



Association Outreach & Engagement Committee Meeting

November 22, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Ron Cardey, Jodi Guthrie, Jason Peacock, Clint Adams, Josh Buttshaw, Amy Estrada, Llsa Arato, Matthew Freebairn, Steve Berne, Wes Luczak, Rene Boudreaux, Ella Bowers, Hannah Rejali

Call to Order & Welcome – Wes Luczak

Mr. Luczak called the meeting to order at 2:03pm and called for approval of the October 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 possible locations for 2026 regional dinners. Some suggestions were, Pacific Northwest, Boston area, New Orleans, Nashville, Charlotte, Atlanta, and Chicago.

Action Items: No action items at this time.

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: Hannah Rejali, a member of BEMA's marketing team from i90, joined the call to give us a more in-depth look into BEMA Intel on the new website, BEMA 2.0.

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 – Wes Luczak

No unfinished business.

New Business – Wes Luczak

No new business.

Adjournment – Wes Luczak

Mr. Oelschlager adjourned the meeting at 2:32 p.m.

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.

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