



Convention & Programs Committee Meeting

March 10, 2026

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Mitch Lindsey, Sergio Caballero, James Boddickers, Brandon Woods, Chris Isom, Josh Becker, Dave Hipenbecker, Mona Fetcher, Morgan Henry, Jason Tucker, Kerwin Brown, Emily Bowers, Rene Boudreaux, Ella Bowers

Call to Order & Welcome – Sergio Caballero

Mr. Caballero called the meeting to order at 2:02pm. Meeting minutes for February 2026 were approved.

2025-2026 Term Goals – Emily Bowers

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

Discussion: Emily shared that 28 bakers have confirmed their attendance. Committee members were encouraged to reach back out to bakers who have not confirmed or denied yet.

Action Items: Committee members are to continue contacting bakers on the high and medium priority list regarding their attendance at Convention 2026.

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: Currently, we are not reaching the 30% net new bakers. The committee is brainstorming new bakers they can invite to Convention to keep this number growing. Possible options are, Ruiz Foods, Bon Appetit Bakery, Janey Lou's Bakery, and Mary Ann's Bakery.

Action Items: Eric Riggle is assisting in contacting these new possible bakers as well as Sergio Caballero who will contact Janey Lou's Bakery.

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

Discussion: Emily and Sergio are working with Jay Hardy and Dave Hipenbecker to finalize the King's Hawaiian attendees and confirm the programming element. There is also an interest in incorporating an R&D element to the panel. Paul Rainey, James Walton, Jeff Miller, Kathy Sargent, and Sarah Tscanos are being discussed for this possible new topic.

Action Items: Emily will take the lead on the proposed panel.

Goal #4: Research and select keynote speaker.

Action Items: None.

Goal #5: Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

Discussion: Rene shared an updated on the status of the Convention Welcome Webinar. These will be hosted closer to Convention, likely around May 11th – May 18th. The MV&E committee will be partnering with C&P to host these webinars.

Action Items: None.

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 – Sergio Caballero

No unfinished business.

New Business – Sergio Caballero

No new business.

Adjournment – Sergio Caballero

Mr. Caballero adjourned the meeting at 2:25pm.

2025 – 2026 Committee Term Goals	
75%	Identify and recruit 40 bakers to Convention 2026.
30%	Identify new bakers/baking companies to represent 30% of total bakers.
50%	Develop a content or programming element focused on King’s Hawaiian.
100%	Research and select keynote speaker.
65%	Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

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Vision: BEMA creates an overwhelming competitive advantage for our members.