



## Association Outreach & Engagement

January 7, 2021

2:00pm CST

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### MEETING MINUTES

*Co-Chairman: Clay Miller, Mark Podl*

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Attendees: Kerwin Brown, Kelly Black, Clay Miller, Mark Podl, Wendi Ebbing, Doug Peckenpaugh, Eric Cruse, Steve Berne.

I. Call to Order

Clay Miller called the meeting to order at 2:05pm. He welcomed everyone and gave an overview of the agenda. He then asked for a motion to approve the September 2020 minutes. Wendi Ebbing made a motion to approve and Doug Peckenpaugh second the motion, minutes approved as presented.

II. Industry Shows & Associations

Tradeshow Document Updates

- It was suggested we make this a searchable document based on region, type, size, time of year, etc.
- Due to the continued health crisis and shows being delayed, postponed and transitioning to virtual platforms we will not publish dates but will include a link to the show website for the most current and accurate information.
- The Tradeshow document will be on the website for the general public with the intel for BEMA members only. This information will be available through the Member Suite portal.

Review Survey

- The committee was sent a link to the online survey in advance and asked to complete and submit a test survey.
- The following edits were requested:
  - Ability to attach photos
  - Add comment box to the education section
  - Add none, live and pre-recorded as education options

Survey Promotion

- The initial thought is to reach out to those we know who handle tradeshow and get their feedback to establish a good base of intelligence.

III. Meeting was adjourned at 2:45pm

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**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

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