

## News You Can Use

### ASB's Hall of Fame Celebrates Impactful Leaders

This year, the **Hall of Fame** made improvements to the way inductees are selected by focusing on individuals who had a positive and lasting impact on the industry. At the 2024 BakingTECH annual conference, four impactful leaders were celebrated with their induction into the Hall of Fame. Their words of wisdom shared with the luncheon audience was an enriching moment for all who were in the room.

We honored:

- Robert Benton's tenacity and dedication as an effective leader during his 43-year career which helped to strategically place Flowers Foods as the country's second largest baking company. His ability to form and maintain connections with industry professionals while also being a mentor and advocate created indelible marks on those around him.
- Dr. Norman Borlaug's desire to spread the knowledge of high yield wheat and to scientifically improve the food supply chain's ability to sustain the population around it saved millions, if not billions of lives, notwithstanding saving time and money. His accomplishments are not only recognized by the Baking Hall of Fame, but worldwide.

- Erin Sharp's 40-year journey through the baking industry has been marked time and again by her ability to lead, support, and improve the companies she represented and the people who were able to work with her. In addition, she made it her mission to support and lift up those whose food outlook was unstable. With her Continuous Improvement culture, she propelled The Kroger Company to new heights within a 10-year span.
- Fred Springer dedicated his career to giving back and getting involved. Whether it was joining committees to better the industry that he loved or by supporting working veterans, Fred did all he could to improve his surroundings. He strived to create opportunities for "cooperation, innovation, and commitment" within the organizations he was a part of.

With ASB's commitment to service and education of the commercial baking industry setting the standard for knowledge and growth, it is only fitting that we recognize individuals who have personally contributed to the collective positive impact made by the baking industry. So many people contribute to this industry in a multitude of ways and it is our honor to celebrate them. Thank you Robert, Dr. Norman, Erin, and Fred: you exemplify positive impact.

## “ — WHAT OUR MEMBERS SAY

"Few people get the chance to publicly recognize their mentors and friends. The people who push an industry to new and exciting heights. I am forever grateful that we have the unique opportunity to do so in the ASB community, and to do it every year with the Hall of Fame!"

— Rowdy Brixey, President at Brixey  
Engineering & ASB Member since 1996

— ”

## BakingTECH 2025 Call for Content

The planning committee for BakingTECH 2025, which will be held in Orlando, Fla., February 16-18, is seeking speakers to share their expertise and insights with the baking community.

We are seeking individuals who can deliver engaging presentations, lead interactive discussions, and offer fresh perspectives on various topics such as Emerging Technologies, Food Safety and Quality Assurance, Sustainable Practices, and more.

Speakers, whether industry veterans or emerging generations, are encouraged to submit proposals for presentations. Speaking at BakingTECH offers several benefits:

- Elevate Your Profile: Gain visibility and establish yourself as an authority in the baking industry.
- Expand Your Network: Connect with fellow professionals, potential collaborators, and industry influencers.
- Impactful Insights: Share your unique perspectives, experiences, and best practices with a diverse audience.
- Contribute to Growth: Help shape the conversation and inspire fellow professionals to drive innovation and change.

If you have insights, experiences, or innovative ideas to share, this is an excellent opportunity to contribute to the baking industry and make a meaningful impact. Together, let's inspire, educate, and empower the next generation of industry leaders!

**[Get started here!](#)**

## Upcoming Events

**May 7-9**

**BCSP Global Learning Summit**

We're pleased to partner with the Board of Certified Safety Professionals (BCSP), providing high-quality professional development around safety, health, and environmental issues. \$25 virtual all-access pass.

[Save the date](#)

**May 16**

**ASB Regional Meet-up**

Join us for our next Regional Meet-up at Middleby Bakery Group in Dallas, Texas! Come along and connect with peers, take a tour, and gain insight on industry trends.

[Check it out](#)

**June 28-July 2**

**BEMA Annual Convention**

Get ready for industry insight sessions, BEMA Connect, and opportunities to network and connect! This year, BEMA's event will focus on the theme, "The Future of Baking: People, Processes and Products." Attend virtually or in person at the Terranea Resort in California.

[Sign up now](#)

**November 1-3**

**RBA's Certification Practical**

The RBA offers 3 baking and 2 cake decorating certification levels. All levels require a written exam, conducted online, and many require a practical exam, which are scheduled periodically throughout the year at various locations across the country.

[Learn more](#)

**April 18 or April 22**

**ASB Committee Orientation Sessions**

Calling all current committee members and volunteer leaders! We are offering two dates for orientation this year where we will cover ASB's governance structure, important policies and procedures, and insight into the operations of the organization that are critical for volunteer leaders to understand. Volunteers only need to sign up for one session (not both). Please note: This event is only for those who are serving on a committee or sub-group this year. [Pick a session](#)

[Interested in getting involved? Email info@asbe.org!](mailto:info@asbe.org)

