



BAKERY EQUIPMENT  
MANUFACTURERS  
& ALLIEDS

## Membership Value & Engagement Committee Meeting

December 16, 2025

1:00pm – 2:00pm CST; Microsoft TEAMS

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### Minutes

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*Attendees: Mike Lavallo, Matthew Phillips, Aaron Irvin, Alexander Stodolski, Heather Gilroy, Blake Day, Ryan Vinson, Joanie Spencer, Michelle Pournelle, Wes Luczak, Rene Boudreaux, Ella bowers*

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#### Call to Order & Welcome – Mike LaValle

Mr. LaValle called the meeting to order at 1:03pm and called for approval of the November 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:** No discussion.

**Action Items:** No action items at this time.

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

**Discussion:** This goal will be discussed at the beginning of 2026.

**Action Items:** No action items at this time.

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

**Discussion:** At this time, the committee has concluded that there are no changes that need to be made. This decision may need to be revisited during the next term.

**Action Items:** No action items at this time.

**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:** Committee members worked together to brainstorm new ideas for the General Membership meeting at Convention 2026. The governance topics still need to be discussed, but the delivery needs to be new and improved. There is interest in graphing out where BEMA invests its money, so members are able to see where their membership dues are going. Additionally, to spice things up, BEMA could take advantage of the pictures from the years events and showcase everything that has been done throughout the year.

**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 – Joanie Spencer**

No unfinished business.

**New Business – Joanie Spencer**

No unfinished business.

**Adjournment – Joanie Spencer**

Mrs. Spencer adjourned the meeting at 1:30 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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