

The B&CMA APP

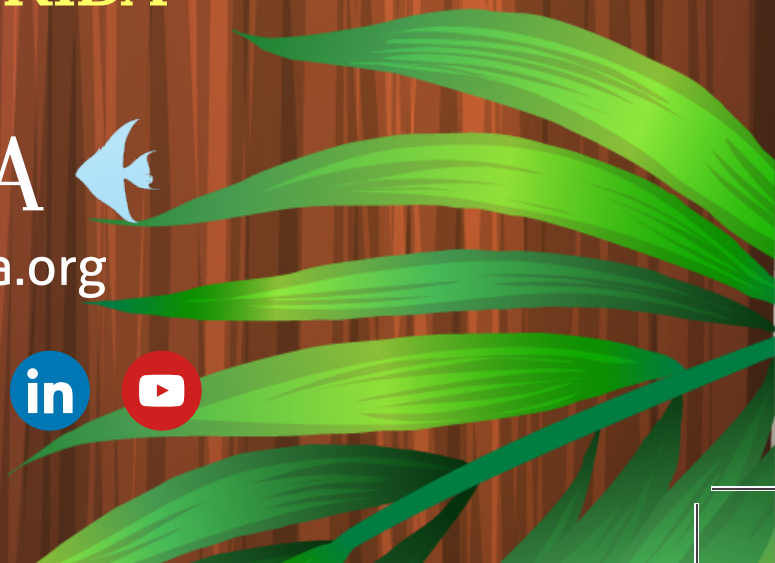


90TH TECHNICAL
Conference
#2015BCMATECH

MAY 3-6, 2015
THE HILTON TAMPA DOWNTOWN
TAMPA, FLORIDA



www.thebcma.org



General Information

The B&CMA welcomes you to our 90th Technical Conference as we gather baker and supplier members for learning, collaborating and camaraderie, all in the relaxed setting of Tampa, Florida.

Hotel Information

The Hilton Tampa Downtown

211 N Tampa Street

Tampa, FL 33602

Reservations: (813) 204-3000

Go to www.thebcma.org website for link to hotel registrations

Located in the heart of downtown Tampa, Hilton Tampa Downtown boasts an ideal position, minutes from a variety of local businesses and leisure attractions. A convenient trolley service is available to take you to popular entertainment options including the Tampa Bay Times Forum, Channelside Bay Plaza, the Florida Aquarium and Ybor City. The hotel is an ideal base for business guests in Florida. Highlights include: On-site Starbucks, 211 Restaurant, Rooftop sundeck, outdoor pool and 24-hour fitness center.

Hotel Reservations

B&CMA's room block with Hilton Tampa Downtown features:

- \$149.00 room rate
- Complimentary Internet access
- Discounted overnight self-parking is \$16 for B&CMA attendees

Please make your room reservations and travel arrangements soon. A special group rate of \$149.00 single/double is available until **Friday, April 10, 2015**. **Tuesday night is SOLD OUT, contact B&CMA for more information.** Reservations can be made by calling the Hilton Tampa Downtown reservation line at (813) 204-3000 or via the weblink provided on B&CMA website: www.thebcma.org



Please reference the group name "**B&CMA Technical Conference**" when making your reservation. Check in time is 3 pm and check out time is noon. Self-parking is discounted to \$16 for B&CMA members (be sure to indicate you are with our group) and valet parking is \$20 per day. Internet access is complimentary in guest rooms (removed from bill at check out).

Registration Discounts

Correspondence Course students and First Time Technical Conference attendees receive a 25% discount off the Full Conference registration rate.

Travel Information

Tampa International Airport is the closest airport and is about 9 miles (13 minutes) to the Hilton Tampa Downtown.

Taxi and Shuttle

Blue One Transportation offers nonstop transportation to and from the Tampa International Airport. To use this service please call Hilton Tampa transportation hotline when walking off of your plane prior to picking up luggage at (813) 333-3598. Pricing is \$13 for single passengers or \$11 per passenger for 2 or more guests. Taxi service is about \$25 - \$30.

