



MAY 2024 NEWSLETTER

News You Can Use

BakingTECH's Next Chapter Begins in Florida

BakingTECH 2025 planning is underway. The **MarketPlace Committee** met at the host location in Orlando in April, and the **Planning Committee** will convene later this month to develop the technical educational content including featured speakers, sessions with a dedicated baker's perspective, and insightful stories of innovation shared on the BAKE Talks Stage.

ASB Board Chair **Xochitl Cruz** of Bimbo Bakeries USA has inspired the peer leadership group to consider disruptive, innovative, and cutting-edge ways to deliver learning experiences bolstered by enriching networking opportunities. The committees are focused on reimagining the event in a new location outside of Chicago, which has been its home for the past 50-plus years with the Hilton Chicago since 2015. ASB's Executive Director **Kristen L. Spriggs** heralded the 2025 conference hotel as, "The perfect set-up for us to come together as an industry community. From the sun-filled atrium to the central gathering places, this new location gives us a tremendous backdrop for bringing the best of what BakingTECH is all about complimented by outstanding education."

BakingTECH 2025 will be hosted at the **Renaissance Orlando at SeaWorld®**, Feb. 15-18, with committee and board meetings proceeding the event. For more information, bookmark the developing **event site** and save the date for registration opening August 19.



WHAT OUR MEMBERS SAY

"BakingTECH 2025 will boldly pave the way for ASB's overall reemergence into the baking industry for the next 100 years."

— Ashley Robertson, Director of Marketing,
Corbion, 2025 BakingTECH Program Chair



We're on the Move!

Update your address book! ASB has moved from Carmel, IN to Indianapolis, IN. Our new address is:

1415 Shelby Street, Suite A, Indianapolis, IN 46203

Baking Basics 101 Now Available at ASB Through Education Collaboration with ABA

The wholesale bakery training course, Baking Basics 101, is now accessible on the American Society of Baking's (ASB) Education Hub as part of a collaborative partnership with the American Bakers Association (ABA).

This initiative, which integrates ABA's Bakers Manufacturing Academy courses into ASB's Education Hub, marks a significant advancement in making professional baking education more accessible and convenient for the industry.

Together, ASB and ABA are committed to fostering a culture of continuous growth and innovation. "By sharing this valuable knowledge, we empower individuals to thrive in their careers and drive collective progress within the industry" said Sarah Day, ASB's Director of Education.

[Check out the course here!](#)

Upcoming Events

May 7-9

BCSP Global Learning Summit THIS WEEK!

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 in Dallas, TX

Join us for experiential learning at Middleby's Innovation Kitchens where colleagues share knowledge, encourage and promote skill development, and create resources that advance the industry and its workforce.

[Sign up now](#)

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. Networking happy hour will follow educational content. Keep an eye out for information and registration in the coming weeks.

September 19

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

Coming this fall! Join us at Reading Bakery Innovation Center where the "Science Meets the Art of Baking" in Reading, Pa. Please look for more information and registration for this special event in June.

May 14

Industry Panel Discussion on Career Pathways in Baking

The Bread Bakers Guild of America and the Retail Bakers of America are hosting Beyond the Bench. A free webinar exploring different career paths in the baking industry. Hear from a panel of three stars in our industry who all got their start in production baking and have gone on to build fulfilling careers in equipment, ingredients, and education.

[Register for this free session!](#)

Explore the World of Ancient Grains at NCI's Third Annual Ancient Grains Conference!

The Northern Crops Institute (NCI) is looking forward to hosting the third Ancient Grains Conference on June 25, 2024. This year's 1-day conference will be held at the Peltier Complex on the campus of North Dakota State University in Fargo, ND. The theme is Timeless Trends and will offer opportunities for participants to engage in hands-on demonstrations such as stone milling and baking, and networking with other participants and presenters.

Participants will also be able to listen to a number of presentations, including, Production, Sustainable Opportunities and Industry Highlights, Market Significance, and New Uses in Ancient Grains. A welcome reception will be held the day before on June 24 at 4:30 pm at Drekker Brewing Co., Fargo, ND.

For more information about the conference and to register, please visit [ancientgrainsconference.com](https://www.ancientgrainsconference.com).

ASB Membership: By the Numbers

MEMBERS
STRONG
AND **GROWING** **2600+**

100 YEARS
ASB
OF SERVING
THE BAKING
INDUSTRY



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](#).



Carter Wands

Manager of Technical Sales & Innovation

Miller Milling

Carter has been involved in the wholesale baking industry for over 10 years and an ASB member just as long. As the Manager of Technical Sales and Innovation at Miller Milling, he assists customers with bakery performance through line assessments and formula troubleshooting.

Product development, technical thinking, and his father are what first peaked Carter's interest to the baking world. After becoming employed in the industry, Carter became a member of ASB. If you know Carter, you'll hear his passion to cultivate opportunities to connect, discover innovative ideas, and support young professionals in the baking industry.

A dedicated leader and volunteer, Carter was Chair of the Young Professional Committee from 2022 to 2024, during which time he helped launch the Rising Baker Award to recognize the future leaders in the baking industry. He's also served on the Product Development Committee since 2020 and the Strategic Planning Committee in 2023. Now, he's dedicated to leveraging his connections and passion for the baking industry in support of ASB's membership growth initiatives and serving as Chair for the Milling & Baking Division of the Cereal & Grains Association.

While passionate about ASB and wholesale baking, Carter also enjoys watching and attending sporting events—especially when it involves his Kansas State Wildcats or Minnesota Timberwolves.

We appreciate you, Carter—thanks for all you do!

#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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