Feedback on website concepts
4. 100th Anniversary – June 2017 to June 2018 –
 - a. Plan Overview – Editorial & Advertising
5. Old Business
6. New Business
7. Adjournment

MARKETING COMMITTEE

Chicago Hilton - **Chicago, IL**
February 26, 2017

M-I-N-U-T-E-S

I. CALL TO ORDER

Call to Order/Approval of Minutes (June 2016) –

The meeting was called to order by committee liaison, Mike Pierce, at 8:04 am. It was moved and seconded to approve the minutes of the June 2016 meeting. Those in attendance were:

Steve Berne	Sosland Publishing	sberne@sosland.com
Eric Cruse	Benchmark Automation	eric@benchmarkautomation.net
Sergio Caballero	FoodTools	sergio@foodtools.com
Mitch Lindsey	Burford Corp	mlindsey@burford.com
Ralf Ulmer	Toolbox	Ralf.ulmer@toolbox-software.com
Sasha Subich	Toolbox	Sasha.subich@toolbox-software.com
Chuck Kerwin	AZO	ckenwin@azo.com
Jon Miller	AM King	jmiller@amkinggroup.com
Patrice Painchaud	Peerless	ppainchaud@peerlessfood.com
Jeff Heath	Doran Scales	jeffh@doranscales.com
George Hoff	Peerless	ghoff@peerlessfood.com
Chris Loehman	Kwik Lok Corporation	chrisl@kwiklok.com
Don Osborne	Intralox	donald.osborne@intralox.com
Mike Pierce	The Austin Company	mike.pierce@theaustin.com
Christ Luke	Snack Food & Wholesale Bakery	lukec@bnpmedia.com
Andrew McGee	Shaffer Mixers	amcghie@shaffermixers.com
Rod Harris	Shick Solutions	Rod.harris@shicksolutions.com
Josh Hughes	Burford Corp.	jhughes@burford.com

Allen Wright	Hansaloy	alwright@hansaloy.com
Mike Pierce	The Austin Company	Mike.pierce@theaustin.com
Don Osborne	Intralox	Donald.osborne@intralox.com
Christina Belfiglio	Rehrig Pacific	cbelfiglio@rehrig.com
Paul Lattan	Sosland Publishing	plattan@sosland.com
Glenn Rindfleisch	Rehrig Pacific Co.	grindfleisch@rehrig.com
Abby Ceule	Corbion	Abigail.ceule@corbion.com
Ray Anater	Webber/Smith Associates Incl	ranater@webbersmith.com

II. Introductions -

- a. Mike Pierce, liaison to the marketing committee led the meeting. He began by asking first time attendees to introduce themselves.
- b. The committee was asked for feedback on the BEMA-U preview event held the day prior. Jennifer Prusa, Director of Meetings and Marketing for BEMA, stated that the current registrants for the BEMA-U Transformational Leadership Program included both bakers and BEMA members. George Hoff shared feedback from the BEMA-U Preview.
- c. The committee asked for clarification on the registration deadline (March 14) and the minimum number needed to hold the class (10).

III. Board Initiative: Value Added Campaign & Rebrand Update -

- a. Jennifer Prusa provided an update on the rebrand process and asked for any feedback on the brand or process. She stated that the brand launched at IBIE at the BEMA booth, ads in publications and through sponsorship of the Cinderella board (large screens on site). Since IBIE, the advertising message and resources have been split between BEMA-U and the Value Added messaging. In February, BEMA purchased video sponsorship through Baking and Snack, they also issued an eblast through Sosland channels and have run ads and web ads through bnp/Snack Food and Wholesale Baking. Any and all leads collected through these means were followed up on by Emily Bowers personally beginning with email, then calling as leads warmed up. In March issues, BEMA began running the Value Added campaign again.
- b. The next phase of the rebrand is a website revision. BEMA issued surveys to the membership and asked for feedback and information from the marketing committee. This information has been shared with Design Ranch who is developing a site map and design concepts for the site. BEMA staff will share the concepts with the committee via conference call for feedback, then construction of the new site will begin.

IV. 100th Anniversary – June 2017 to June 2018 –

- a. Don Osborne provided a preview of the 100th anniversary plans. He stated that the plans were developed by the 100th anniversary committee and are based on three pillars: historical, celebrations and future investment. BEMA will gather historical archives and prepare a written history of the organization with the help of Sosland Publishing. BEMA will focus on highlighting ways BEMA and its members have impacted the industry. BEMA will host past leaders and influencers at the Convention '17, Summit and Convention '18 with special celebrations. Osborne also described plans to implement a new scholarship aimed training mechanical and electrical engineers for the baking industry. The overall theme of the 100th anniversary will be giving back.
- b. Members of the board of directors provided an update on the vision statement developed as part of the strategic planning meeting. Patrice Painchaud stated the three pillars of the vision – BEMA educates, connects and provides resources for its members. Painchaud also described how the marketing committee worked between face-to-face meetings and invited attendees to join the regular calls.

V. Old Business

- a. None

VI. New Business

- a. The committee talked about general marketing messaging. Chuck Kerwin expressed the need to clearly understand what BEMA can do for his company and himself. It was also stated that there are many ways BEMA offers to make members better, but that these offerings need to be more clearly expressed. When asked what the top value of BEMA was, "networking" was stated as the top value BEMA brings. BEMA will continue to promote the association work and contributions of members to bakers. Joanie Spencer asked how the ABA/B&CMA merger will affect who becomes ABA baker members.

VII. Adjournment

- a. There being no further business, the meeting was adjourned at 8:43 am.

Respectfully submitted 3/15/17

Jennifer Prusa

Staff liaison and secretary to the meeting