



MARCH 2024 NEWSLETTER

## News You Can Use

### That's a Wrap on BakingTECH 2024!

It certainly was a BakingTECH for the century. In between all the networking, learning, and celebrating we hope you left feeling inspired and connected to the industry, as well as fired up for what the next 100 years holds. In case you missed the event this year, check out the highlights [here!](#)

A huge thank you to everyone who participated and helped make it such a memorable week. See you next year in Orlando!



## “ — WHAT OUR MEMBERS SAY

“Our work in the baking industry to help feed the world, and bring joy during celebrations like BakingTECH, is what makes this work so rewarding.”

— Kayla Davey, 2024 BakingTECH Programming Chair & Account Manager at International Flavors & Fragrances

— ”

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THANK YOU FOR SPONSORING BAKINGTECH 2024!

# 2024 NEWLY ELECTED ASB BOARD MEMBERS



**Xochitl Cruz**  
BOARD CHAIR



**Matt Bowers**  
1ST VICE CHAIR



**Scott McCally**  
2ND VICE CHAIR



**Nathan Norris**  
3RD VICE CHAIR



**Sarah Tsocanos**  
SECRETARY/TREASURER



**Kayla Davey**  
DIRECTOR AT-LARGE



**John Hinds**  
DIRECTOR AT-LARGE



**Kathy Sargent**  
DIRECTOR AT-LARGE



**Miguel Villa**  
DIRECTOR AT-LARGE

## Welcoming In New Committee Chairs

Each year the ASB leadership transitions occur at the Annual Meeting, held in conjunction with BakingTECH. In addition to welcoming new board members and officers, new committee chairs also move into their position after a year-long succession planning process. This year's new committee chairs are:

- BakingTECH: Ashley Robertson, Corbion
- BakingTECH MarketPlace: Lisa Arato, Spiromatic
- Finance & Audit: Paul Rainey, Flowers Foods
- Membership & Marketing: Steve Berne, Avant Food Media
- Product Development Competition: Dev Mehta, Impossible Foods
- Young Professionals: Ryan Will, AB Mauri

Continued leadership from Ash Gurney, Dawn Foods (Education); Toby Steward, TNA Consulting (Standards); and Rowdy Brixey, Brixey Engineering (Hall of Fame) round out ASB's current committees. New committees are forming to align with the strategic plan priorities.

To learn more, reach out to us at [membership@asbe.org](mailto:membership@asbe.org).

## Innovation & Creativity on Display in Product Development Competition

The University of Florida emerges as the winner of ASB's highly competitive Product Development Competition! Their innovative entry, Glow Squares, not only demonstrated exceptional creativity but also met the highest standards of quality and safety.

The judges were impressed by the University of Florida's commitment to excellence and innovation among an impressive array of submissions, showcasing exceptional creativity, quality, and market potential. Each team member received a \$2,500 scholarship.

We would also like to congratulate the team from the University of Massachusetts Amherst for their 2nd place win with their product Gingerbreadzels. Their dedication and ingenuity have demonstrated the true spirit of baking innovation, and each team member was awarded \$1,500 in scholarship money.

We would like to extend our warmest congratulations to both teams team for their well-deserved success. Their achievement adds a new level of prestige to our competition, and we look forward to celebrating their accomplishments.

Thank you to all participants for your contributions, and we encourage everyone to continue pursuing excellence in the field of baking product development.



UNIVERSITY OF FLORIDA



UNIVERSITY OF MASS. AMHERST

## Upcoming Events

**April 29–30**

### **American Pie Council (APC) National Pie Championships**

APC will host the National Pie Championships in April 2024. The competition is open to amateur, professional, and commercial bakers in select flavor categories.

[Learn more](#)

**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 9-10**

### **TIA Convention & Trade Expo**

The Tortilla Industry Association announces another new location for its Annual Convention noting one of the fastest growing segments in the baking industry. Taking place at the Horseshoe Casino Resort in Las Vegas, NV.

[Sign up now](#)

**May 16**

### **ASB Regional Meet-up**

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

[Registration opens soon!](#)

## Voting Now Open on ASB Bylaws

As part of our strategic focus this past year, ASB has undertaken a thorough review of all our governing documents to improve the way we serve you. The Board of Directors commissioned a Bylaws Task Force to take a deep dive into our current Bylaws to ensure that we are in alignment with relevant legal requirements, association best practices, strategic planning processes, and existing cultural practices. The changes recommended were considered over the last eight months with guidance and direct involvement from our legal counsel.

As the Bylaws Task Force undertook this governance review, our mission was to improve the member experience and modernize our governance practices. These changes will provide greater definition for volunteer leaders, committee members, and staff.

