



Education Committee

2023 - 2024

Chairman Ash Gurney Dawn Foods Endwell, NY	Matt Bowers New Horizons Baking Co. Norwalk, OH
Aaron Clanton Kansas State University Manhattan, KS	John Del Campo Plymouth, MA
Ken Hall United States Bakery Portland, OR	Brittney Ohr Sugar Foods Douglasville, GA
Rod Radalia Aunt Millie's Bakeries Fort Wayne, IN	Trent Wanamaker Cain Food Industries Kansas City, MO
Staff Liaison Kristen Spriggs, CAE, IOM American Society of Baking Carmel, IN	

EDUCATION COMMITTEE

CHARTER

OVERVIEW

The Education Committee is tasked with generating educational and learning content to deliver best-in-class technical baking industry training. Specially, the Committee is responsible for identifying industry training needs, learning topics, and subject matter experts for the development of learning materials.

RESPONSIBILITIES

- Provide insight on industry technical training and development needs by assessing both member and overall market needs.
- Assist staff in evaluating current program effectiveness and relevance.
- Serve as a focus group for product pricing and market testing.
- Assess opportunities for improved training techniques, practices, and mediums to deliver modern and relevant educational resources.
- Support and advise ASB staff in the development of training programs or services needed to meet market/industry needs.
- Serve as a champion for membership recruitment and retention efforts with education and learning resources as a key reason to join ASB.
- Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.
- Develop ideas for enhancing BakingTECH attendee engagement and social networking activities to attract a diverse audience in the baking industry.
- Participate in committee teleconferences, averaging 60 minutes, typically scheduled at least once per quarter.
- Assume financial responsibility for meeting and conference personal travel and conference registrations (where applicable).
- Review the Committee Charter annually and recommend any amendments to the ASB Board of Directors.

TERMS & COMPOSITION

The term of service is three years. Committee Members may serve one consecutive term and/or re-join the committee at a future date.

The Committee should represent a diverse mix of the ASB Membership including 7-10 individuals. The Committee Chair term is one year. The ASB Chair is an ex-officio member of this committee during his/her term as the ASB Board of Directors Chairman.

The staff liaison is the Education Coordinator. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.