



Membership Value & Engagement Committee

June 23, 2020
Virtual Convention
10:30 a.m. – 10:30 a.m.

Minutes

Michael Pierce, Committee Chair

I. Call to Order

Michael Pierce called the meeting to order at 11:07am and gave an introduction to the chat feature of the virtual meeting.

II. Welcome & Introductions

Mr. Pierce introduced himself, as well as recognized Jason Ward as the committee co-chair, who was unable to be in attendance. Attendees joined the meeting virtually and added their names to the chat conversation. A full list of attendees is available below.

III. Approval of Minutes

Minutes from March 2020 were presented for approval and approved.

IV. Virtual Communities

Kelly Allen, Manager of Membership and Engagement, was introduced and asked to share with the committee the details around the Virtual Communities initiative. Ms. Allen informed the committee that BEMA was working on starting a virtual program designed to engage the membership outside of in person events. These communities would bring “like-employed” members together in an open forum setting to discuss front of mind topics and industry related issues. In his overview he reported the hotel is historic with state-of-the-art meeting facilities. Groups would consist of (but were not limited to):

- Presidents & CEO’s
- Young Professionals
- Sanitary Design
- Sales Professionals
- Marketing & Tradeshow
- International
- Plant Operations

The committee was informed that members of the standing membership would be called upon to help plan, schedule and host each community. Several committee members communicated through the chat feature that they would be willing to assist. Ms. Allen informed everyone that she would be reaching out regarding next steps.

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

V. BEMA Industry Intel

Ms. Allen then reported on the progress of the BEMA Industry Intel. The program was making progress toward launching the membership pulse survey and that members should be on the lookout for that in early August. She then explained the indicators that were being used to put the Intel together. The data types were as follows:

- Grain-Based Foods Share Index
- Bakery Ingredient Indexes
- Energy Costs
- Interest Rates
- Unemployment
- Food Price Outlook
- IRI
- Euromonitor
- Member Pulse Survey

VI. Interpack Member Event

The committee was informed that the Interpack member event at Uergie Brewhouse in Germany had been rescheduled for February 2021. Due to COVID-19 the tradeshow had been rescheduled. More details on the updated event were to come.

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VII. New/Old Business

None.

VIII. Adjournment

There being no further business, the meeting was adjourned at 11:34am.

Meeting Attendees

Justable	Delia	Forbo Siegling	Delia.Justable@forbo.com
Kotche	Kelly	ABA	KKotche@americanbakers.org
Caballero	Sergio	Benchmark Automation	Sergio.Caballero@promachbuilt.com
Wanamaker	Trent	Cain Foods	t.wanamaker@cainfood.com
Hale	Jordon	SPF	jordohale@spf-mail.com
Lanteri	Ryan	Foodtools	ryanl@foodtools.com
Lavalle	Michael	Intralox	mike.lavalle@intralox.com
Hobbs	Bryan	Ashworth	bhobbs@ashworth.com
Heath	Jeff	Gemini	jeffh@geminibe.com
Cox	Bruce	Kwik Lok	brucec@kwiklok.com
Dionne	Pierre	Rexfab	Pierre.dionne@rexfab.com

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