



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

Association Outreach & Engagement Committee Meeting

December 18, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Ron Cardey, Craig Souser, Jodi Guthrie, Matt Stanford, Lisa Arato, Teresa Ruder, Todd Oelschlager, Dustin Nelson, Amy Estrada, Eric Cruse, Wes Luczak, Ella Bowers

Call to Order & Welcome – Craig Souser

Mr. Souser called the meeting to order at 2:01pm and called for approval of the November 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 decided, Q1 will be held in Atlanta, Georgia, Q2 will be held in Portland, Oregon, Q3 will be held in Boston, Massachusetts, and Q4 will be held in Charlotte, North Carolina.

Action Items: Wes will work with the BEMA marketing team to get all regional dinners added to the website and published BEMA calendar.

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

Discussion: No Discussion was had.

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: No Discussion was had.

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.



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Unfinished Business – Todd Oelschlager

No unfinished business.

New Business – Todd Oelschlager

No new business.

Adjournment – Eric Cruse

Mr. Oelschlager adjourned the meeting at 2:27 p.m.

2025 – 2026 Committee Term Goals	
50%	Plan, recruit and execute refreshed quarterly regional dinners for 2026.
25%	Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH, and IDDBA.
25%	Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.

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