Car Rental

Discounts can be received at Avis by calling (800) 331-1212 or www.avis.com and referencing the AWD number J097716.

Valet

Valet parking is \$20 per day. Self-parking is \$16/day for B&CMA attendees; be sure to indicate you are with our group to receive the parking discount.

Directions From Tampa International Airport- 9 miles (approximately 20 minutes without tolls)

- Head northeast on George J Bean Inbound Parkway/George J Bean Pkwy
- Take the ramp to FL-60 E
- Keep right at the fork, follow signs for Tampa and merge onto FL-60 E
- Turn right on N Ashley Drive
- Turn left onto E Jackson Street
- Turn right the 1st cross street onto N Tampa Street
- Destination will be on the left

General Session

Monday, May 4th, 9:00-10:15 am



The State of the Industry
Consumer Insights for the Cookie & Cracker Industry
Bayshore V-VII
Chris Wilkins
Vice President/General Manager
ConAgra Foods
chris.wilkins@conagrafoods.com

Chris began his CPG career at The Pillsbury Company establishing a firm foundation in classical marketing. Following a few years of steady advancement, he moved on to an internet start-up continuing to build his personal tool box with a healthy dose of entrepreneurship, creativity and resourcefulness. Chris is currently, Vice President/General Manager at ConAgra Foods.

Monday, May 4th, 10:45-11:45 am



Second Keynote
Food Service Trends
Bayshore V-VII
Wade Hanson
Principal, Research & Consulting
Technomic

Since joining Technomic, Wade has conducted and written numerous multi-sponsor and proprietary studies encompassing all foodservice segments, including retail foodservice.

This presentation will examine the current state of the foodservice industry, with a look at restaurant segment performance and areas of growth, operator menu and concept positioning trends, and consumer attitudes and preferences with regard to restaurant and key product usage.

Monday Luncheon

Monday, May 4th, 11:45 am-1:00 pm



Coach Charlie Weatherbie
Director of Coaches for the Fellowship of
Christians in Central Florida
cweatherbie@fca.org
Palma Cella Ballroom

Coach Weatherbie was recruited by Multiple D-1 Universities and chose to go to Oklahoma State as a dual sport athlete to play Football and Basketball.

Monday Luncheon Sponsored by Mondelēz International

Educational Sessions

Key Guide: Production = P Managerial= M Technology= T

Monday, May 4th: Session Times 1:00-2:30 pm/Repeated 3:00-4:30 pm



Dough Piece Weight Control on Wire Cut & Deposited Cookies
1A - P
Bayshore V
Claus Abrahamsen, Technical Sales Manager
Franz Machinery of America, Inc.
claus.abrahamsen@haas.com

In this session you will learn:

- Controlling weight accuracy reduces cost of raw materials and affects profits
- Selling underweight products is against the law
- What type of wire cutter is in your bakery today
- Machines with a set of pumps for each die opening provides higher accuracy
- Benchmarking your machine- know where your weights are
- Taking advantage of improved standard deviation



Increasing Wire Cut Productivity: The Importance of Correct Machine Set-Up and Die Design
1B- P
Bayshore V
Sam Pallottini, Dies Business Manager
Baker Perkins
sam.pallottini@bakerperkins.com

In this session you will learn:

- Layout drawings are used to communicate the cookie pattern, outlet size, baked size, machine information
- One-piece polymer filler blocks, stainless steel dies (plates and cups) and stainless steel
- Wireframes have been introduced to help with current cleaning requirements
- Filler blocks are the most important components for weight control
- Mixing, temperature and water all play a part in the process of producing a good cookie
- Wirecuts are very flexible machines. They also can handle a wider range of formulas than most other cookie machines
- Wirecut mechanism set-up is about the wire height, wire stroke and wire drop

VIEW FULL SPEAKER BIOS & ABSTRACT INFORMATION AT THEBCMA.ORG & ON OUR B&CMA APP

Educational Sessions

Key Guide: Production = P Managerial= M Technology= T

Monday, May 4th: Session Times 1:00-2:30 pm/Repeated 3:00-4:30 pm



Plant Administration of B&CMA Programs

2A - M

Bayshore VII

T.J. Nelson, Human Resources

Oak State Products

tj.nelson@oakstate.com

In this session you will learn:

