



**BEMA STANDING COMMITTEE  
MEMBERSHIP VALUE & ENGAGEMENT COMMITTEE MEETING**

Hotel Talisa  
Vail, Colorado  
June 18<sup>th</sup>, 2019

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**MEETING MINUTES**

The Membership Value and Engagement Committee of the Bakery Equipment Manufacturer & Allies (BEMA) met on the above date and time at the Chicago Hilton. Patrice Painchaud, committee chairman presided, and the following persons were present:

**Attendees**

Patrice Painchaud	Rexfab	<a href="mailto:patrice@refab.com">patrice@refab.com</a>
Jason Ward	AMF Bakery Systems	<a href="mailto:jward@amfbakery.com">jward@amfbakery.com</a>
Mike Pierce	The Austin Company	<a href="mailto:Mike.Pierce@theaustin.com">Mike.Pierce@theaustin.com</a>
Bryan Hobbs	Ashworth Bros.	<a href="mailto:bhobbs@ashworth.com">bhobbs@ashworth.com</a>
Sergio Caballero	Auto-Bake	<a href="mailto:sergioc@middlebybakerygroup.com">sergioc@middlebybakerygroup.com</a>
Mike LaValle	Intralox	<a href="mailto:michael.lavalle@intralox.com">michael.lavalle@intralox.com</a>
Bruce Cox	Kwik Lok	<a href="mailto:brucec@kwiklok.com">brucec@kwiklok.com</a>
Ryan Lanteri	FoodTools, Inc	<a href="mailto:ryanl@foodtools.com">ryanl@foodtools.com</a>
Jeff Heath	Doran Scales	<a href="mailto:jeffh@doranscales.com">jeffh@doranscales.com</a>
Jordon Hale	SPF	<a href="mailto:jordanhale@spf-mail.com">jordanhale@spf-mail.com</a>
Ron Mullins	Reiser	<a href="mailto:rmullins@reiser.com">rmullins@reiser.com</a>
Ben Rucker	CRB	<a href="mailto:ben.rucker@crbusa.com">ben.rucker@crbusa.com</a>
Charles Meunier	Rexfab	<a href="mailto:Charles-philippe-meunier@refab.com">Charles-philippe-meunier@refab.com</a>
Pierre Dionne	Rexfab	<a href="mailto:pierre-dionne@refab.com">pierre-dionne@refab.com</a>
Jeff Nelson	Brolite	<a href="mailto:j.nelson@broliteproducts.com">j.nelson@broliteproducts.com</a>
Jeremiah Tilghman	Canyon Bakehouse	<a href="mailto:jtilghman@canyonbakehouse.com">jtilghman@canyonbakehouse.com</a>
Justin Atkins	Bettendorf Stanford	<a href="mailto:j.atkins@bettendorfstanford.com">j.atkins@bettendorfstanford.com</a>
Daniel Fernandes	Bettendorf Stanford	<a href="mailto:daniel@bettendorfstanford.com">daniel@bettendorfstanford.com</a>
Fred Phening	Fred D. Phening Co.	<a href="mailto:fdpiv@phening.com">fdpiv@phening.com</a>
Audrey St. Onge	Lallemand	<a href="mailto:astonge@lallemond.com">astonge@lallemond.com</a>
Clive Tolson	SFB Consulting	<a href="mailto:clivetolson@sfbconsult.com">clivetolson@sfbconsult.com</a>
Richard Kirkland	LeMatic	<a href="mailto:rkirkland@lematic.com">rkirkland@lematic.com</a>

**Staff Present:**

Kelly Allen                      BEMA staff liaison

**Call to Order**

Patrice Painchaud called the meeting to order at 10:45 pm on the date of Tuesday June, 18<sup>th</sup>, 2019.

**Disposition of the Minutes**

Following the welcome and introductions, Mike Pierce, 1<sup>st</sup> Vice Chair, called for the disposition of the minutes.

**UPON MOTION DULY MADE, SECONDED AND UNANIMOUSLY CARRIED, THE FEBRUARY, 2019 COMMITTEE MINUTES WERE APPROVED.**

## **Welcome and Introductions**

Mr. Painchaud, 2<sup>nd</sup> Vice Chair, invited any first-time attendees to stand and introduce themselves. Pierre Dionne, Rexfab; Daniel Fernandes, Bettendorf Stanford; and Richard Kirkland, LeMatic were in attendance at the committee meeting. It was noted that 31 first-time attendees were in attendance at Convention.

## **New Committee Introduction**

Next, Mr. Pierce informed the committee to the purpose of the Membership Value & Engagement Committee (formerly known as the Membership Committee) and provided a summary of the process document. In brief, the goals of the committee are to be the voice of the membership to the board of directors, develop strategies for recruitment and retention, engage non-active members and expand value and resources for membership overall.

The standing members were announced and introduced.

- Sergio Caballero – Benchmark
- Ryan Lanteri – FoodTools
- Bruce Cox – Kwik Lok
- Mike Lavallo – Intralox
- Bryan Hobbs – Ashworth Brothers
- Jordon Hale – SPF

It was stated at that time that if any member would like to participate as a standing member to let committee leadership know.

At that time, Mr. Painchaud asked for Ms. Allen, Manager of Membership and Engagement to provide a membership update.

## **Membership Report**

Ms. Allen reported on the following:

### **2019 Membership Update**

She stated that the goal set by the Board this year is 225 members. To date, 226 members have been attained, of which 12 are new members for 2019 She added that she and Kerwin found that attending industry related tradeshow is an effective mechanism for new member recruitment. She further added, recruiting efforts will be ongoing and asked the committee members if they have suggestions for possible referrals to let her know.

#### ***A list of new members are:***

Argenal SAIC, BakeMark, CSB Systems, Dubak Electrical, Festo, Lallemand, Squid Ink, Mekitec, Siftex, Radio Frequency, Northwind Technical, and Weber Cooling.

Ms. Allen also informed the committee that the prospect company, Cain Foods was in attendance at Convention and encouraged the committee to make them feel welcome.

Following the Membership update, Ms. Allen brought up the topic of the Strategic Plan to the committee. She explained the KPI's outlined by the board of directors and referenced posters of the plan for the committee to review were around the room. She then proceeded to explain that the committee would now break out into three working groups to discuss key topics.

**Group Work Recap: Mr. Pierce updated the committee on work that was done at Summit in these categories: Membership Growth and Retention, Engagement Strategy, and Membership Value**

Each group reported out ideas from Summit as follows:

**Membership Growth and Retention**

- Survey members to assess needs
- Board members to make follow up calls to new members
- Create new programs and events
- Work to solve industry wide problems

**Engagement Strategy**

- Build a mentorship program
- Create more networking events
- BEMA Connect at Summit
- Set up forums on the website for topics like Safety and Sanitation
- Create a membership directory on the BEMA website

**Membership Value**

- Set up affinity programs
- Give back to the industry
- Influence decisions and policy for industry standards
- Help build networks for members

The committee discussed the topics that were reviewed. It was also noted that the industry felt oversaturated with industry events and that it would be more efficient to have associations collaborate to reduce redundancy.

**Call to Action:**

The following "Call to Action" items were decided upon by the committee:

1. Standing committee members and BEMA board members should reach out to less engaged members and remind them of the benefits of BEMA and encourage them to get more involved.
2. Build a year-round app and website that acts as a constant source of information and an interactive member directory.

3. With first time attendance at Convention reaching an all-time high, we need to create a new member onboarding and mentoring program that acts as a pathway to getting members more engaged.

### **Adjournment**

There being no further business, the meeting of the Membership Committee was adjourned at 11:55 am.