



Convention & Programs Committee Meeting

October 14, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Dave Hipenbecker, Terry Bartsch, Sergio Caballero, Jay Hardy, Nick Magistrelli, Mitch Lindsey, Zach Turner, James Boddicker, Stephen Bastasch, Blair Chastain, Erin Ziesldorf, Giulia Fusari, Trent Wanamker, Jason Tucker, Erik Richards, Wesley Garrett, Mona Fetcher, Morgan Henry, Michael Henry, Chris Isom, Kerwin Brown, Emily Bowers, Rene Boudreaux, Ella Bowers

Call to Order & Welcome – Sergio Caballero

Mr. Caballero called the meeting to order at 2:02pm and called for approval of the June 2025 minutes. Minutes were approved unanimously.

2025-2026 Term Goals – Emily Bowers

Goal #1: Identify and recruit 40 bakers to Convention.

Discussion: Emily Bowers shared baker attendance from past Conventions with the committee. The committee worked together to organize bakeries on a high, medium, and low priority scale. Bakeries on the high priority list will be extended an invitation as early as November 2025.

Action Items: Ella Bowers will update the Baker Data Spreadsheet to email to committee members.

Goal #2: Identify new bakers/baking companies to represent 30% of total bakers.

Reminder: The goal is to have 30% of the 40 bakers be new to BEMA or new to Convention.

Discussion: No discussion.

Action Items: No action items at this time.

Goal #3: Develop a content or programming element focused on King's Hawaiian.

Discussion: Chairman of the Board, Jay Hardy, expressed interest in having a session (possibly a panel) with King's Hawaiian. Noted, Dave Hipenbecker has already started the conversation with King's Hawaiian and they had a positive response.

Action Items: Dave Hipenbecker to add Emily Bowers to communication with Mark at King's Hawaiian regarding speaking at Convention 2026.

Goal #4: Research and select keynote speaker.

Discussion: Rene Boudreaux shared with the committee 5 options for keynote speakers.

Action Items: Rene Boudreaux will email information regarding each of the speakers for committee members to review. Committee members to review and send feedback to BEMA staff by **October 31, 2025**.

Goal #5: Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

Discussion: No discussion.

Action Items: No action items at this time.

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.



Unfinished Business – Emily Bowers

No unfinished business.

New Business – Emily Bowers

No new business.

Adjournment – Emily Bowers

Mrs. Bowers adjourned the meeting at 3:04pm.

2025 – 2026 Committee Term Goals	
0%	Identify and recruit 40 bakers to Convention 2026.
0%	Identify new bakers/baking companies to represent 30% of total bakers.
0%	Develop a content or programming element focused on King’s Hawaiian.
0%	Research and select keynote speaker.
0%	Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

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.