



Convention & Programs Committee Meeting

March 1, 2020
BEMA @ BakingTECH
Chicago, Illinois

MEETING MINUTES

I. Call to Order

Jay Hardy called the meeting to order at 1:19pm.

II. Welcome and Introductions

Mr. Hardy welcomed all and recognized first time attendees along with his co-chair, Eric Riggle. Attendees listed on last page of this document.

III. Approval of Minutes

Mr. Hardy requested attendees review the minutes from June 2019, and asked for a motion to approve. Motion was granted by Matt Ungashick and seconded by Paul Lattan. Motion approved.

IV. Convention 2020/Industry Insight Panels

BEMA Chairman, Mark Hotze, gave an overview of Convention 2020 and the proposed line-up of panels. He provided an explanation of how the bakers that accept can evolve into panels. Mr. Hardy asked the group to think through bakers and assist with panel match-up.

Private Equity – Lead by Eric Riggle

Brian Owens
Yianny Caparos

QSR –Burger King and Subway are based in Miami

Possible corporate guest (Subway, McDonald's, Five Guys)

Ask RT for a recommendation (Matt)

Champion Foods (Emily)

Shake Shack (Cornelis)

Jersey Mikes (Paul)

Eric Kestenblatt (Five Guys)

~~Jeff Dearduff (Jay)~~

Firehouse Subs (Joannie)

Latin American Baking Market *bakers that make Latin American inspired products, now evolving to bakeries in Latin America Scheduled for WEDNESDAY @ Convention

- Butch Henderson – not a top target, but still favorable (Cornelis)
- Wickbold – Brazil > already invited, not confirmed (Patrice)
- Olympica – Colombia > They're building a new plant in Barranquilla. (Cornelis)
- BBI – Bogota > They are building a new plant in Colombia. They also have about 200 retail outlets. Olympica would be our first choice due to English and opportunity. Not sure about having two from Colombia.
- MOLINO CAÑUELAS – Argentina > New line project with Mecatherm and might bring in some interest for our European members.

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.

- PRODUCTOS PULMAHUE – Chile > They are part of the Interbake company (formerly a spinoff by Fresh Start, now Aryzta) they have built two new baking companies with new plants and could be very interesting for our members to hear about their growth path.
- Burmudaz --Costa Rica (Jim)

Emerging Markets – changing to Pet Food only, no cannabis

Look back at last year’s list, see who did not accept and try again.

Sustainability –repurposing, sharing different things that are sustainable but not mainstream, What does it mean to you?

- US Waffle--John Symons (Jon Miller)
- Flowers (Trent and Kerwin)
- Todd Jones (Hoskins/ABA)
- Kwik Lok/Whole Foods/just did a panel (Joanie)

IBIE – A Baker’s Perspective...not a panel, but snippets of stories spread throughout...could they be commercials?

Follow a baker through the IBIE shopping cycle. Trish Carter (Chibaso) and Michigan Bread are both possibilities.

Family Breakfast—Mr. Paul Lattan contributed that The Women’s Bakery is a favorable giveback for BEMA, then added that there are other local non-profits that do very similar work. He proposed BEMA tell other similar stories, not maintain singular focus on TWB. Meeting attendees agreed that our audience wants to know how BEMA and BEMA members have impacted the work of the women’s bakery?

V. New Business

Mr. Hotze was asked and provided an explanation of the kids events being planned for Convention 2020.

VI. Old Business

None.

Attendees:

Jay Hardy	Jim Warren	Allen Wright
Mark Hotze	Jon Miller	Trent Wannamaker
Job Dehorta	Doug Petrovich	Teresa Ruder
Harold Schmidt	Cesar Zelaya	Joanie Spencer
John McIsaac	Mike Scouten	Matt Lueger
Eric Riggle	Paul Lattan	Scott Fischer
Rick Hoskins	Michael Cornelis	Matt Ungashick
Karl Thorson	Staff Liaison – Emily Bowers	

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.