

## **PRODUCT DEVELOPMENT COMPETITION COMMITTEE**

### **CHARTER**

#### **OVERVIEW**

The Product Development Competition Committee is tasked with planning, organizing, and overseeing the product development competition, which runs every year ending in the finals at BakingTech. The committee is responsible for deciding on an annual theme that relates to trends and innovation in the baking industry, managing the application and selection of finalists, and promoting the competition in the run-up to BakingTECH.

#### **RESPONSIBILITIES**

- Select a theme for the competition each year, referencing past themes and providing insight into trends/interests in the industry.
- Advise staff on suggestions of schools to market the competition to, including bakery schools, culinary schools, and other related student bodies.
- Develop ideas for the broadening of school involvement, especially of novel opportunities.
- Develop a Judges Packet to include the scoring rubric and judging schedule.
- Review and score preliminary proposals, coming to a consensus on the three finalist teams.
- Participate in committee teleconferences, averaging 60 minutes, typically scheduled monthly between August and March of each year.
- After BakingTECH, assist staff in evaluating the competition effectiveness and relevance.
- Review the Committee Charter annually and recommend any amendments to the ASB Board of Directors.
- Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.

#### **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 Director.