



Convention & Programs Committee Meeting

October 13, 2020
Zoom Conference Call
1:00 p.m. – 2:00 p.m.

MINUTES

Attendees: Jay Hardy, Craig Souser, Jon Miller, Kerwin Brown, Patrice Painchaud, Mike Cornelis, Andre LeBlanc, Cesar Zelaya, Jesper Albertsen, Ken Mentch, Peter Rasmussen, Pierre Dionne

I. Call to Order & Welcome

Craig Souser called the meeting to order at 1:05pm.

II. Approval of Minutes

Mr. Souser called for approval of the September 2020 meeting minutes. Motion to approve was made by Patrice Painchaud, seconded by Kerwin Brown, and passed by unanimous vote.

III. Baker Invite Assignments

Emily Bowers lead a conversation regarding the status of baker invitations. Traditionally the committee extends invitations to attend an in-person event. Due to the circumstances this year, the committee needs to extend virtual and in-person invitations so that the programming can be confirmed. Craig Souser and others agreed this logical approach could be of value in securing programming. Patrice mentioned making modifications for those bakers that are guests only, with no speaking obligation. The discussion went on to include the logistics as to how we will deliver hybrid content. Next, the baker data spreadsheet was updated pertaining to invitations extended and responses received. (Spreadsheet attached.)

IV. Additional Speakers

- Keynote: Discussion points included: A keynote speaker would be better suited to kick-off the Convention, rather than to conclude it at the family breakfast. Keynote speakers can be either in person or virtual. A keynote that draws attention could cultivate higher attendance throughout the week. *Staff and committee need to identify 4-5 possible keynote speakers.*
- Family Breakfast: Noted that there will likely be fewer kids this year. It was brought to the group that the family breakfast might be made interactive. It was discussed that we could use a wait-and-see approach as to whom will be attending. Ideas were put forth, including dance lessons and a celebrity chef. A membership survey will be distributed on Convention details in January, and final decisions will be made after those results are compiled.

V. New/Old Business

No new or old business was brought forth.

VI. Adjournment

There being no further business, Mr. Souser adjourned the meeting at 1:58pm.

Mission: BEMA connects, educates, and provide resources for its members and the industry they serve.

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