

New Member & First Time Attendee Orientation



BAKINGTECH 2018

SUSTAINABILITY-SUCCESS THROUGH PEOPLE

PRODUCTS AND PRODUCTIVITY

History, Mission and Vision

MISSION

American Society of Baking brings together individuals in the grain-based food industry for **professional development, recognition, education and leadership.**

VISION

To create an environment for educating, communicating and **sharing knowledge for the enhancement of our members and the industry we serve**



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Membership Benefits

- **YPC Webinars**
- **Searchable Technical Bulletins since the 1930's**
- **Proceedings for BakingTech since 1924**
- **Latest information on ASB and industry events – industry calendar**
- ***esource/BAKERpedia***
- **Member Directory**
- **Careers in Baking e-resources**



ASB Website: www.asbe.org



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New Member Resources Webpage



- **“Making the Most of Your ASB Journey”**
- **Online Member Resources at Your Fingertips**
- **“How To” Video Series**
- **“Proud Member of ASB” Logo**
- **Connect with the Membership Committee**
- **Questions? Reach out to ASB Staff Today!**

ASB Website: www.asbe.org/membership/new-members/



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Annual Convention

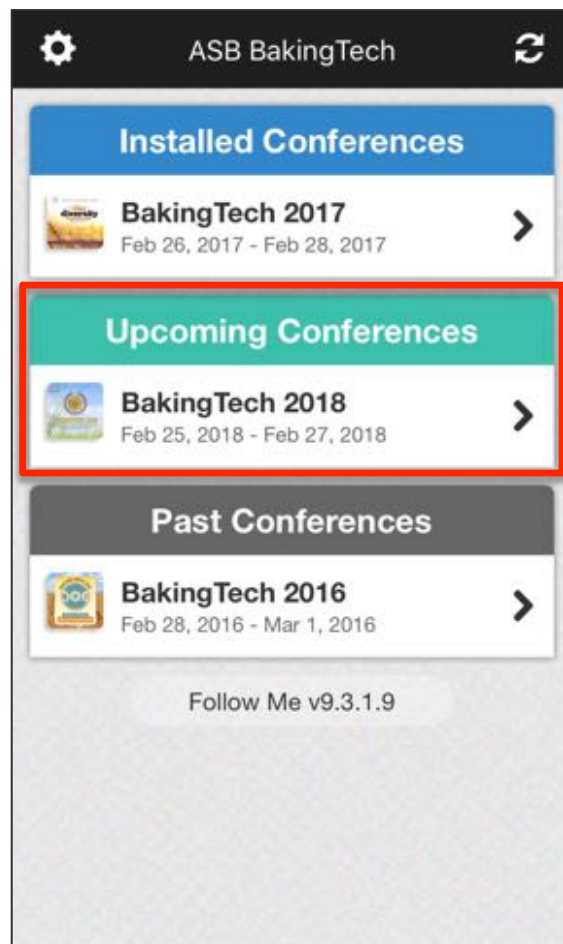
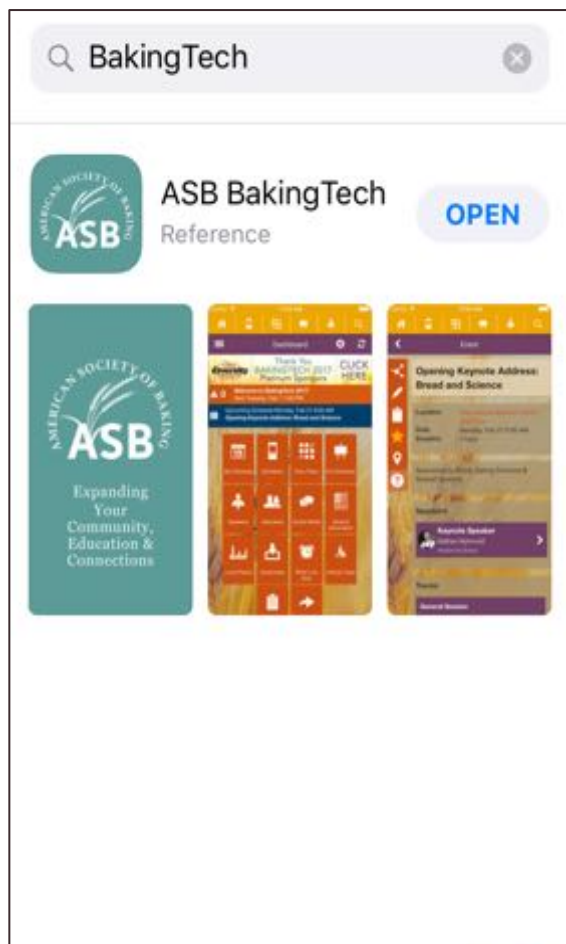
BakingTech and MarketPlace

