



BEMA Convention 2024

Daily Agenda Thursday, June 27, 2024

1:00 PM - 3:00 PM: Board of Director's Meeting **invitation only*

1:00 PM - 5:00 PM: Registration Open

4:00 PM - 5:30 PM: Past Chairman's Meeting **invitation only*

4:00 PM - 5:30 PM: Baking Industry Forum Meeting
**invitation only*

5:30 PM - 6:30 PM: Board, BIF & Past Chairman Reception
**invitation only*

**For the most recent information, download the mobile app
www.bema.org**



BEMA Convention 2024

Daily Agenda Friday, June 28, 2024

6:00 AM - 6:15 AM: BEMA Cup Golf Check-In & Departure

**Location: Point Discovery, next to Sea Beans Coffee Shop in the Circle Drive. Coffee & breakfast sandwiches will be provided. Shuttles will depart at 6:15 AM from the Executive Parking Lot across from Point Discovery.*

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7:30 AM - 12:30 PM: BEMA Cup Golf Tournament **registration required*

Los Verdes Golf Course is a beautiful, Billy Bell-designed course that offers the best ocean views in the entire state of California. The nearby ocean makes putting a real challenge on almost every hole. Los Verdes Golf Course is considered by many to be one of the best golf values anywhere, tucked above the cliffs in Rancho Palos Verdes, California.

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8:00 AM - 6:00 PM: Registration Open

9:00 AM - 10:30 AM: Goat Yoga

*Location: Ocean Lawn *registration required*

Golf is for some, but not for all! Attendees can network and make new friends at the "non-golf" activity held while others are off competing on the links. The class will be led by certified instructors while fun-loving goats interact with each & every participant, opening hearts, widening smiles, deepening stretches, strengthening cores & connecting individuals of all ages to their inner kid!

10:00 AM - 1:00 PM: Workforce Edition

In Partnership with



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5:00 PM - 5:30 PM: First Time Attendee Welcome Reception

**invitation only*

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5:30 PM - 6:30 PM: Welcome Reception

Connect with industry friends and colleagues and set the stage for a Convention full of engagement, learning and industry growth. Beverages and light appetizers will be served.

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6:00 PM - 10:00 PM: Small Group Dinners (pre-arranged)

**depart from the Welcome Reception starting at 6:30 PM*

**registration required *transportation provided*

An email with registration details, time and location will be sent directly to attendees the week prior to Convention.

Connect with customers in a small-group setting. BEMA will organize groups of bakers and suppliers for a personal dinner experience. Registered spouses and adult guests are invited to attend small group dinners, we do ask that you make other arrangements for children or teens during small group dinners.

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BEMA Convention 2024

Daily Agenda Saturday, June 29, 2024

7:30 AM - 1:00 PM: Information Desk Open

8:00 AM - 9:00 AM: Good Morning Breakfast

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9:00 AM - 9:15 AM: Welcome to Convention

9:15 AM - 10:15 AM: Keynote Address > Alex Weber

As a leader and performer, how do you handle high-stake situations that can sabotage your success? In Alex Weber's powerful talk, he breaks down the "The Big Four" must-have approaches that will change your energy, change your results, and ultimately, change your life. Alex's pedigree includes being an active World Record Holder, 5x TEDx Speaker, American Ninja Warrior, and one of the youngest coaches ever to be awarded US Lacrosse Coach of the Year honors. Alex's personal purpose is to empower each person to live a life they love, powered by their best self!

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10:20 AM - 11:00 AM: Snack Sensation > Joe Amboyer, Bill Quigg, Casey Young

The snack food segment is constantly evolving, driven by changing consumer preferences, advancements in technology, and a growing focus on health and sustainability. Leaders from JTM Foods, Conagra and Richmond Baking will discuss their unique approaches to bringing interest and innovation to this popular category.

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11:00 AM - 11:20 AM: Morning Refresher

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11:20 AM - 11:50 AM: PepsiCo Foods Journey to RCBR Compliance > Rob Cotton

Hear from Rob Cotton (*R&D Director, Packaging Sustainable Materials*) how PepsiCo Foods is proactively developing a range of new materials to adapt to the evolving regulatory landscape. This initiative focuses on creating innovative packaging solutions that not only comply with the new regulations but also align with PepsiCo's sustainability goals.

