



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

Association Outreach & Engagement

January 7, 2021

2:00pm CST

Via Teleconference

AGENDA

Co-Chairmen: Clay Miller, Mark Podl

- | | | |
|------|---------------------------------------|-----------------------|
| I. | Call to Order | Clay Miller |
| | a. Approval of September 2020 Minutes | |
| II. | Industry Shows & Associations | Clay Miller/Mark Podl |
| | a. Tradeshow Document Updates | |
| | b. Review Survey | |
| | c. Survey Promotion | |
| III. | Adjourn | Clay Miller |

Committee Goals

1. Utilize the standing committee as an internal feedback group to identify industry needs and to provide direction for developing partnerships.
2. Publish and promote the industry tradeshow resource document.
3. Evaluate/research other relevant associations regarding events (new and virtual) and membership strategies.
4. Expand the research and subsequently the resource document to include the virtual elements being executed at industry events and tradeshow.
5. Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshow.

Industry Resources

<http://www.uffi.org/coronavirus> (Global Association of the Exhibition Industry)

COVID-19 Recovery Outlook (Newsletter by MDG, Tradeshow Marketing Firm)

<https://engage.mdg.agency/email/view/5eea396f424fa3398326905>

Standing Committee Members

Wendi Ebbing

Matt Stanford

Doug Peckenpaugh

Ray Anater

Teresa Ruder

Steve Berne

Eric Cruse

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.