



## BakingTECH 2025

### Planning Committee

<p><b>Committee Chair</b>  <b>Ashley Robertson</b>          Corbion          Lenexa, KS</p>	<p><b>ASB Chair</b>  <b>Xochitl Cruz</b>          Bimbo Bakeries USA          Valdese, NC</p>
<p><b>Lisa Arato (MarketPlace Committee Chair)</b>          Spiromatic North America          Odessa, FL</p>	<p><b>Jim Blum</b>          Bundy Baking Solutions          Urbana, OH</p>
<p><b>Matt Bowers (1<sup>st</sup> Vice Chairman)</b>          New Horizons Baking Co.          Norwalk, OH</p>	<p><b>Shawn Dewey</b>          United States Bakery          Creswell, OR</p>
<p><b>Rachel Klataske</b>          Nu Life Market, LLC          Manhattan, KS</p>	<p><b>Dave Krishock (BakingTECH 2026 Program Chair)</b>          Grain Craft          Asheville, NC</p>
<p><b>Taylor Moore</b>          Rademaker USA          Hudson, OH</p>	<p><b>Kathy Sargent</b>          Bimbo Bakeries USA          Olathe, KS</p>
<p><b>Marissa Stubbs</b>          Caldic USA          Elgin, IL</p>	<p><b>Jeremiah Tilghman</b>          Better Butter          Salt Lake City, UT</p>
<p><b>Adam Ungashick</b>          Shick Esteve          Kansas City, MO</p>	
<p><b>Staff Liaison</b>  <b>Tawnee Brydebell, CMP, DES</b>          Deputy Executive Director          American Society of Baking          Carmel, IN</p>	<p><b>Staff Liaison</b>  <b>Kristen Spriggs, CAE, IOM</b>          Executive Director          American Society of Baking          Carmel, IN</p>

## **BAKINGTECH PLANNING COMMITTEE CHARTER**

### OVERVIEW

The BakingTECH Planning Committee provides vision and oversight of the annual technical conference, BakingTECH, and ensures the conference is aligned with the mission, vision, and core values of ASB. The Committee sets content and networking priorities for the annual conference working collaboratively with other ASB committees to fulfill the scope of the member experience. The focus on program development includes technical paper presentations, keynote speakers, and general sessions. In addition, members evaluate data from the previous years' conference to consider relevant goals for the upcoming conference based on industry needs and priorities within the ASB strategic plan.

### RESPONSIBILITIES

- Evaluate and review papers and presentations critically based on the desired objectives.
- Research and identify keynote speakers.
- Recruit speakers, panelists, and other content contributors.
- Provide support and/or resources for speakers concerning technical information regarding presentation.
- Develop ideas for enhancing attendee engagement and social networking activities to attract a diverse audience in the baking industry.
- Participate in monthly teleconferences averaging 60 minutes from June to January.
- Participate in annual day-long in-person planning meeting historically held between May-July.
- Attend and actively participate in the conference, held annually in late February/early March, to oversee assigned sessions and introductions of speakers.
- Assume financial responsibility for meeting and conference personal travel.

### TERMS & COMPOSITION

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

The Committee should represent a diverse mix of the target audience with composition as follows:

- 1 Program Chair
- 1 Program Vice Chair, which will be the next year's BakingTECH program chair

- 4-6 baker-member representatives
- 2-4 allied-member representatives
- 1 student member representative
- 1 MarketPlace Committee representative, typically the Committee Chair, or an appointed committee member at-large
  
- ASB Board of Directors 1st Vice-Chair and his/her appointed incoming Program Chair will sit on the Planning Committee as members at-large for one year prior to their terms as ASB Board Chair and BakingTECH Planning Committee Chair.

The Program Chair term is one year. The Program Chair will sit on the MarketPlace Committee, as a member at-large, for the term as Program Chair. The program chair is responsible for running the committee meetings; preparing quarterly board reports, participates in strategic discussions, the development and organization of the conference technical program, including the overall process of building the conference technical program and networking events. This encompasses the review of all paper submissions as well as review of speaker draft and final presentation. Responsible for ensuring program committee meets program-related milestones.

The ASB Chair serves on this committee during his/her term as the ASB Board of Directors Chairman as an ex-officio member.

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