- The difference between the ELT and the IT Course
- How to enroll students in both the ELT and the IT courses
- Who is suggested to enroll in the courses
- How to handle the day to day functions of the programs
- How valuable the programs are for both the employee and the organization
- "What people are saying about the programs"



B&CMA Educational Programs NEW Learning Management System

2B - M

Bayshore VII

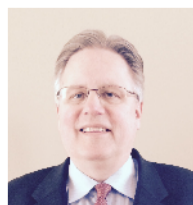
Rich Loalbo, Owner

Communications Delivery Solutions

rloalbo@gmail.com

In this session you will learn:

- The NEW B&CMA Learning Management System
- How a Company Administrator, Plant Administrators and Students will navigate the system
- How Company Administrators & Plant Administrators will view reports, check students progress
- How to enroll students
- What students will see when first logging on
- The new look and feel and how this new program will best fit your company



All About Ovens

3A & 3B - T

Bayshore VI

John Guy, President, Thermal Systematics

johnswoodmi@gmail.com

Jeff McLean, Sales Manager-North America, Spooner Vicars Bakery,

jeff.mclean@spoonervicarsbakery.com

Mihaelos Mihalos, Senior Associate Principal Engineer, Mondelez International, mihaelos.mihalos@mdlz.com

Richard Starke, Director, Reading Thermal

richard.starke@readingthermal.com

In this session you will learn:

- How ovens are constructed
- The principles upon which ovens operate
- The process within each oven type
- Different types of oven bands and where used
- Compare and contrast the benefits and restrictions of each operation
- The typical baking curves of each

Tuesday, May 5th: Session Times 8:00-9:30 am/ Repeated 9:45-11:15 am



Food Safety- New Regulations Demands

1A - M

Bayshore V

Paul Clark, Plant Manager

Tyson Foods

paul.clark@tyson.com

In this session you will learn:

- FSMA is a more proactive vs. reactive approach to Food Safety by the Government
- The importance of making a sanitary plant assessment of current status to help prioritize work
- How to develop a HACCP/HARPC program based on scientific data and incorporate valued Prerequisite programs
- Different requirements of HARPC vs. HACCP
- Example of a comprehensive system based program to identify plant deficiencies & prioritize the work
- Examples (pictures) of how to correct/address older plant sanitary issues



Achieve Results or Lower Expectations

1B - M

Bayshore V

Jim Connolly, Founder & President

Connolly & Phelps, Inc.

jconnolly@orgex.com

In this session you will learn:

- Organizational change is the wrong label; organizations don't change, people do
- The "organizational change" process is 6 predictable steps that you can see happening in front of you if you know the model
- What leaders and managers can do to anticipate each step in the change process and make change efforts more successfully and less costly
- How to build a culture that embraces change and increases responsiveness to customers and market changes

Educational Sessions

Key Guide: Production = P Managerial= M Technology= T

Tuesday, May 5th: Session Times 8:00-9:30 am/Repeated 9:45-11:15 am



Creating a Versatile Packaging Solution for Variety Packs & Retail-Ready Packaging

2A - P

Bayshore VI

Rocco Fucetola, Northeast Regional Sales Manager
BluePrint Automation (BPA)

rocco.fucetola@blueprintautomation.com

In this session you will learn:

- The use of vision guided robotics
- The versatility and efficiency required by food processors
- How to create variety packs
- How to efficiently convert Work In Process (WIP) containers of product into a completed multi-pack carton



Innovative Flexible Material Packaging Concepts for Ease of Opening and Recloseability

2B - P

Bayshore VI

Dennis Gunnell, Vice President, Sales & Marketing
Formost Fuji Corporation

dennisg@formostfuji.com

In this session you will learn:

- Latest innovations and ideas for easy open packaging
- How to build a package that is easy to open but also insures integrity
- How to properly test packages for integrity
- Best ideas for recloseability
- Materials that lend themselves to easy of open and reclosure
- Pitfalls of a package that is too hard too open or too easy to open



Fundamental Bakery Production Metrics Explained

3A - T

Bayshore VII

Dave Van Laar, President
B&CMA

dvanlaar@thebcma.org

In this session you will learn:

- The basics of standards, measurements and what not to assume
- Yield calculations for ingredients, packaging and processing
- Efficiency concepts and measurement
- Uptime and downtime calculations
- Performance standards and measurement to better understand costs
- Baker's percent calculations and WHY?



The Science and Art of Baking - Learning through Experimentation

3B - T

Bayshore VII

Dave Busken, Manager of Research & Development
Oak State Products

david.busken@oakstate.com

In this session you will learn:

- The scientific technique to use when doing an experiment in a bakery. Including changing one variable at a time
- An objective method of measuring results, and the data to compare it to
- How to understand your variables and try to control them
- Define your target and don't let it change
- How good is good enough depends on who is paying for the work

Tuesday, May 5th: Session Times 1:45 - 3:15 pm



Ask the Experts Production Panel

Bayshore VI-VII

Gary Goessel, Principal Scientist, Kellogg Company,
gary.goessel@kellogg.com

Dennis Loalbo, Technical Advisor, B&CMA, dloalbo@thebcma.org

Marlene Stauffer, Director of Quality Assurance/Regulatory Compliance, Blommer Chocolate, mbstauffer@eg.blommer.com

Jeff Pickard, Vice President Operations, Oak State Products
jeff.pickard@oakstate.com

Long-time industry leaders draw upon their hands-on experience to answer your most difficult questions. Learn quick tips, troubleshooting tactics and effective practices from seasoned mentors and colleagues.

Women in the Industry Reception

Tuesday, May 5th: 4:00 - 5:00 pm

Sponsored by DSM Food Specialties USA, Inc.

This year's reception brings together professional women of the cookie & cracker industry to meet and network with colleagues in a casual setting. Join us for this hour long reception dedicated to supporting women of the industry. Light hors d'oeuvres will be served.

VIEW FULL SPEAKER BIOS & ABSTRACT INFORMATION AT THEBCMA.ORG & ON OUR B&CMA APP



Networking Sessions



ATTENDEES MUST BRING BADGES WITH THEM TO ALL EVENTS & TOURS



B&CMA Annual Golf Outing

Sunday, May 3, 2015

8:00am - Shotgun Scramble Start

Tournament Players Club of Tampa Bay

5300 West Lutz Lake Fern Road

Lutz, Florida, 33558

813.949.0090

www.tpctampabay.com



Tampa Bay

Built in 1991, TPC of Tampa Bay has earned numerous accolades, including a four and a half star rating in *Golf Digest's* Places to Play. It has annually been voted the top golf course in the *Tampa Tribune's* Readers Choice Awards and has also been named the top golf facility in West Central Florida and one of the top five in the State by the readers of *Florida Golf Magazine*.

Fees: \$140 must be paid in advance to the B&CMA. The fee includes green fees, cart, practice facility privileges, club handling and cleaning, continental breakfast and box lunch (**no metal spikes; no denim; collared shirts required**). Transportation will be provided. The bus will begin loading at 6am towards Jackson Street entrance of Hotel.

Club Rental

Contact the B&CMA if you require rental, cost is \$65/each.

All registrations must be in by **Friday, April 10, 2015**. Any cancellations after this point will incur fees.



Golf hats provided by Shick

Golf Balls & Koozie by Reading Bakery Systems

Continental Breakfast sponsored by Lawrence Foods

Hole In One sponsored by Mitsubishi Electric Automation, Inc.

Beverage Cart sponsored by Compass Industrial Group



The Florida Aquarium Downtown Tampa Tour



Sunday, May 3, 2015

10:00 am - 4:00 pm

701 Channelside Drive

Tampa, Florida

33602

www.flaquarium.org

Join us for a day of fun and networking with a guided Behind the Scenes Tour followed by a Wild Dolphin Cruise and time to explore the Aquarium on your own! All registrations must be in by **Friday, April 10, 2015**. Any cancellations after this point will incur fees.

