



Convention & Programs Committee Meeting

November 18, 2025

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Mark Podl, Mitch Lindsey, James Boddicker, Josh Becker, Stephen Bastasch, Mona Fetscher, Sergio Caballero, Zach Turner, Giulia Fusari, Brandon Woods, Erin Zielsdorf, Terry Bartsch, Wesley Garrett, Jason Tucker, Morgan Henry, Nick Magistrelli, Chris Isom, Michael Henry, Emily Bowers, Wes Luczak, 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 October 2025 minutes. Minutes were approved unanimously.

2025-2026 Term Goals – Emily Bowers

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

Discussion: The committee members were assigned bakers on the high priority list to invite to Convention 2026. Committee members are not to formally invite bakers yet, that will come once registration is officially open.

Action Items: No action items at this time.

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: The attendance spreadsheet from previous conventions was reviewed to get an idea of who has already attended and new bakers we could invite.

Action Items: No action items at this time.

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

Discussion: No discussion.

Action Items: No action items at this time.

Goal #4: Research and select keynote speaker.

Discussion: Rene Boudreaux shared feedback with the committee regarding votes per keynote speaker candidate. Committee members added their votes on the call as well. Seb Terry and Juan Bendana are the top two choices.

Action Items: BEMA staff will negotiate with the top two speakers chosen and get back to the committee with the final choice.

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.

Unfinished Business – Sergio Caballero

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

No unfinished business.

New Business – Sergio Caballero

No new business.

Adjournment – Sergio Caballero

Mrs. Bowers adjourned the meeting at 2:47pm.

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.

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