



Membership Value & Engagement Committee Meeting

November 11, 2025

3:00pm – 4:00pm CST; Microsoft TEAMS

Minutes

Attendees: Max King, Blake Day, Adrian Dee, Mike LaValle, Ryan Vinson, Michelle Pournelle, Heather Gilroy, Aaron Irvin, Matthew Phillips, Joanie Spencer, Wes Luczak, Ella Bowers

Call to Order & Welcome – Mike LaValle

Mr. LaValle called the meeting to order at 3:03pm and called for approval of the October 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: The committee discussed who would be comfortable being a BEMA contact to talk about membership and experiences with possible new members. Wes shared talking points with the committee members that can be used for the conversations with potential members.

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: Wes sent the policies to committee members to review before the meeting. Committee reviewed together and decided no changes needed to be made at this time.

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: 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 – Joanie Spencer

No unfinished business.

New Business – Joanie Spencer

Discussion: Wes shared with committee members the strategic planning initiative that was held in Dallas, Texas in October.

Adjournment – Joanie Spencer

Mrs. Spencer adjourned the meeting at 3:50 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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