- **Networking opportunities are rated as the most valuable aspect of ASB meetings. Only 1 trip to meet with most of the industry.**
- **Network with more than 1,000 grain-based food industry professionals.**
- **Meet with over 200 equipment, ingredient, and service suppliers during the MarketPlace.**

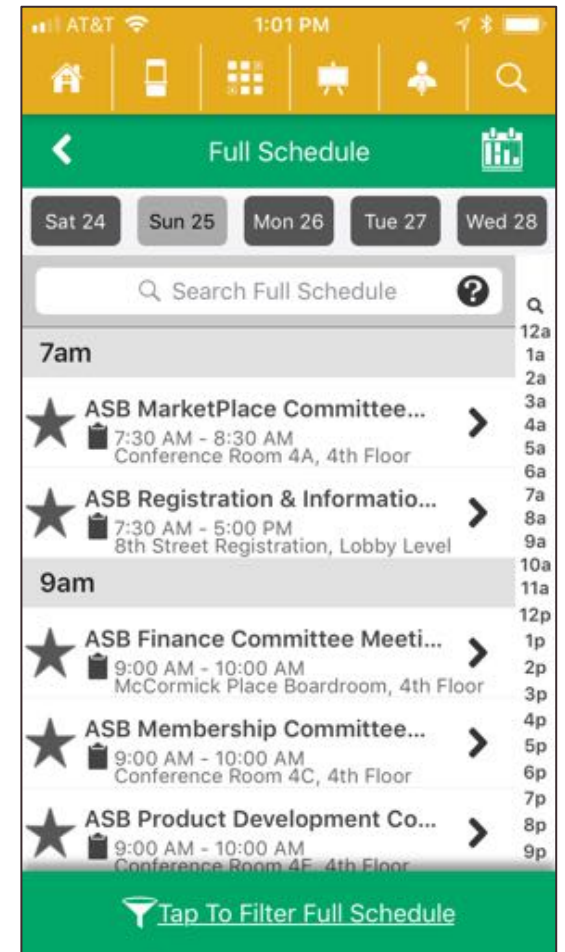
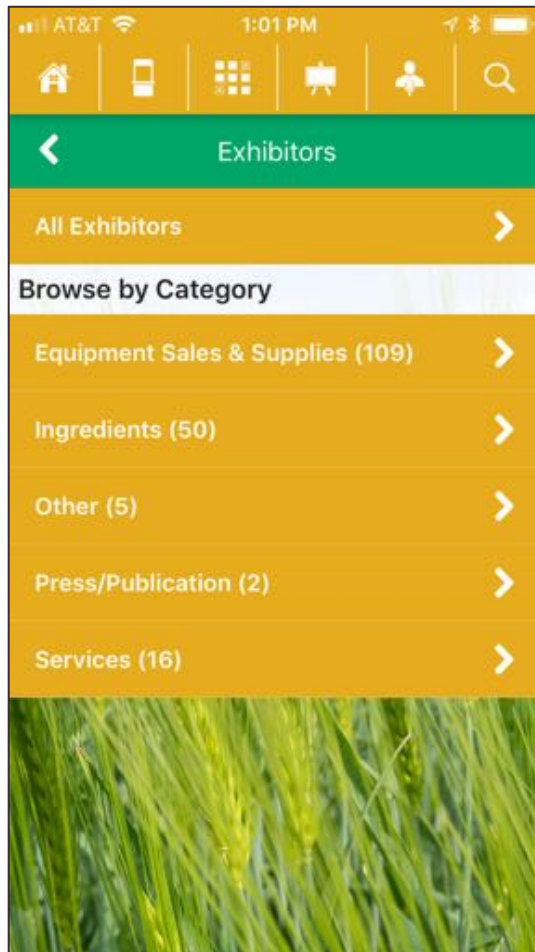


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BakingTech: Conference App



BakingTech: Conference App



BakingTech: Must Do's

Young Professionals Events

Purpose: The objective of the Young Professionals Committee is to develop networking and educational opportunities for ASB's members who are 40 years or young.

Educational Event:

Susan Potucek, Clif Bar
The Importance of Culture & Community
Sunday, February 25
2:30 – 4:00 pm

Social Event:

Buddy Guy's Legends
700 S. Wabash Ave
Sunday, February 25
8:00 – 10:00 pm



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BakingTech: Must Do's

MarketPlace

Exhibitors include a wide array of companies with the latest in products and services in the grain based food industry. The MarketPlace makes a significant contribution to the educational value of the meeting.

