



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

MEMBERSHIP COMMITTEE

Ritz Carlton
Laguna Niguel
June 27th 2017
10:30 AM – 11:30 AM

A-G-E-N-D-A

- I. Call to Order
- II. Approval of Minutes from February 26, 2017
- III. Jim Kline – introductions
- IV. Membership Committee Goals/Membership Purpose
- V. Welcome First-timers – what do you hope to get out of BEMA?
- VI. Convention what to expect
- VII. Membership Update
 1. Current membership update
 2. Dropped members/make recommendations
 3. Recruiting members and getting non-members engaged
- VIII. BEMA Convention Welcoming Strategies
- IX. Old Business
- X. New Business
- XI. Adjournment



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Hilton Chicago
Chicago
February 26th, 2017
8:04 a.m. – 8:45 a.m.

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

I. CALL TO ORDER

The meeting was called to order by Jim Kline, Membership Chair at approximately 8:06 a.m. BEMA members in attendance were:

Dave Benner	Peerless
Bruce Cox	Kwik Lok
Jim Fussell	eShipping
Chad Harrison	Rehrig
Dave Krishock	KSU
Mike LaValle	Intralox
Owen Lenader	eShipping
Mark Podl	Doran Scales
Ken Schwenger	Bakery Concepts

Also in attendance
Deb Blaylock

BEMA

II. APPROVAL OF MINUTES

It was moved and seconded to approve the minutes of the February 26, 2016 meeting. **The motion passed.**

III. FIRST-TIME MEMBER ENGAGEMENT AND INTRODUCTIONS

Jim Kline welcomed everyone to the BEMA Meeting. The first-time attendees introduced themselves and were asked what brought them to Summit. There was a first-time attendee dinner held the night before and was held before the committee meeting unlike past year's. A reception was also held before regular reception so first-timers really got to connect with others before the meeting actually started. Some even attended the first BEMA preview session on Saturday.

Jim gave the history of BEMA and his involvement and talked about Convention. Benefits included networking, BIF panel, 31 bakers, BEMA connect and several discussions were tied around these benefits. The 100th anniversary was also mentioned and the plan to kick it off in June. Deb Blaylock spoke about the meeting as well and communicated everyone will have a host assigned to help network at Convention.

Kerwin Brown, President/CEO of BEMA came in to welcome everyone and speak for a few minutes. He talked about our vision statement creating a competitive edge over non-members and the value added of education and BEMA U.



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IV. MEMBERSHIP UPDATE

It was reported that BEMA currently has 218 members. BEMA lost a total of 24 members this year for various reasons – most stating bakery isn't their core business. BEMA usually sees a decrease after IBIE and based on previous years it should ramp back up. The goal for the end of the year is 240 members in hopes of having Melissa Posh at IBIE to sell BEMA membership. Recruiting efforts will be ongoing and it was asked the members help sell BEMA at other tradeshow and refer anyone they feel would be a good fit. It was mentioned that we are open to different segments to have more knowledge of the industry and be more effective.

New member "eShipping" spoke about their business and how they are different from other members. They provide route systems, tracking and target mid-size businesses.

V. OLD BUSINESS

No discussion

VI. NEW BUSINESS

No discussion

VII. ADJOURNMENT

There being no further business, the move was made and seconded to adjourn the meeting. **The motion passed.** The chair adjourned the meeting at approximately 8:40 a.m.

Respectfully submitted by
Deb Blaylock, BEMA
Secretary to Meeting (*unofficial minutes until approved by the committee*)