Guided Behind the Scene Tour: Start the day with this 1 hour guided tour that will give you an opportunity to visit areas that are normally off-limits to guests. The tour includes a stop to the commissary to discover how they prepare food for the animals, gain a new perspective from the tops of their largest exhibits, and experience feeding time for some hungry residents! Your tour will also include a visit from one of the animal ambassadors.

Wild Dolphin Cruise: By 2:00 pm it's all aboard the Bay Spirit II (72 foot catamaran) to experience Tampa Bay wildlife, guided by one of the Aquarium's experienced naturalists.

The 75 minute cruise will provide a chance to see & learn about the Atlantic bottle nosed dolphins, many species of endangered birds, and the occasional manatee or turtle. Dolphins are seen 90% of the time.

The only requirement is a sense of adventure & sunscreen. A good pair of binoculars is optional!

Price: \$125.00, paid in advance to the B&CMA

Includes: transportation, aquarium entry, cruise entry and meal voucher for the onsite cafe.

Buses load at 9:30 am and depart at 9:50 am from the Jackson Street entrance of Hotel.

Return: Load buses immediately following the cruise.

Networking Sessions

ATTENDEES MUST BRING BADGES WITH THEM TO ALL EVENTS & TOURS



B&CMA Monday Night Event

Monday, May 4th

Time: 6:00 - 10:00 pm

Splitsville Luxury Lanes
Channelside Bay Plaza, 615 Channelside Dr. # 120
Tampa, FL 33602

Join B&CMA for an evening of fun, networking, and lucky strikes at the retro inspired Splitsville Luxury Lanes

Dig out your bowling shirts (vintage or new), dust off those shoes and get ready for a night of bowling! Bowling has become trendy, thanks in part to pioneering chains like Splitsville they have kept the nostalgia alive by combining retro-chic details. B&CMA members will enjoy an evening of conversation, bowling on teams, food, dessert station, photo booth and more.

Sponsorship Opportunities are available for this event, contact the B&CMA for more details.

Bus Transportation will be provided to and from Splitsville Luxury Lanes. Be sure to wear your B&CMA badge. The venue is just minutes from Hilton Tampa Downtown (but note that if you are driving, parking can be difficult and expensive downtown. If you want to stay out late, plenty of cabs are available in the area to take you back to the hotel.)

Buses load at 5:30 pm and depart at 5:45 pm from the Jackson Street entrance of Hotel.



Bowling Shirt Contest

Make sure you dress the part as the B&CMA will hold a contest for the best bowling shirts, so come to win!

Plus... pool tables, music, interactive photobooth
Photobooth Sponsored by Richmond Baking



Tour of Toufayan Bakeries

Wednesday, May 6th

Tour Times: 8:00 - 11:00 am

Toufayan Bakeries
2615 E. US Highway 92
Plant City, Florida 33566

The Toufayan family's been baking breads with quality and care since 1926, the year they opened their first bakery. Still family owned over 90 years later, Toufayan's one of the largest, privately-held specialty bakeries in the United States, filling lunch bags, toasters and tummies with their fresh flatbreads, pitas, bagels and snack-time yummys.

From their Corporate Headquarters and Pita plant in Ridgefield, NJ, to their two bakeries in Orlando and Plant City, FL, the third generation of Toufayans still carefully oversee every step of the manufacturing process, from ingredient sourcing, production and baking to packaging and distribution.

We are pleased to have B&CMA as our guests. During your tour you will be shown our baking process, have an opportunity to meet some of our team, and learn about future plans for our organization. Your questions are welcome.

Buses load at 7:30, 8:00 & 8:15 am from the Jackson Street entrance of Hotel.

