



MarketPlace Committee
2024 - 2025

<p><u>Committee Chair</u> Lisa Arato Spiromatic North America Inc. Odessa, FL</p>	<p><u>Committee Vice Chair</u> Nathan Davis The Fred D Pfening Company Columbus, OH</p>
<p>Shane Collins BCW Foods Dallas, TX</p>	<p>Chris Cook J. Rettenmaier USA Rome, GA</p>
<p>Amy Estrada CRB Group Kansas City, MO</p>	<p>Dulcie Freymoyer Reading Bakery Systems Robesonia, PA</p>
<p>Ash Gurney Dawn Food Products Endwell, NY</p>	<p>Miguel Villa Alpha Baking Co Chicago, IL</p>
<p>Jeff Zeak Reiser Canton, MA</p>	<p><u>Board Liaison</u> Scott McCally, ASB 2nd Vice Chair Middleby Bakery Plano, TX</p>
<p><u>BakingTECH Planning Committee Liaison</u> Ashley Robertson 2025 Program Chair Corbion Lenexa, KS</p>	<p><u>Staff Liaison</u> Tawnee Brydebell American Society of Baking Carmel, IN</p>



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.

TERMS & COMPOSITION

The term of service is three years. Committee Members may not serve a consecutive term, but may re-join the committee at a future date after two years. American Society of Baking.

The Committee should represent a diverse mix of the target audience (consisting of suppliers exhibiting in the MarketPlace) with the goal to include 6-8 supplier-member representatives and 2-4 baker-member representatives.

The Committee Chairman term is one year, unless filling an unexpired term. The Committee Chairman will serve on the BakingTECH planning committee for their term as Chairman.

The Vice Chairman term is one year, unless filling an unexpired term. The Vice Chairman should ascend to the Committee Chairman position the year following his/her/their year as Vice Chair. In the absence of a Chairman or Vice Chairman, the Committee may appoint a representative to preside over the meetings as Chairman Pro Tem until another individual is appointed by the ASB Chairman of the Board.

The ASB 2nd Vice Chairman is an ex-officio member of this committee during his/her/their term as the ASB Board of Directors Chairman.

The ASB BakingTECH program chair will serve on the committee during their term as program chair.

The staff liaison is the individual serving in the Director of Meetings role. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.