

## News You Can Use

### ASB Board Approves 2024/2025 Plans

Last month the American Society of Baking Board of Directors approved the business plans and budget for the 2024/2025 fiscal year to begin July 1. The plan, an outline of strategic initiatives developed by member-led committees and task forces, will propel ASB into its next century of service to the baking industry.

**Key concepts include:**

- Launching a formal mentoring program for all levels and roles of professionals in the industry by September 2024.
- Creating an industry-wide career center featuring scholarship and internship opportunities to serve as a place and source for launching careers in the baking industry (timeline February 2025).
- Developing the curriculum for new hybrid training courses with online curriculum culminating in a hands-on learning component whereby using partner facilities to host training beginning in 2025.

ASB's vision to be an indispensable resource and community for those committed to the baking industry guides the work of the board, committees, and staff to deliver significant new value to its growing membership community.

To learn more about ASB's new mission and vision, [click here](#).

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## WHAT OUR MEMBERS SAY

"I was given the bulletin 30 years ago to use for a certain product my mentor asked me to make for her. It was very sentimental to me."

— George Erasmus, Bread Clan, on rediscovering  
ASB's Sourdough Technical Bulletin #183

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## Continue to Rise with ASB

Traditionally, June is the time of year when we announce the start of the membership renewal period. Since we've moved to an anniversary renewal date, membership and all the benefits it entails is good for 365 days from whenever you join or renew.

Yet, due to ASB's history, the renewal date for the majority of members is coming up in the next two months. So here are a few tips to make the process as smooth and straightforward as possible:

**If you need to renew your membership:** We'll send you a reminder email with the date to renew by and instructions. You'll also see a notification in the member portal. You can always find your exact member anniversary date in your profile, under the "Payments & History" tab. Renewing takes just a few minutes from your online profile to update any information and process your payment.

**If you're a young professional:** We've updated the structure of our memberships for improved governance, and now have just one tier of professional membership. However, to help support the future of baking, all young professionals (40 years and younger) will see a \$100 discount automatically applied to the dues amount.

**If you'd like to become a member:** There's no time like the present! We're launching a number of new initiatives this year to help support and propel your professional development journey. Review benefits and different memberships available at [asbe.org/membership](https://asbe.org/membership).

**Have any questions about your membership or renewing?**

Contact us at [membership@asbe.org](mailto:membership@asbe.org) - we are here to help!

## Be a Certified Industry Leader in Hygienic Equipment Design & Food Safety

The NEW Certified Internal Equipment Evaluator training course by the Bakery Equipment Assessment Group (BEAG) contains over six hours of self-paced interactive online content prepping you to certify bakery equipment as conforming to the ANSI Z50.2 standard.

Food safety standards are paramount to ensure the production of safe and high-quality products. Equipment manufacturers and engineers that design equipment and production lines must adhere to rigorous hygienic design regulations to guarantee the safety of products and to maintain regulatory compliance, protect consumer health, and safeguard brand reputation.

Visit [BEAG's website](#) to learn more.

## Upcoming Events

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." Connect with ASB and BEAG staff attending - see you there!

[Connect with Us](#)

August 28

### **ASB Regional Meet-up in Chicago, IL**

Meet us in Chicago to learn about honey bees, honey's chemical composition and its impact on made-with-honey formulas. Then, network with other professionals at a honey-themed happy hour.

[Sign up now](#)

September 19

### ASB Regional Meet-up in Reading, PA

Coming this fall! Join us at Reading Bakery Innovation Center where "Science Meets the Art of Baking" in Reading, Pa. Please look for more information and registration for this special event on our [events page](#) soon!

