



**BEMA STANDING COMMITTEE
MEMBERSHIP VALUE & ENGAGEMENT COMMITTEE MEETING**

Chicago Hilton
Joliet

Sunday, March 1st, 2020

MEETING MINUTES

The Membership Value and Engagement Committee of the Bakery Equipment Manufacturer & Allieds (BEMA) met on the above date and time at the Chicago Hilton. Mike Pierce, committee vice-chairman presided, and the following persons were present:

Attendees

Mike Pierce	The Austin Company	Mike.Pierce@theaustin.com
Bryan Hobbs	Ashworth Bros.	bhobbs@ashworth.com
Mike LaValle	Intralox	michael.lavalle@intralox.com
Jordon Hale	SPF	jordanhale@spf-mail.com
Ben Rucker	CRB	ben.rucker@crbusa.com
Louis-Bernard Meunier	Rexfab	Charles-philippe-meunier@rexfab.com
Pierre Dionne	Rexfab	pierre-dionne@rexfab.com
Matt Ungashick	Shick Esteve	matt.ungashick@shickesteve.com
Rod Harris	Shick Esteve	Rod.harris@shickesteve.com
Lisa Arato	Zeppelin	lisa.arato@zeppelin-usa.com
Rick Wall	Sottoriva America	richwall@sottoriva.com
JD Boone	AM King	JDBoone@amkinggroup.com
Fred Pfening	Fred Pfening Co.	fdpic@hotmail.com
Chris Loehman	Kwik Lok	chrisl@kwiklok.com

Staff Present:

Kelly Allen BEMA staff liaison

Call to Order

Mike Pierce called the meeting to order at 1:16 pm on the date of Sunday, March 1, 2020.

Disposition of the Minutes

Following the welcome and introductions, Mike Pierce, 1st Vice Chair, called for the disposition of the minutes.

UPON MOTION DULY MADE, SECONDED AND UNANIMOUSLY CARRIED, THE JUNE 2019 MINUTES WERE APPROVED.

Welcome and Introductions

Mik Pierce invited any first-time attendees to stand and introduce themselves. Chris Loehman of Kwik Lok and KD Boone of AM King were in attendance at the committee meeting

Standing Committee Introduction

Next, Mr. Pierce informed the committee to the purpose of the Membership Value & Engagement Committee and provided a summary of the process document. In brief, the goals of the committee are to be the voice of the membership to the board of directors, develop strategies for recruitment and retention, engage non-active members and expand value and resources for membership overall.

The standing members in attendance announced and introduced.

- Mike Lavallo – Intralox
- Bryan Hobbs – Ashworth Brothers
- Jordon Hale – SPF

It was stated at that time that if any member would like to participate as a standing member to let committee leadership know.

At that time, Mr. Pierce asked Ms. Allen to update the committee on Action Items from the June Convention.

Engagement

Ms. Allen referenced the Engagement handout that was at each committee attendees' seat. She explained the purpose of the document was to help herself along with the committee seek out and communicate with BEMA members that were on the lower engaged side while they were out in the community. It was questioned that some member companies have been members of BEMA for years and had contributed through out that time, but their scores were low. Ms. Allen reminded the committee that scores are evaluated on a year to year basis to track members that start to slow down. She stated that she used that as a measurement tool to work to keep even long-standing members involved. It was also stated that the document was confidential and not to be shared outside of the membership committee.

Year-Round App and Membership Directory

Ms. Allen updated the committee that BEMA was working internally to secure a software program that would provide a year round app and membership directory. The staff was currently using the software on a trial basis and discussions were happening within the Board of Directors and staff regarding the cost of the software and its full value. An update will be provided at the June Convention.

At that time, Mr. Pierce asked for Ms. Allen, Manager of Membership and Engagement to provide a membership update.

Membership Report

Ms. Allen reported on the following:

2020 Membership Update

She stated that the goal set by the Board this year is 218 members and that the renewal process was still underway. To date, 198 members have paid dues of which 2 are new members for 2020. She added that she and Kerwin found that attending industry related tradeshow is an effective mechanism for new member recruitment. She further added, recruiting efforts will be ongoing and asked the committee members if they have suggestions for possible referrals to let her know.

Interpack

Ms. Allen informed the committee that BEMA would be hosting a networking event at Interpack. Details and instructions on how to RSVP would be emailed out to membership in the near future.

New Business

There was no new business

Old Business

Rich Wall of Sottoriva gave the committee a recap on the Membership Committee and its purpose. He shared history of accomplishments in the food safety sector and asked that the committee continue to work to remember BEMA's history and it's past efforts.

Adjournment

There being no further business, the meeting of the Membership Committee was adjourned at 1:55 pm.