



Association Outreach & Engagement

Tuesday, June 18, 2019; 10:45am-Noon
Hotel Talisa, Talisa Room F

MEETING MINUTES

Mike Day, Clay Miller, Mark Podl

I. **Call to Order**

Mike Day called the meeting to order at 10:45am on the date of Tuesday, June 18, 2019.

II. **Welcome and Introductions**

Mr. Day reviewed the new committee structure and objectives, and introduced his Co-Chairs, Clay Miller and Mark Podl. (Attendees listed on last page of this document.) Amended minutes from the February 2019 meeting were approved as amended.

III. **New Committee Introduction**

- a. **Process Document Review:** Next, Clay Miller provided a summary of the committee process document. In brief, the goals of the committee are to develop and enhance the relationships with other Associations and Tradeshows—both international and domestic. This committee will work to grow opportunities and learn best practices from other tradeshows to better BEMA and its experience for the membership.
- b. **Standing Committee Members:** Mr. Day reported that the committee had extended invitations to several industry professionals to serve as standing members on the committee. Those invited to serve include: Doug Peckenpaugh (BNP Media), Ray Anater (Weber Smith), Teresa Ruder (Burford), Steve Berne (Sosland Publishing), Eric Cruse (Benchmark Automation). The expectation of standing committee members is that they attempt to attend the winter and summer face-to-face meetings, as well as join in on conference calls.

IV. **Annual Calendar and Goals**

Mr. Day went on to explain that the work of the committee is still being developed and defined, with an overall goal of creating an informative working group. An initial target goal of the committee is to create a calendar of domestic and international events at which the committee will have representation. As a group, the meeting attendees reviewed the industry calendar provided by bakingbusiness.com, including: association events and tradeshows (domestic and international). Discussion was also had about identifying the type of information to bring back to the committee to share, as well as the level of detail. It was proposed that a form be built on BEMA's website for committee members to use to submit their findings after attending an event.

V. **Quarterly Calls**

In addition to quarterly calls, meeting attendees discussed possibly meeting at other events committee members attend such as IBIE.

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Vision: BEMA creates an overwhelming competitive advantage for our members.


VI. Working Group Reports

Although indicated on the agenda, working group meetings were not held. The entire meeting was conducted as a large group.

VII. Adjournment

Meeting concluded at 11:55am and was adjourned by Mike Day.

 ASSOCIATION OUTREACH & ENGAGEMENT ATTENDANCE RECORD June 18, 2019			
	MEMBER NAME	COMPANY NAME	EMAIL ADDRESS
1	Mark Podl	Doran	markp@doronscales.com
2	Eric Cause	Beckwith	Eric.Cause@ProMatchbuilt.com
3	Ron L. Cardey	Kwik Lok	ronc@kwiklok.com
4	M. Cornelis	American Pan	Mcornelis@americanpan.com
5	Steve Berne	Sosland Publishing	sberne@sosland.com
6	Kent Van Amburg	ASB	Kvanamburg@asbe.org
7	Ivana Alilovic	Tielman	ibeban ivana@tielman.com
8	Dennis Gummel	Formost Fuji Corp	
9	Mike Day	Banner-Day	mikeday@banner-day.com
10	Wes Snow	AB Mauri	Wes.Snow@abmaur.com

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	MEMBER NAME	COMPANY NAME	EMAIL ADDRESS
1	Tom Kittle	Handtman	tom.kittle@handtman.us
2	Scott Houtz	Air management	scott.houtz@airmanagement.com
3	CHRIS LUKE for DOUG PECKENPAUGH	SNACK FOOD & Wholesale Bakery	LUKEC@bapmedia.com peckenpaughd@bapmedia.com
4	Harold Schmidt	Bettendorf Stanford	hschmidt@bettendorfstanford.com
5	Cara Godack	M+M Refrigeration	cara@mmrefrigeration.com
6	Felipe Velazquez	Abmur Foods	Lfvelazquez@abmurfoods.com

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