The proposed amendments were shared with all members on February 1, 2024 and the voting process opened on **March 1, 2024** to run until **March 15, 2024**. To access the ballot, you must be a registered user of the ASB Member Portal, have an active membership with dues current, and agree to ASB's membership conduct policies. If you are unable to access it online, you may request a paper copy from [bylaws@asbe.org](mailto:bylaws@asbe.org).

*Thank you for your participation and support in  
helping us advance the organization.*

**Review the bylaws and submit your ballot [here](#).**

## Seeking Dynamic Leadership: Join Us as the New ANSI Standards Z50 Committee Chair!

Are you passionate about shaping industry standards and leading transformative initiatives? We are on the lookout for a visionary individual to step into the role of ANSI Standards Committee Chair. This is a unique opportunity to drive innovation, foster collaboration, and leave an indelible mark on the future of the Z50 Standards.

### Key Responsibilities:

- **Leadership:** Guide the committee and inspire members towards collective goals in partnership with the ASB staff liaison.
- **Collaboration:** Foster a culture of collaboration, drawing upon diverse perspectives to drive consensus and forward momentum.
- **Advocacy:** Champion the importance of standards within the broader industry, cultivating partnerships and alliances within the bakery industry.

### Why Join Us?

- **Impact:** Shape the direction of industry standards and contribute to advancements in the baking industry.
- **Networking:** Connect with industry leaders, experts, and professionals to expand your network.
- **Leadership Development:** Enhance your leadership skills by taking charge of a crucial committee within a respected organization.

### How to Express Interest:

If you're ready to take the helm and guide our ANSI Standards Committee to new heights, express your interest by completing the form linked below with a brief statement of intent and relevant experience. The position is assisted by ASB staff and the Past Chairman, plus full training and ongoing support are given. Embrace the opportunity to lead, inspire, and shape the future of standards, and join us on this exciting journey toward excellence!

**[Apply here!](#)**

# ASB Membership: By the Numbers

## LOCATION members by region



**MW** 44.2%  
MIDWEST

**NE** 17.2%  
NORTHEAST

**SW** 4.2%  
SOUTHWEST

**SE** 16.2%  
SOUTHEAST

**M** 3.2%  
MOUNTAIN

**P** 7.5%  
PACIFIC

 7.6%  
INTERNATIONAL

**17**  
countries  
represented



## 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*

### California's Folic Acid Legislation - CA AB 1830

Last month, we were alerted to California's state legislation regarding folic acid and corn masa flour. **The bill would require:**

“The department, by regulation, to require a manufacturer of corn masa flour to add folic acid at a level not to exceed 0.7 milligrams of folic acid per pound of corn masa flour and to include a declaration of folic acid on the nutrition label in accordance with applicable federal law. The bill would make these provisions severable. By creating a new crime, this bill would impose a state-mandated local program.”



## Illinois Food Safety Act - Senate Bill 2637

Recently, Illinois Secretary of State Alexi Giannoulis, Senator Willie Preston and Representative Anna Stavra Murray held a press conference announcing their intention to pursue legislation this year to ban five ingredients from food products sold in the state. This legislation will target brominated vegetable oil, potassium bromate, propylparaben, and Red Dye No. 3. Unlike the final version of California's AB 418, the intent is to include titanium dioxide as a listed substance.

According to a press announcement, the bills will further require a study of butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT) to ascertain potential threats and take future action. **ABA** will continue to monitor this state legislation.

# Member Spotlight

ROBERT A. FISHER AWARD



## Rod Radalia

**Vice President of Innovation**

**Aunt Millie's Baking**

Each year, a volunteer is recognized for their long-standing contributions to the growth and development of the Society. We have honored 24 remarkable individuals since the award's inception in 2000. In the selection of the recipients, we consider several factors including development of new programs and concepts having impactful results, as well as their partnership and dedication in what we deem above-and-beyond the level of typical member support.

The 2024 Robert A. Fisher Award Recipient is Rod Radalia of Aunt Millie's Baking, Ft. Wayne, Ind.

Rod's peers recognized his leadership style as thoughtful, conscientious, and well-prepared. He is known for asking strategic and insightful questions during discussions and deliberations. He works to understand the dynamics of a situation while considering the importance of the role he holds as a volunteer in a membership organization. Rod served on the ASB Board for a three-year director at-large term prior to election as Chair in 2021. He currently serves on the Education and Finance committees, both critical committees for ASB in its work to advance and prepare the organization for the future.

He is both a coach and mentor to many in his nearly 40-year baking career. He works hard to introduce both experienced and young talent to ASB and speaks with such passion about the organization that one cannot help to be inspired to engage or learn more. While some of these activities may seem minor, or even expected as a past chair of ASB, it is his characteristic humility and consistent servant leadership that sets him apart.

## #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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