Tour Requirements: All B&CMA bakery attendees must:

- * Conform to company food safety / hygiene policies & the GMPs
- * Sign & Submit the Liability Waiver & Confidentiality Agreement
- * Sign & Submit Health Questionnaire
- * Wear B&CMA Name Badge

Before the tour starts, please be sure that you:

- * Remove all jewelry and watches except plain rings and stud earrings
- * Wear Company hair net & beard cover
- * Use antibacterial hand cleanser and hand wash basin at appropriate points.
- * No smoking except in designated areas
- * No drinking or eating (including chewing gum)
- * No nail polish or false nails
- * All cuts to be covered with a metal detectable bandage
- * No open toed shoes
- * No cell phones permitted

Signed Waiver, Agreement & Questionnaire must be submitted to the B&CMA before departure to the Bakery. Contact, Vanessa Vial at vvial@thebcma.org, if you have not received agreement.

As of 3/16/2015

Sponsors

ADM Milling Company
American Engraving Corporation
Baker Perkins
Benchmark Automation
Blommer Chocolate
Chopin Technologies, Inc.
Clasen Quality Coatings, Inc.
CM-OPM USA
CMC America Corporation
Compass Industrial Group, LLC
CPM Wolverine Proctor
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The Mennel Milling Company
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PlusPoint Group, LLC
R.A Jones
Reading Bakery Systems
Richmond Baking
Sandvik Process Systems LLC
Schulze & Burch Biscuit Company
Shaffer - Bunday Baking Solutions
Shick
Siemer Milling Company
Spooner Vicars Bakery Systems
Tiefenthaler Machinery Company, Inc.
Weidenmiller Company

Thank you to all our Sponsors!

Vander Heide *Award*



The Vander Heide Award is presented to the Cookie & Cracker Manufacturing Course student who has achieved the highest grade point average in the Course for the last graduating year.

The first Vander Heide Award was presented in 1950 at the Annual Technical Conference.

Following are the award winners over the last five years.

2013 Kathleen Clark, ConAgra Foods

2012 Michael J. Downing, Bremner Food Group, Inc.

2011 Maribeth Maligaya, Dare Foods Limited

2010 Nicole Schubert, Mondelēz International

2009 Dawn Mazzaccaro, Mondelēz International



Connecting Bakers & Suppliers

Table Top Exhibitors - Tuesday, May 5th: 11:30 am- 1:30 pm, Bayshore I-III

As of 3/16/2015

American Engraving Corporation	Edlong Dairy Technologies	Naegele, Inc. Bakery Systems
AMF Canada	Egan Food Technologies	Peerless Food Equipment
Ashworth Bros., Inc	EyePro System S.R.L.	Propack Processing & Packaging
The Austin Company	F&S Engraving, Inc.	Systems
AZO, Inc.	First Choice Ingredients	Prova, Inc.
Bake Rite Systems	Flavorchem Corporation	PTL - Production Techniques LTD
Barry Callebaut, Inc.	Flynn Burner Corporation	R.A Jones
Benchmark Automation	Formost Fuji Corporation	Radio Frequency Company, Inc.
Berndorf Belt Technology USA	Franz Haas Machinery of America, Inc.	Reading Bakery Systems
BluePrint Automation (BPA)	Fuchs North America	Reading Thermal
Bosch Packaging Technology, Inc.	GOE/Amherst Stainless Fabrication	Rovema North America
Buhler Inc.	Hosokawa BEPEX	Sandvik Process Systems, LLC
Bunge Oils	Houdijk Holland	Selas Heat Technology Company
Campbell Wrapper Corporation	Ingredion Incorporated	Shaffer - Bundy Baking Solutions
Carmi Flavor & Fragrance Company, Inc.	InLine Engineers	Shick
Cavanna Packaging USA	IOI Loders Croklaan	Siemer Milling Company
Chopin Technologies, Inc.	JESCO	Spooner Vicars Bakery Systems
Clasen Quality Coatings, Inc.	Kliklok-Woodman	Spraying Systems Company
CM - OPM USA	Malt Products Corporation	Tiefenthaler Machinery Company, Inc.
CMC America Corporation	The Mennel Milling Company	Turbo Systems
CPM Wolverine Proctor, LLC	Mitsubishi Electric Automation, Inc.	Weidenmiller Company
Dakota Specialty Milling	Mother Murphy's Laboratories, Inc.	Wire Belt Company of America
DSM Food Specialties USA, Inc.	Murnane Packaging Corporation	

The Table Top Exhibit provides attendees the opportunity to meet with B&CMA suppliers & learn about their products & services



Board of *Directors*

2015

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Chris Wilkins
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Bill Quigg
Richmond Baking

Todd Wallin
Ellison Bakery, Inc.

