



Membership Value & Engagement Committee Meeting

October 14, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Matthew Phillips, Joanie Spencer, Alexander Stoldolski, Heather Gilroy, Mike Lavalley, Max King, Micheele Pournelle, Gary Pickett, Cannon Madison, Ryan Vinson, Wes Luczak

Call to Order & Welcome – Mike LaValle

Mr. LaValle 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 – Wes Luczak

Goal #1: Create and track a membership prospect list with committee member assignments. (Policy 20)

Discussion: Committee leaders discussed the benefit of introducing the prospects to committee members to share their experience with BEMA and what they find valuable. The goal is for this interaction to be natural, but talking points will be shared to point out the benefits of BEMA membership.

Action Items: No action items at this time.

Goal #2: Identify member companies at-risk. Track and assign each to a committee member.

Discussion: BEMA is currently in membership renewal season. At-risk companies will be shared with committee as the renewal process proceeds over the next couple of months.

Action Items: No action items at this time.

Goal #3: Formulate and recommend membership policy as needed (Policy 20)

Discussion: No discussion.

Action Items: Wes will send current policies to committee to review before next meeting.

Goal #4: Design and execute three strategies/assets to communicate the value of BEMA membership; for example: commercial spots, General Membership meeting, EOY asset, member-attendee 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.



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

Unfinished Business – Joanie Spencer

No unfinished business.

New Business – Joanie Spencer

Discussion: Mike welcomed, and mentioned, that Cannon is a new member. He might be a good starting place to get member testimonial coming out of his first year. Additionally, discussed how IBIE went for committee members. Specifically on booth placement and the process of moving in and moving out.

Adjournment – Joanie Spencer

Mrs. Spencer adjourned the meeting at 2:28 p.m.

2025 – 2026 Committee Term Goals	
0%	Create and track a membership prospect list with committee member assignments. (Policy 20)
0%	Identify member companies at-risk. Track and assign each to a committee member. (Policy 20)
0%	Formulate and recommend membership policy as needed (Policy20)
0%	Design and execute three strategies/assets to communicate the value of a BEMA membership; for example: commercial spots, General Membership meetings, EOY asset, member-attendee webinar.

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