



BAKERY EQUIPMENT  
MANUFACTURERS  
& ALLIEDS

## Association Outreach & Engagement Committee Meeting

March 3, 2026

2:00pm – 3:00pm CST; Microsoft TEAMS

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### Minutes

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*Attendees: Clint Adams, Josh Buttshaw, Amy Estrada, Eric Cruse, Todd Gatti, Jodi Guthrie, Lisa Arato, Jason Peacock, Steve Berne, Rene Boudreaux, Wes Luczak*

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#### **Call to Order & Welcome – Wes Luczak**

Due to low BEMA Board representation, this will not be an official committee meeting. December 2025 meeting minutes will be approved at the next meeting.

#### **2025-2026 Term Goals – Wes Luczak**

**Goal #1:** Plan, recruit and execute refreshed quarterly regional dinners for 2026.

**Discussion:** Wes gave the committee members an update on the current registered attendees for the Quarter 1 Regional Dinner that is being hosted this Thursday in Atlanta.

Looking forward, the Quarter 2 Regional Dinner is being discussed with Foremost Fuji, details are TBD. The Quarter 4 Regional Dinner will be in Greenville, South Carolina in October.

**Action Items:** Committee members should work on extending invitations to members and bakers to attend the Quarter 1 Regional Dinner. The goal is to have 20 attendees minimum.

**Goal #2:** Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH and IDDBA.

**Discussion:** No Discussion was had.

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

**Goal #3:** Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.

**Discussion:** No Discussion was had.

**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.



**Unfinished Business – Todd Oelschlager**

No unfinished business.

**New Business – Todd Oelschlager**

No new business.

**Adjournment – Eric Cruse**

Mr. Oelschlager adjourned the meeting at 2:22 p.m.

2025 – 2026 Committee Term Goals	
50%	Plan, recruit and execute refreshed quarterly regional dinners for 2026.
25%	Plan, recruit and execute BEMA member engagements at PMMI, InterPack, BakingTECH, and IDDBA.
25%	Develop a detailed plan to grow the BEMA Intel program that includes membership and baker participation tracking metrics.

**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.