



Association Outreach & Engagement

Minutes

Via Teleconference

September 24, 2020

Attendees: Kerwin Brown, Clay Miller, Mark Podl, Eric Cruse, Wendi Ebbing, Doug Peckenpaugh, Teresa Ruder, Kelly Black

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- Upcoming shows were discussed as many are converting to a virtual platform. Those attending a virtual event will send any intelligence to Kelly Black to be added to the document. It was noted that the status of international shows such as Interpack and Gulfood are moving forward with in person shows.

Tradeshaw Document- The committee was sent the current Industry Tradeshaw document and discussed any updates. No edits were noted.

Survey Review- The survey was reviewed and evaluated. Once all the suggestions have been added to the document Kelly Black will send it to the marketing team to be added to the website where it will be available for feedback following the conclusion of each show. The committee will review the survey at the next meeting for further evaluation before it goes live.

With no further business the meeting adjourned at 10:46 am.

Committee Goals

- 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 tradeshaw 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 tradeshaws.
- Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshaw.
- Assignments

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.

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

Standing Committee Members

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

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