



## Convention & Programs Committee Meeting

June 18, 2019

Hotel Talisa

Vail, Colorado

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### MEETING MINUTES

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#### 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

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

#### Additional suggestions

- Have a more diverse panel group to bring more viewpoints
  - Small vs Large, East vs West, etc
- 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

- Panels at 2019 Convention are strong and well populated
- 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
- 2019 Positives
  - Many new attendees and bakers
  - The non-traditional panels seem to bring a freshness to the program
- 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.

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