



MarketPlace Committee

2023 - 2024

Chairman Ash Gurney Dawn Food Products Endwell, NY	Lisa Arato Spiromatic North America Inc. Odessa, FL
Chris Cook J. Rettenmaier USA Rome, GA	Aaron Dare Balchem St. Louis, MO
Nathan Davis The Fred D Pfening Company Columbus, OH	Dulcie Freymoyer Reading Bakery Systems Robesonia, PA
Kenneth Skrzypiec Brolite Products, Inc. Dwight, IL	Miguel Villa Alpha Baking Co Chicago, IL
Board Liaison Amy Estrada Eaglestone Inc. St. Charles, IL	BakingTECH Planning Committee Liaison Kayla Davey, 2024 Program Chair IFF New Century, KS
Staff Liaison Tawnee Brydebell American Society of Baking Carmel, IN	

MarketPlace Committee

Committee Charter

MISSION

The overall goal of all committee is to *support the mission, goals and strategies of the Society*. The MarketPlace Committee fosters improved networking opportunities and stronger business relationships between allied members and bakers during MarketPlace.

- MarketPlace - Identify the needs of exhibitors and recommend the development of services to meet those needs.
- Increasing Exhibitors Participation- Recommend ways for increasing ASB's exhibitor base.

RESPONSIBILITIES

Be the voice of all exhibitors and baker attendees by communicating concerns and ideas for improvements to the Board and staff. Advise the Board and staff in the effective and efficient planning and managing of the MarketPlace.

Develop ideas for building traffic and enhancing the exhibiting experience.

Assist in the communicating of policies and procedures to the MarketPlace/Exhibitor community.

Act as mentors to first-time exhibitors by advising them before MarketPlace and assisting them onsite.

Develop ideas for enhancing BakingTECH attendee engagement and social networking activities to attract a diverse audience in the baking industry.

Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.

Participate in committee teleconferences, averaging 60 minutes, typically scheduled at least once per month.

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.