



Association Outreach & Engagement Committee Meeting

October 22, 2025

1:00pm – 2:00pm CST; Microsoft TEAMS

Minutes

Attendees: Jodi Guthrie, Matt Stanford, Steve Berne, Clint Adams, Lisa Arato, Dustin Nelson, Matthew Freebairn, Todd Oelschlager, Jason Peacock, Wes Luczak, Rene Boudreaux, Ella Bowers

Call to Order & Welcome – Todd Oelschlager

Mr. Oelschlager called the meeting to order at 1:03pm and called for approval of the June 2025 minutes. Minutes were approved unanimously.

2025-2026 Term Goals – Wes Luczak

Goal #1: Plan, recruit and execute refreshed quarterly regional dinners for 2026.

Discussion: Committee members discussed the best times and locations to hold quarterly regional dinners. Additionally, there was discussion around other industry association regional meetups and how BEMA differs from those. Furthermore, networking and connections are the main focus of the regional dinners and committee members brainstormed different ways to enhance that.

Action Items: No action items at this time.

Goal #2: Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH and IDDBA.

Discussion: Committee members discussed the popularity of each show, as well as the benefits each of them have to BEMA and the possibility of hosting a successful event.

Action Items: No action items at this time.

Goal #3: Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.

Discussion: Wes shared with the committee members that the BEMA staff is working internally to enhance the benefits of Intel for its members. More to come in the future.

Action Items: No action items at this time.

Unfinished Business – Todd Oelschlager

No unfinished business.

New Business – Todd Oelschlager

No new business.

Adjournment – Todd Oelschlager

Mr. Oelschlager adjourned the meeting at 1:36 p.m.

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

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



2025 – 2026 Committee Term Goals	
0%	Plan, recruit and execute refreshed quarterly regional dinners for 2026.
0%	Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH, and IDDBA.
0%	Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.

Mission: BEMA connects, educates, and provides resources for its members and the industry they serve.
Vision: BEMA creates an overwhelming competitive advantage for our members.