



Convention & Programs Committee Meeting

August 18, 2020
Conference Call
1:15 p.m. – 2:15 p.m.

Minutes

Chairman: Eric Riggle, Jay Hardy (not present)

Attendees: Patrice Painchaud, Jon Miller, Craig Souser, Jesper Albertsen, Ken Mentch, Trent Wanamaker, Joanie Spencer, Rick Hoskins, Emily Bowers

I. Call to Order & Welcome

Eric Riggle called the meeting to order at 1:18pm and welcomed the attendees.

II. Approval of Minutes

Mr. Riggle called for approval of the July 2020 meeting minutes. The motion was brought by Craig Souser, seconded by Rick Hoskins, and passed with unanimous approval.

III. Term Goals

Next, Mr. Riggle lead a discussion reviewing the term goals that have been identified for the committee.

- Identify bakers and topics for Convention. Panel topics are: private equity, Canadian baking market, QSR, Pet Food.
 - i. Updated spreadsheet was reviewed and updated. Regarding the Canadian baking panel, focus topic options are differences in the market and comparison to the US. A speaker for the family breakfast has not been selected. Is the topic of diversity appropriate for a family breakfast? Other potential topics for the family breakfast offered were sustainability and environmental issues; the family food gap caused by the pandemic and schools closing (overall food insecurity); good news/a positive topic.
- Staff establish a plan for virtual/hybrid and present to the committee with options.
 - i. A model that allows people not traveling to experience Convention is the main goal. A travel survey was suggested soliciting feedback on which elements would be desirable as virtual events. To note, virtual events continue to grow BEMA's audience and broaden our reach which is seen as an overall positive. How can we execute BEMA Connect virtually? How can we incentivize and motivate bakers to participate virtually?
- What are the committee's thoughts regarding the next meeting that BEMA might create? What does the industry need?
 - i. Emily discussed the collaboration opportunity with ABA and asked for ideas from the committee on content. Check to see what BIF members might participate. Committee recommendation is that BEMA programming should be interactive, not a panel.

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

IV. Action Planning: Speaker Invitation Worksheet

Next the overall schedule was reviewed along with a brief discussion on how to invite bakers and guest due to the current Covid issue.

- Identify targets – June 2020
- Initial contact – July – September 2020
- Firm Commitment – November 2020 – March 2021

V. New/Old Business

None

VI. Adjournment

There being no further business, Mr. Riggle adjourned the meeting at 2:12pm.

Next Meetings:

Tuesday, September 8th @ 1:00pm

Tuesday, October 13th @ 1:00pm

Tuesday, November 10th @ 1:00pm

Tuesday, December 8th @ 1:00pm

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