** Association Outreach & Engagement**  
March 1, 2020   
Chicago Hilton

**MEETING MINUTES**

*Mike Day, Clay Miller, Mark Podl*

1. Call to Order

Mark Podl called the meeting to order at 1:05 pm.

1. Welcome and Introductions

Mr. Podl explained the new committee objectives and introduced his Co-Chairs, Clay Miller and Mike Day. An attendance sheet was passed.

1. Committee Overview/Update
   * Mr. Podl and Kerwin Brown talked about the purpose of the committee and the standing committee members.
2. Industry Shows & Associations
   * Shows and Events
     + The committee reviewed the Industry Tradeshow and Industry Association document highlighting 23 shows and 6 associations.
     + Shows where BEMA has a presence of some type are highlighted with the BEMA logo.
     + It was suggested adding an additional category list to include organizations such as SWAT (Southwest Allied Trades, former TATA), MWATBI (Midwest Allied Trades of the Baking Industry), BAC (Bakers of the Carolinas), BCC (Baker’s Courtesy Club) along with any others that apply.
     + The committee requested additional shows be added to the listing as needed.
     + Additional intelligence will be added to each listing i.e. number of exhibitors, number of attendees, and price per square foot, if applicable.
     + Both BEMA staff and committee members will contribute to ensure accurate information is captured.
   * Trade Show Survey
     + The committee discussed how to execute the survey and how to share the results/ratings.
     + It was agreed that the standing committee will utilize the survey for upcoming shows and report back at the June meeting.
3. Action Items
   * Assign Trade Shows
     + Assigning who plans to attend upcoming trades shows will be noted on the next call.
   * Schedule Standing Committee Call
     + A doodle poll will be sent to the standing committee to schedule a call in between face to face meetings.
     + Wendi Ebbing (Bundy) and Matt Stanford (Bettendorf Stanford) were added to the standing committee bringing the total to seven, ideally, we would like 8 – 10 active members.
4. Adjournment: Meeting concluded at 2:00 by Mark Podl.