



Convention & Programs Committee Meeting

May 26, 2026

2:00pm – 3:00pm CST; Microsoft TEAMS

Minutes

Attendees: Nick Magistrelli, Dave Hipenbecker, Jay Hardy, Stephen Bastasch, Jason Tucker, Josh Becker, Mona Fechter, Zach Turner, Michael Henry, Blair Chastain, Sergio Caballero, Erin Zielsdorf, Brandon Brilliant, Chris Isom, Trent Wanamaker, Rene Boudreaux, Emily Bowers

Call to Order & Welcome – Sergio Caballero

Mr. Caballero called the meeting to order at 2:06pm.

2025-2026 Term Goals – Emily Bowers

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

Discussion: Emily shared that 31 bakers have confirmed their attendance for Convention 2026. We are still awaiting a response from a few bakers, but we have achieved the goal of having 30 confirmed bakers.

Action Items: No action item at this time.

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: No discussion was had.

Action Items: No action items at this time.

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

Discussion: Emily shared the confirmed program with the committee. Sharing special topics to be covered at this year's meeting and differences in the schedule compared to past years.

Action Items: No action items at this time.

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: No discussion was had.

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.
100%	Host a Pre-Convention baker welcome webinar and contribute to a member welcome webinar.

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