## Have You Heard About Our Digital Memberships?

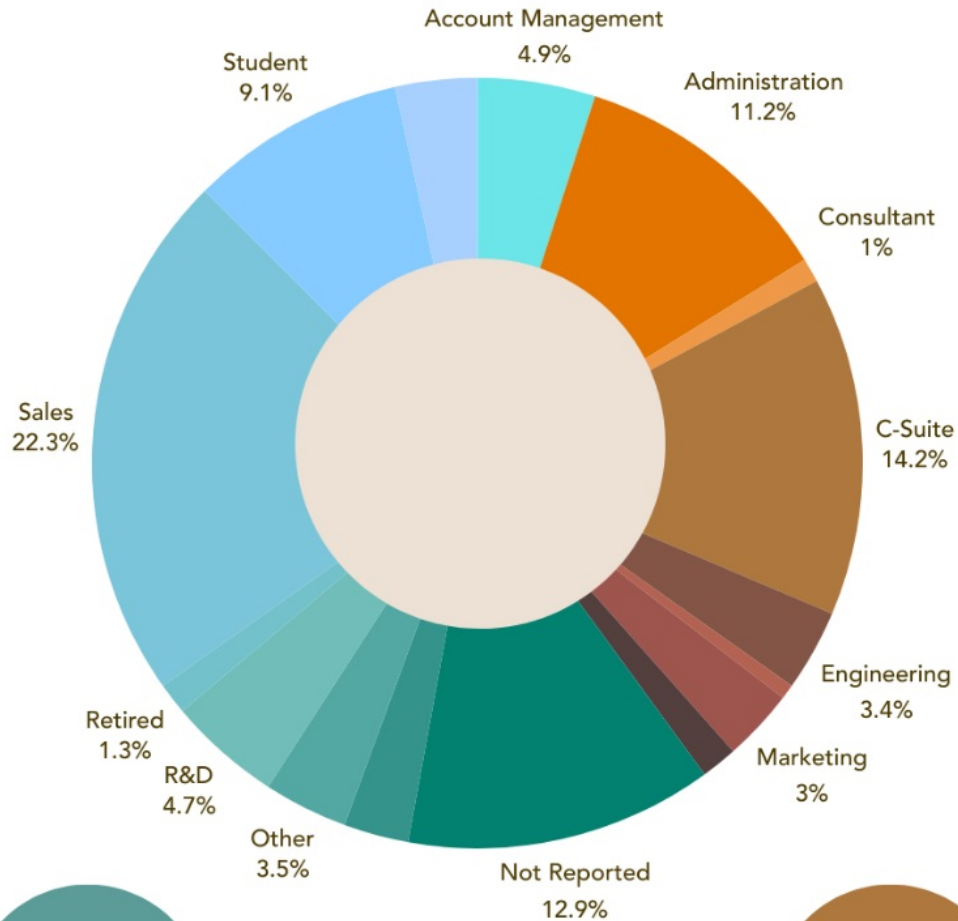
Elevate your professional growth in 2024 with ASB's Digital Membership, now available for just \$99! Unlock a treasure trove of resources at your fingertips in our all-new Education Hub, including exclusive access to the renowned BAKERpedia resource, 2,000+ hours of technical webinars, and a vast library of over 200 technical papers.

As a digital member you can also enjoy generous discounts on ABA Baking Basics, foundational Bread Certified courses, and much more! Don't miss out on this incredible opportunity to fuel your knowledge and advance your career.

**Join the ASB community today and  
take your expertise to new heights!**

# ASB Membership: By the Numbers

## JOB TITLE area of responsibility



**27.4%**  
C-Suite &  
Executive

**48.5%**  
Mid-Level &  
Operations

# Memories from BakingTECH 2024

*Already looking forward to making more in 2025!*



## Protecting Our Industry

*To keep you informed on important legislative and regulatory issues impacting our industry, ASB is partnered with the American Bakers Association to bring you timely updates*

### 2024 Bakers Fly-In and Policy Summit

The American Bakers Association (ABA), in partnership with the Retail Bakers of America and the American Society of Baking, is proud to help host the Bakers Fly-In and Policy Summit, taking place in Washington, DC, June 11-14, 2024. Bringing together bakers of all sizes and specialties from across the country, this event promises to be a pivotal moment for our industry.

**Who Should Attend:** Even if you're not directly involved in baking at your company but work in production, HR, supply chain, logistics, energy/environment/sustainability, worker safety, etc., we encourage you to attend. Many challenges our industry faces also impact suppliers, making your presence crucial. Together, we can amplify our collective voice and

drive meaningful change. Best of all, attendance is free to attend the Fly-In!

Learn more and register [here](#).

## Member Spotlight



### **Danielle Wedral-Licata**

**Regional Sales Manager**

**Jungbunzlauer**

An ASB member since 2017, Danielle is a fierce advocate for the baking industry and volunteers her time for the advancement of the industry. As well as serving as a director at-large for ASB, she is also an active member of the Young Professionals Committee, served on the Executive Search Committee in 2022, and is helping to launch ASB's new Mentorship Program.

She is a proud "Yo-Pro" as she calls herself representing the under-40s in the field. She is also passionate about sustainability and helping develop STEM in young girls (ask her about leading classes for [Techbridge Girls](#) in Chicago).

With a B.S. in Food Science from Cornell University and a Masters from the University of Georgia, we are proud to have Danielle engaged in ASB and sharing her talents with our membership community.

Rock on, Danielle!



## #ASBOnTheRise

Show your support on social media by using "#ASBOnTheRise." Even though we have a century of baking under our belt, we're just getting started.

American Society of Baking | 550 Congressional Blvd, Suite 115, PMB 1070, Carmel, IN 46032



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