Chris Wilkins
ConAgra Foods

Calendar of *Events*

2015

112th Annual Convention
October 18th-20th
The Arizona Biltmore
Phoenix, Arizona

2016

91st Annual Technical Conference
April 30 - May 4th
Grand Hyatt Buckhead
Atlanta, Georgia

113th Annual Convention
September 25th-27th
Ponte Vedra Inn & Club
Ponte Vedra, Florida

International Baking Expo-IBIE
October 8th-11th
Las Vegas Convention Center
Las Vegas, Nevada

The B&CMA APP



#2015BCMATECH



eSource is the baking industry's only dedicated online directory featuring a comprehensive listing of supplier companies. Operated by Sosland Publishing in collaboration with B&CMA. B&CMA Allied members receive an upgraded listing that provides more detailed company information. The cookie and cracker category can be searched by selecting the B&CMA member search providing access directly to suppliers in the cookie and cracker industry.

Committee *Members*

Allied Advisory Committee

Shawn Moye
Chair, Reading Bakery Systems

William Bennett
PlusPoint Group, LLC

Dave Braun
The Mennel Milling Company

Scott Fischer
Shick

Dennis Gunnell
Formost Fuji Corporation

John Johansen
Malt Products Corporation

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Jack Newman
tna North America, Inc.

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Peerless Food Equipment

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Rick Parrish
Franz Haas Machinery of America, Inc.

William Stout
Packaging Products Corporation

Vince Tamborello
Benchmark Automation

Werner Wittman
GOE/Amherst Stainless Fabrication

Dave Van Laar
B&CMA

Education Committee

Hsimin Huang
Chair, Kellogg Company

Barbara Baumann
Mondelēz International

Dave Braun
The Mennel Milling Company

Domenic Cassone
Mondelēz International

Jon Ellis
Ellison Bakery, Inc.

Kathy Kinter Phelps
B&CMA

Bob Krischel
Oak State Products, Inc.

Dennis Loalbo
B&CMA

Cynthia Maksym
ConAgra Foods

Jim Manns
Mondelēz International

Jim McBride
Schulze & Burch Biscuit Company

Angie Monical
Siemer Milling Company

Donna Pape
Kellogg Company

Felicia Quigg
Richmond Baking

Vince Tamborello
Benchmark Automation

Otis Thaxton
ConAgra Foods

Vanessa Vial
B&CMA



Program at a Glance

Sunday, May 3, 2015

8:00 am B&CMA Annual Golf Outing

Golf hats provided by Shick

Golf Balls & Koozie by Reading Bakery Systems

Continental Breakfast sponsored by Lawrence Foods

Hole In One sponsored by Mitsubishi Electric

Beverage Cart sponsored by Compass Industrial

Bus loads at 6:15 am departs at 6:30

TPC of Tampa Bay

10:00 am - 4:00 pm Aquarium Tampa Tour

Bus loads at 9:30 am and departs at 9:50 am

5:00 - 6:00 pm Registration

Conference Registration desk

6:30 - 7:30 pm Welcome Reception

Esplanade Patio

Monday, May 4, 2015

7:30 am Registration

Conference Registration desk

7:30 am - 4:30 pm Product Display

Galleria B

7:30 - 9:00 am Morning Coffee

Sponsored by Franz Haas Machinery of America, Inc.