- 4:00 pm – 6:00 pm
- 5:00 pm – 6:00 pm – ticketed bar (Monday & Tuesday)
- Location: **Salon A**
 - Down the main elevators to lower level (follow the signs)
 - All in one room



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BakingTech: Must Do's

Keynote Speakers



Mario Somoza,
Pan Pepín

Monday, February 26

Riding the Storm Out: The Survival & Rebuilding of Pan Pepín & Puerto Rico in the Wake of Hurricanes Irma & Maria

- **President & CEO of Pan Pepín, Inc. in Bayamon, Puerto Rico.**
 - Pan Pepín has been recognized 3 times as one of the 20 Best Employers in Puerto Rico
 - First bread and bakery in Caribbean to achieve SQF level 3 certification



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BakingTech: Must Do's

Keynote Speakers

- **Award winning former police investigator and highly respected policy expert in the prevention of domestic terrorism.**
- **Extensive background in the military and law enforcement**
- **Organized and currently leads a work-place violence coalition comprised of 15 companies known as Safe2Safest, Strategic Alliance.**



Chris Grollnek,
Active Shooter
Prevention

Tuesday, February 27



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BakingTech: Must Do's

Keynote CEO Panel Discussion



Cordia Harrington
Chief Executive Officer
The Bakery Companies



Allen Shiver
President & CEO
Flowers Foods



Josh Skow
Co-Founder & CEO
Canyon Bakehouse



Culture: Building Sustainability into the Future

Tuesday, February 27



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BakingTech: Programs

ASB Baking Hall of Fame

Purpose: The Baking Hall of Fame is an initiative of the American Society of Baking to recognize industry innovation and entrepreneurial spirit.

Opening Reception:

Sunday, February 25

6:30 – 8:00 pm

**Learn about the Inductees,
reconnect with old friends
and make some new ones**

Opening General Session:

Monday, February 26

8:30 am – 12:15 pm

**Hall of Fame Induction
Ceremony**



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BakingTech: Programs

Product Development Competition

- **Purpose:** Development of innovative bakery products for the wholesale manufacturing industry.
- Teams of **students**
- Finalists are required to submit **final proposal**, a **10-minute oral presentation** during BakingTech, **display a poster**, and **samples** for judges to taste.



BakingTech: Programs

Exhibitor Innovation Awards Program

Recognizes companies for innovative development of leading edge products, equipment design and advancements in ingredient technology.

2018 Winners

Eco Design & Sustainable Technologies

- **Spiral Product Conditioning System by Air Management Technologies, Inc.**

Health, Wellness, and Nutrition

- **Ascentra® Sodium-Reducing Flavor Enhancer by DairiConcepts, L.P.**
- **Pristine Clean Label Cakes and Icing Stabilizers by Corbion**
- **Satin Cleaner Label Silver Layer Cake by Puratos**

Operational Excellence

- **Servo Basket Unstacker/Stacker by Colborne Foodbotics**
- **ProTrax by Intralox, LLC**
- **Stack King by Rehrig Pacific Company**



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BakingTech: Programs

YPC Student Scavenger Hunt

Calling all student attendees!

As you attend BakingTech 2018, earn credit for participating in the conference's various activities.

On the final day turn in your completed form for a chance to win one of three \$50 American Express gift cards. It's that simple!



2018 Ambassadors

Shaili Doshi



Jay Freedman



Doug Hillistad



Rachel Klataske



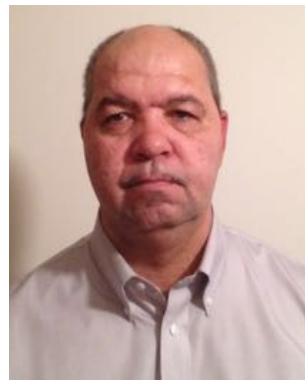
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2018 Ambassadors

Nicholas McCrery



Nathan Norris



Morgan Murphy



2018 Ambassadors

Paul Sharp



Ryan Smith



Miguel Villa



2018 Ambassadors

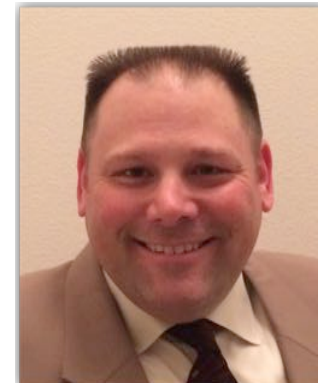
Val Wayland



Rich Zaremba



Bill Zimmerman





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