November 1-3

### RBA's Certification Practical Test

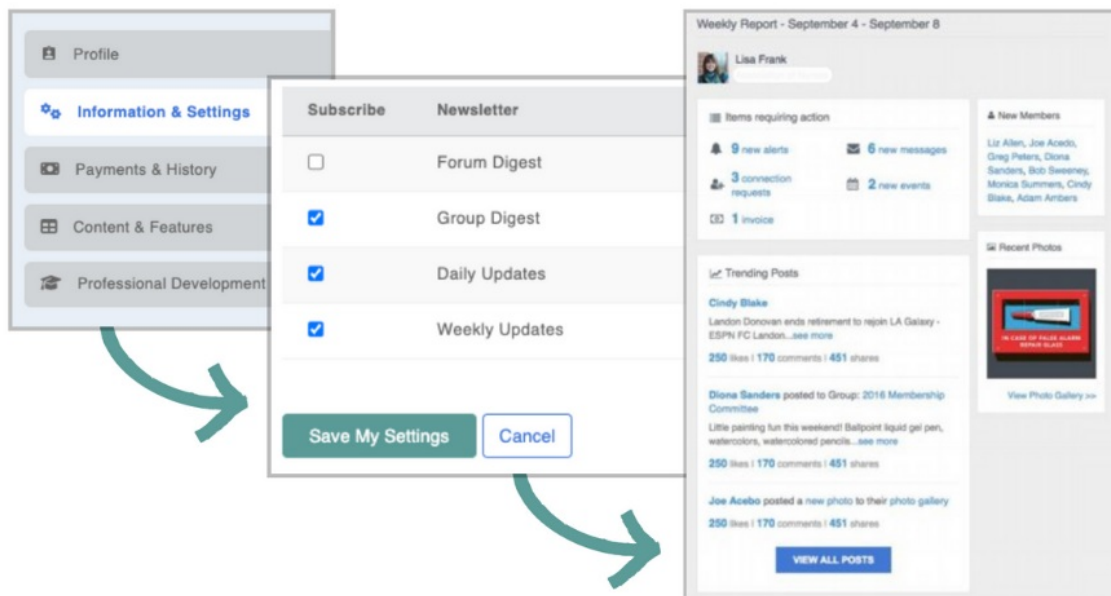
The RBA offers 3 baking and 2 cake decorating certification levels. All levels require a written exam, conducted online, and many require a practical exam, which are scheduled periodically throughout the year at various locations across the country.

[Learn more](#)

## Staying Connected on ASB's Member Portal

Did you know you can get daily or weekly email updates about what's happening on the ASB member portal? See a quick overview of connection requests, messages, upcoming events, new members, system alerts, and more! It's a great way to stay connected and see what our community is up to.

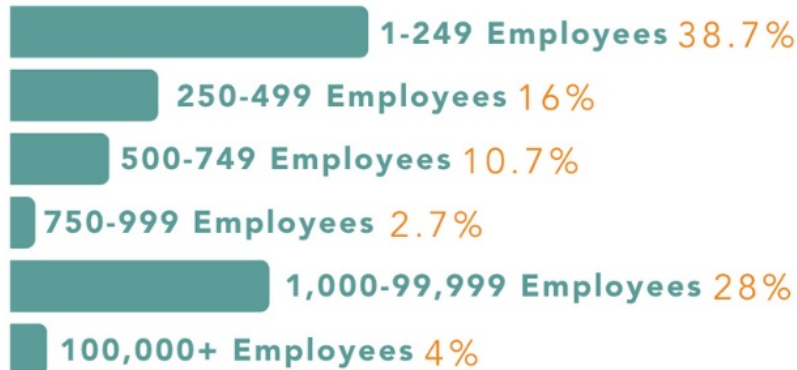
To set it up, [log into your profile](#), click on "Accounts + Settings," and then go to the bottom of the "Information & Settings" tab to subscribe to the types of updates you'd like to receive.



# ASB Membership: By the Numbers

## BAKERY SIZE

represented by members



**45%**  
of members  
operate  
bakeries  
with 500+  
employees



## 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

This week, baking professionals from around the country are gathering in Washington for the **Bakers Fly-In and Policy Summit**, hosted by the American Bakers Association (ABA) in partnership with the Retail Bakers of America and the American Society of Baking. This pivotal event is a chance to amplify our collective voice and drive meaningful change for the industry.

#### The Baking Contingent will:

- Reignite and develop relationships with a community of baking industry executives, policy experts, and peers.

- Participate in meetings with regulatory officials, panels of business association experts, and keynote addresses from policymakers to learn about the central issues affecting the baking industry, and how your voice can make an impact.
- With guidance and assistance from ABA's advocacy experts share our industry's unique perspective and challenges in small group meetings with key lawmakers on Capitol Hill and help educate them and their staff on our policy priorities.

Thanks to all the industry leaders participating this week!

## Member Spotlight



### **Amy Estrada**

**Project Manager**

**CRB Group**

A design project specialist, Amy is dedicated to the baking industry and loves supporting new technology. She's championed several initiatives at ASB during her time as a member-leader including the review and adaptation of an online board administration system in 2023 as part of ASB's commitment to governance excellence and now as the Task Force Chair for the new mentoring program launching in September.

A graduate of Moraine Valley Community College with a degree in Architectural Drafting and Architectural CAD/CADD, Amy partners with her clients to bring ideas to life efficiently using the latest tools and technology. She was recently featured in [Baking Business](#) discussing the advancement of robots and cobots in manufacturing to solve workforce challenges.

Amy is an innovator, collaborator, and passionate leader. Amy, we celebrate your mad design thinking skills and all that you bring to the industry. Here's to you!

## #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.



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