11:50 AM - 12:45 PM: Lunch & Learn

1:30 PM - 4:30 PM: Afternoon Tours Available **registration required*

6:00 PM - 10:00 PM: Nautical Nights Theme Dinner & Giveback

Join us for an evening of smooth tunes and sea breeze vibes at the Nautical Nights theme party. Get ready to groove to the sounds of a live band, as they serenade you with timeless classics against the backdrop of twinkling stars and shimmering waters. Indulge in delicious cuisine and let the laughter flow as you enjoy a night of unforgettable fun.

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BEMA Gives Back with Lallemand Baking

This year at Convention, BEMA and Lallemand are partnering to give back to Harbor Interfaith Services. Their mission is to empower the homeless and working poor to achieve self-sufficiency by providing support services including shelter, transitional housing, food, job placement, advocacy, childcare, education, and life-skills training. Please stop by any time during the Theme Dinner to assist with packing hygiene kits and entertainment kits for families in their transition housing program. A representative from Harbor Interfaith Services will be on-site to discuss the organization and answer any questions.



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BEMA Convention 2024

Daily Agenda Sunday, June 30, 2024

8:00 AM - 11:30 AM: Morning Tours Available **registration required*

12:00 PM - 1:30 PM: Luncheon and Ask-A-Baker

Ask-A-Baker: Following a buffet lunch, baker guests attending Convention will take the stage and field questions from BEMA members and other baker colleagues during the Ask-A-Baker discussion. They are each responsible for hundreds of product variations and will address how your products, equipment and solutions can help them gain the flexibility they need in their production lines.

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1:30 PM - 2:00 PM: Afternoon Refresher

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2:00 PM - 2:15 PM: IBIE Update > Allen Wright

Are you ready for IBIE 2025? The show features, exhibit spaces and educational options will be top-notch! Hear all of the details from Allen Wright, IBIE Executive Committee Member, and stay on track to map your best show yet. Wondering about sponsorship opportunities? BEMA has you covered! Grab Wes Luczak to learn what's available.

2:15 PM - 3:00 PM: BEMA General Membership Meeting

Stay informed with updates on association news, events and strategic initiatives. Elect new Board members and actively engage in the business of BEMA.

3:15 PM - 4:00 PM: BEMA Committee Meetings

- Membership Value & Engagement
- Convention & Programs
- Association Outreach & Engagement

All attendees are invited to attend the committee meeting of their choice and contribute to the work of BEMA.

6:00 PM - 10:00 PM: Small Group Dinners (pre-arranged)

**registration required *all restaurants on property*

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9:00 PM - Midnight: Afterglow

Whether you're in the mood for a classic cocktail, refreshing beer or tasty glass of wine, there will be a fantastic selection of beverages at Afterglow. The bar opens at 9:00pm and will be self-paid.



BEMA Convention 2024

Daily Agenda Monday, July 1, 2024

8:30 AM - 9:30 AM: Breakfast Breakouts

Breakfast will be provided for members and baker guests participating in breakout sessions.

1. BEMA Intel: Be a part of the conversation as we discuss how this tool can leverage the gap between what's happening in the economy at large and what is occurring in the baking industry.
2. NEXUS 2024: Attend to learn what's new at NEXUS 2024. Information will be shared regarding Spark sessions, Spark Suites, the education program and more!
3. Baking Industry Forum

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10:00 AM - 2:00 PM: BEMA Connect

BEMA Connect introduces bakers to suppliers they aren't currently working with and matches the baker's needs with supplier's specific solutions. Meet one-on-one, speed dating style. Please arrive promptly for instructions. Each BEMA member company will be assigned 2-3 appointments; specific times will be provided.

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6:00 PM - 7:30 PM: Chairman's Reception

Enjoy delicious hors d'oeuvres and cocktails prior the Chairman's dinner and dance. Photographers will be onsite for photos!

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7:30 PM: Chairman's Dinner & Dance

Indulge in an evening of sophistication with a twist at our sneaker soiree, where cocktail attire meets comfort. Elevate your style with a touch of personality as you don your favorite sneakers, knowing that each step supports The Women's Bakery and their empowering mission. Join us for a night of fashion, philanthropy, and flair, where every donation makes a meaningful difference.

Cocktail, semi-formal attire is suggested.

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