Galleria B

8:00 - 8:45 am First Year Breakfast

By Invitation Only

Esplanade Suites

9:00 - 10:15 am General Session

* Welcome

*Vander Heide Award Ceremony

* The Chairman's Award for Safety Excellence

The State of the Industry:

Consumer Insights for the Cookie & Cracker Industry

Chris Wilkins, ConAgra Foods

Bayshore V-VII

10:15 - 10:45 am Refreshment Break

Sponsored by Ingredion Incorporated

Galleria B

10:45 - 11:45 am General Session

2nd Keynote Speaker:

Food Service Trends

Wade Hanson, Technomic

Bayshore V-VII

11:45 am - 1:00 pm Luncheon

Luncheon Speaker

Coach Charlie Weatherbie

Sponsored by Mondelez International

Palma Cela Ballroom

1:00 - 2:30 pm Breakout Sessions

1A: Dough Piece Weight Control on Wire Cut & Deposited Cookies

Claus Abrahamsen

Bayshore V

1B: Increasing Wire Cut Productivity: The Importance of Correct Machine Set-Up and Die Design

Sam Pallottini

Bayshore V

2A: Plant Administration of B&CMA Programs

T.J. Nelson

Bayshore VII

2B: B&CMA Educational Programs NEW Learning Management System

Rich Loalbo

Bayshore VII

3A & 3B: All About Ovens

John Guy, Jeff McLean,

Mihaelos Mihalos, Richard Starke

Bayshore VI

2:30 - 3:00 pm Refreshment Break

Sponsored by Kellogg Company

Galleria B

3:00 - 4:30 pm Breakout Sessions Repeated

Bayshore V, Bayshore VI & Bayshore VII

6:00 - 10:00 pm Dinner & Bowling at Splitsville Luxury Lanes

Photobooth sponsored by Richmond Baking

Bus loads at 5:30 pm and departs at 5:45 pm

Channelside Bay Plaza

Tuesday, May 5, 2015

7:30 am Registration

Conference Registration desk

7:30 am - 4:30 pm Product Display

Galleria B

7:30 - 8:00 am Morning Coffee

Sponsored by Baker Perkins

Galleria B

8:00 - 9:30 am Breakout Sessions

1A: Food Safety- New Regulations Demands

Paul Clark

Bayshore V

1B: Achieve Results or Lower Expectations

Jim Connolly

Bayshore V

The B&CMA APP



2A: Creating a Versatile Packaging Solution for Variety Packs & Retail-Ready Packaging

Rocco Fucetola

Bayshore VI

2B: Innovative Flexible Material Packaging Concepts for Ease of Opening and Recloseability

Dennis Gunnell

Bayshore VII

3A: Fundamental Bakery Production Metrics Explained

Dave Van Laar

Bayshore VII

3B: The Science and Art of Baking - Learning through Experimentation

Dave Busken

Bayshore VII

9:30 - 9:45 am Refreshment Break

Sponsored by Siemer Milling Company

Galleria B

9:45 - 11:15 am Breakout Sessions repeated

Bayshore V, Bayshore VI & Bayshore VII

11:30 am - 1:30 pm Allied Table Top Exhibition and Luncheon

Bayshore I-III

1:45 - 3:15 pm Ask the Experts Production Panel

Gary Geossel, Dennis Loalbo, Marlene Stauffer, Jeff Pickard

Bayshore VI-VII

4:00 - 5:00 pm Women in the Industry Reception

Sponsored by DSM Food Specialties USA, Inc.

Private Dining Room located at 211 Lounge

Wednesday, May 6, 2015

7:30 am Registration

Hotel Lobby at the Jackson Street Exit

7:30 - 8:00 am Morning Coffee

Hotel Lobby at the Jackson Street Exit

8:00 am Toufayan Bakeries Tour

Buses load at 7:30, 8:00 and 8:15 am

2615 E. US Highway 92

Plant City, Florida 33566

Attendee must be on the B&CMA tour list, waiver signed in advance, and wearing name badge.

ALL BUSES FOR ALL EVENTS LOAD AT JACKSON STREET ENTRANCE OF HOTEL

ATTENDEES MUST BRING BADGES WITH THEM TO ALL EVENTS & TOURS