MEETING MINUTES

I. **Call to Order**
   Jim Warren called the meeting to order at 10:45 am.

II. **Welcome and Introductions**
    Mr. Warren welcomed all and recognized first time attendees along with his co-chairs, Jay Hardy and Mark Riggle. Attendees listed on last page of this document.

III. **Committee Goals**
     Mark Hotze spoke to his vision for the 2020 Convention. His goals include:
     - Play to BMEA’s strengths
     - Focus on east coast bakers
     - Target the following bakers for engagement:
       - BBU
       - Flowers
       - Turano’s

IV. **Initial Panel Suggestions**
    - Flat Breads
    - In Store (Publix)
    - Ethnic (Miami flair)
    - Caribbean Bakers
    - Plant Based Proteins
    - Milling
    - Ready to Eat
    - QSR (Fast Foods)
    - Sanitation Optimization/Changeover Demands
      - Jay Hardy has received a draft proposal from Karl Thorson
    - Standardization by Multi Plant Companies
    - Business Process Demands (regulations, tracking, taxes)
    - Continue Pet Food Forum
Additional suggestions
  o Have a more diverse panel group to bring more viewpoints
    ▪ Small vs Large, East vs West, etc
  o Follow two or three bakers from now until after IBIE and during IBIE to learn how they plan, attend, and use gathered information.
    ▪ Possible task force to explore this idea. Task force to be headed by Joanie Spencer.

V. A 2019 Retrospective
  o Panels at 2019 Convention are strong and well populated
  o Suggestions for 2020 and 2021 Conventions
    ▪ Promote early and often
    ▪ Members to be on the calls
    ▪ Get bakers early, plan on some attrition, confirm and reconfirm
    ▪ 40 bakers may be the limit to maintain quality
    ▪ Look at why attendance remains flat with so many new attendees
  o 2019 Positives
    ▪ Many new attendees and bakers
    ▪ The non-traditional panels seem to bring a freshness to the program
  o 2019 Questions
    ▪ Why has overall attendance become flat over the last few years
    ▪ Mark to ask Member Involvement Committee to explore

With no further business Jay Hardy called for adjournment.
Mission: BEMA connects, educates, and provide resources for its members and the industry they serve.
Vision: BEMA creates an overwhelming competitive advantage for our members.