



Convention & Programs Committee Meeting

December 9, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Chris Isom, Sergio Caballero, Mitch Lindsey, Trent Wanamaker, Stephen Bastasch, Morgan Henry, Michael Henry, Mona Fetcher, Blair Chastain, Josh Becker, Wesley Garrett, Lee Benton, Jay Hardy, Emily Bowers, Ella Bowers

Call to Order & Welcome – Sergio Caballero

Mr. Caballero called the meeting to order at 2:02pm. Meeting minutes for November 2025 and December 2025 will be approved at the committee meeting in January 2026.

2025-2026 Term Goals – Emily Bowers

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

Discussion: The baker invitation process was reviewed and materials shared. Committee members will send each prospective baker an informational email that contains a link to a baker invitation page on BEMA's website that clearly identifies what BEMA provides each baker and what BEMA expects from each baker in return. Once they accept or decline, staff will be notified and will send registration information to those bakers that accept.

Action Items: Committee members can start inviting the bakers they have been assigned on the high priority list.

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: Acting on a suggestion from the June committee meeting, BEMA sent an email to membership containing a form where they can recommend possible Convention bakers to the committee for consideration. Thus far, no responses.

Action Items: Email will be sent again during the upcoming months.

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

Discussion: No discussion.

Action Items: Emily will follow up with Dave H. on his connection at King's Hawaiian.

Goal #4: Research and select keynote speaker.

Discussion: No discussion.

Action Items: No action items at this time.

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.



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

Unfinished Business – Sergio Caballero

No unfinished business.

New Business – Sergio Caballero

No new business.

Adjournment – Sergio Caballero

Mrs. Bowers adjourned the meeting at 2:25pm.

2025 – 2026 Committee Term Goals	
25%	Identify and recruit 40 bakers to Convention 2026.
25%	Identify new bakers/baking companies to represent 30% of total bakers.
25%	Develop a content or programming element focused on King’s Hawaiian.
70%	Research and select keynote speaker.
0%	Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

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