A-G-E-N-D-A

I. Call to Order

II. Approval of Minutes from June 20, 2014

III. Welcome First-timers
   1. Introduce first-timers
   2. Orientation about BEMA and meetings
   3. Benefits/Opportunities
   4. Q&A

IV. Membership
   1. Current membership update
   2. Dropped members/make recommendations
   3. Upcoming shows – ASB tabletops, PackExpo, iba, IBIE

V. BEMA Meetings
   1. Attendance review Winter Summit/First-timers/Dinner
   2. Welcoming strategies – changing format at Annual Meeting, ideas?

VI. Old Business

VII. New Business

VIII. Adjournment
CALL TO ORDER

The meeting was called to order by David Groff, Membership Chair at approximately 11:35 a.m. BEMA members in attendance were:

- David Groff, Bedford Industries (dgroff@bedfordind.com)
- Gene Torres, Chiorino (g.torres@chiorino.us)
- Klaus Adam, Fritsch (Klaus.adam@fritsch-forum.de)
- Allen Wright, Hansaloy (alwright@hansaloy.com)
- Mike LaValle, Intralox (Michael.lavalle@intralox.com)

Also in attendance:
- Deb Blaylock, BEMA - staff (dplaylock@bema.org)

I. APPROVAL OF MINUTES

It was moved and seconded to approve the minutes of the March 1, 2014 meeting. The motion passed.

II. FIRST-TIME MEMBER ENGAGEMENT AND INTRODUCTIONS

This year the format for first-time attendees at Annual Meeting was different than in past years. The first-time orientation was held before the membership committee meeting and Dave Groff, Membership Chair, gave an overview about why membership is important stating you get out what you put in and networking is key at BEMA meetings. There were 14 first-timers at Annual Meeting and all were assigned meeting hosts to help welcome them. The hosts introduced themselves at the Welcome Reception held the evening before and all first-time attendees had a first-time attendee ribbon so BOD and others could welcome them.

III. MEMBERSHIP UPDATE

It was reported that BEMA currently has 216 members and 4 more members are needed to reach the Board of Directors goal of 220. Recruiting strategies are needed in order to fulfill this goal. Targeting previous IBIE exhibitors, walking the PackExpo show, and reaching out to warm prospects are all a part of the membership committees initiatives.

Membership is just slightly down due to last year being an IBIE year and losing a few members. Our goal is to ramp it back up as IBIE gets closer. Prospectus packets will be mailed out in December so timing this year is good to recruit.
Scott Reed at ADCO suggested BEMA reach out to Rockwell Automation once again and stated they will be at PackExpo to formally meet. It’s noted both Dave Groff and Kerwin Brown have reached out to appropriate contact.

IV. RECOMMENDATIONS TO CONSIDER

The following recommendations were asked to be considered:
- Improve effort of BEMA to introduce new members to:
  1. Bakers/for direct contact
  2. Key Member Companies/for networking
- BEMA consider arranging a special dinner option for new members at both BEMA meetings to have bakers meet with them.
- Showcase new members in e-news and/or newsletter
- Creating a membership directory for International Shows to handout for people to look up by supplier (e.g. – conveyor systems)
- Have small group activities with a baker in addition to dinners. Teambuilding activities like rafting was an example.
- Have a new member each year on the BOD to serve a 1 year term.
- Look at where we want to be in 10 years?
- Winter Summit opportunities for new location

V. ANNUAL MEETING

The membership committee discussed how “value is perceived” and how we can get more non-active members engaged at our meetings. It was noted that once our Annual Meeting is back to a less “beachy” destination – it would be good timing to target them. One member mentioned the value for him is meeting “25 bakers in one place”. The affordability seems high but considering not having to fly to 25 places the costs can be justified.

Small group dinners is a huge advantage and the bakers being excited to be here and have suppliers in one place. Works both ways. BIF is another huge benefit of our meetings and affects OEM’s and is an opportunity to learn about issues affecting the industry.

NETWORKING. It can take 2-3 years to really get a feel for everyone and get your name out there. A video library has been created for members that can’t attend the meeting but they only get a % of the benefit. Networking is 90% of it.

VI. OLD BUSINESS

No discussion

VII. NEW BUSINESS

No discussion

VIII. 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 12:23 p.m.

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