



BAKERY EQUIPMENT
MANUFACTURERS
& ALLIEDS

Convention Committee Meetings

Membership Value & Engagement
Association Outreach & Engagement
Convention & Programs

June 28, 2026

AGENDA

- I. Call to Order & Welcome
- II. Approval of Minutes
- III. Introductions
- IV. Review 2025-2026 Goals
- V. Ideas 2026-2027
- VI. Adjournment

Association Outreach & Engagement: Eric Cruse, Todd Oelschlager, Craig Souser (Wes Luczak)	
75%	Plan, recruit and execute refreshed quarterly regional dinners for 2026.
75%	Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH and IDDBA.
100%	Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.
Membership Value & Engagement: Joanie Spencer, Mike LaValle, Blake Day (Wes Luczak)	
50%	Create and track a membership prospect list with committee member assignments. (Policy 20)
100%	Identify member companies at-risk. Track and assign each to a committee member. (Policy 20)
100%	Formulate and recommend membership policy as needed (Policy20)
100%	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.
Convention & Programs: Brandon Woods, Audrey St. Onge, Sergio Caballero (Emily Bowers)	
100%	Identify and recruit 30 bakers to Convention 2026.
40%	Identify new bakers/baking companies to represent 30% of total bakers.
Revised	Develop a content or programming element focused on King's Hawaiian.
100%	Research and select keynote speaker.
100%	Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

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.