



## Association Outreach & Engagement

### Minutes

Via Teleconference

August 13, 2020

#### Welcome – Clay Miller

Mr. Miller welcomed everyone to the meeting. He then gave an overview of the agenda and introduced his co-chair, Mark Podl.

#### Industry Shows & Associations – Clay Miller

##### Shows and Events

##### Tradeshow Document

- The committee went through the Industry Tradeshows document to identify who has been to each show and has insight to contribute to the document as well as who is planning to attend an upcoming show and will report back to the committee their experience and any intelligence to add to the document. Show assignments are listed at the end of this document.

##### Industry Resources

- These resources are listed at the bottom of this report.

#### Virtual/Hybrid Events – Kerwin Brown

##### Tracking/Reporting

- Working to finalize the Show Summary Survey to include a virtual component.
- You will access this survey on the BEMA website.
- Items to consider are how does the show add value to BEMA members, what platform was used, what did the show use that might be helpful for BEMA produced webinars.

#### Committee Goals – Clay Miller

- Utilize the standing committee as an internal feedback group to identify industry needs and to provide direction for developing partnerships.
- Publish and promote the industry tradeshow resource document.
- Evaluate/research other relevant associations regarding events (new and virtual) and membership strategies.
- Expand the research and subsequently the resource document to include the virtual elements being executed at industry events and tradeshows.
- Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshow.
- Assignments

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

### Show Assignments

Baking Tech	Matt Stanford
Modern Baking	Wendi Ebbing
SNAXPO	Steve Berne/Doug Peckenpaugh
Pizza Expo	Clay Miller
CPX	Doug Peckenpaugh
Pet Food	Steve Berne/Teresa Ruder
TIA	Wendi Ebbing
Bakery China	Kerwin Brown
Interpack	Kerwin Brown, Teresa Ruder
IDDBA	Clay Miller
FHA	Wendi Ebbing
FIPAN	Wendi Ebbing, Clay Miller
Taipei	Kerwin to request insight from them
PROCESS EXPO	Ray Anter
ABA Tech	Kerwin Brown, Eric Cruse
GULFOOD	Kerwin Brown
PACK EXPO	Mark Podl
Bakery Showcase Canada	Clay Miller, Matt Stanford

### Industry Resources

<http://www.uffi.org/coronavirus> (Global Association of the Exhibition Industry)

COVID-19 Recovery Outlook (Newsletter by MDG, Tradeshow Marketing Firm)

<https://engage.mdg.agency/email/view/5eea396f424fa3398326905>

### Standing Committee Members

Wendi Ebbing  
Matt Stanford  
Doug Peckenpaugh  
Ray Anater  
Teresa Ruder  
Steve Berne  
Eric Cruse

### Attendees

Kerwin Brown  
Mark Podl  
Clay Miller  
Doug Peckenpaugh  
Wendi Ebbing  
Matt Stanford

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