New Member & First Time Attendee Orientation
History, Mission and Vision

MISSION
American Society of Baking brings together individuals in the grain-based food industry for professional development, recognition, education and leadership.

VISION
To create an environment for educating, communicating and sharing knowledge for the enhancement of our members and the industry we serve.
Membership Benefits

- YPC Webinars
- Searchable Technical Bulletins since the 1930’s
- Proceedings for BakingTech since 1924
- Latest information on ASB and industry events – industry calendar
- esource/BAKERpedia
- Member Directory
- Careers in Baking e-resources

ASB Website: www.asbe.org
New Member Resources Webpage

- “Making the Most of Your ASB Journey”
- Online Member Resources at Your Fingertips
- “How To” Video Series
- “Proud Member of ASB” Logo
- Connect with the Membership Committee
- Questions? Reach out to ASB Staff Today!

ASB Website: www.asbe.org/membership/new-members/
Networking opportunities are rated as the most valuable aspect of ASB meetings. Only 1 trip to meet with most of the industry.

- Network with more than 1,000 grain-based food industry professionals.
- Meet with over 200 equipment, ingredient, and service suppliers during the MarketPlace.
The American Society of Baking brings together individuals in the grain-based foods industry for professional development, recognition, education and leadership. The ASB vision is to create an environment for educating, communicating and sharing knowledge for the enhancement of our members and the industry we serve.

BakingTech is the baking industry’s leading technology conference and exposition. ASB’s annual conference offers technical solutions, insight and experience. Over 1,300 baking professionals participate in a number of venues where knowledge and information is shared. Attend 20 innovative technical presentations. Meet with over 200 equipment and ingredient suppliers. Participate in professional workshops and luncheons.
BakingTech: Conference App

Exhibitors
- All Exhibitors

Browse by Category
- Equipment Sales & Supplies (109)
- Ingredients (50)
- Other (5)
- Press/Publication (2)
- Services (18)

Dashboard
- Welcome to BakingTech 2018!
- Sent: Friday, Dec 1 3:00 PM

Full Schedule
- Search Full Schedule
- 7am
  - ASB MarketPlace Committee...
  - ASB Registration & Informatio...
- 9am
  - ASB Finance Committee Meeti...
  - ASB Membership Committee...
  - ASB Product Development Co...

Tap To Filter Full Schedule
BakingTech: Must Do’s

Young Professionals Events

Purpose: The objective of the Young Professionals Committee is to develop networking and educational opportunities for ASB’s members who are 40 years or young.

Educational Event:
Susan Potucek, Clif Bar
The Importance of Culture & Community
Sunday, February 25
2:30 – 4:00 pm

Social Event:
Buddy Guy’s Legends
700 S. Wabash Ave
Sunday, February 25
8:00 – 10:00 pm
Exhibitors include a wide array of companies with the latest in products and services in the grain based food industry. The MarketPlace makes a significant contribution to the educational value of the meeting.

• 4:00 pm – 6:00 pm

• 5:00 pm – 6:00 pm – ticketed bar (Monday & Tuesday)

• Location: Salon A
  • Down the main elevators to lower level (follow the signs)
  • All in one room
BakingTech: Must Do’s

Keynote Speakers

Riding the Storm Out: The Survival & Rebuilding of Pan Pepín & Puerto Rico in the Wake of Hurricanes Irma & Maria

- President & CEO of Pan Pepín, Inc. in Bayamón, Puerto Rico.
  - Pan Pepín has been recognized 3 times as one of the 20 Best Employers in Puerto Rico
  - First bread and bakery in Caribbean to achieve SQF level 3 certification

Mario Somoza, Pan Pepín
Monday, February 26
Keynote Speakers

- Award winning former police investigator and highly respected policy expert in the prevention of domestic terrorism.
- Extensive background in the military and law enforcement
- Organized and currently leads a work-place violence coalition comprised of 15 companies known as Safe2Safest, Strategic Alliance.

Chris Grollnek, Active Shooter Prevention
Tuesday, February 27
BakingTech: Must Do’s

Keynote CEO Panel Discussion

Cordia Harrington
Chief Executive Officer
The Bakery Companies

Allen Shiver
President & CEO
Flowers Foods

Josh Skow
Co-Founder & CEO
Canyon Bakehouse

Culture: Building Sustainability into the Future
Tuesday, February 27
BakingTech: Programs

ASB Baking Hall of Fame

Purpose: The Baking Hall of Fame is an initiative of the American Society of Baking to recognize industry innovation and entrepreneurial spirit.

Opening Reception:
Sunday, February 25
6:30 – 8:00 pm
Learn about the Inductees, reconnect with old friends and make some new ones

Opening General Session:
Monday, February 26
8:30 am – 12:15 pm
Hall of Fame Induction Ceremony
Product Development Competition

- **Purpose:** Development of innovative bakery products for the wholesale manufacturing industry.

- **Teams of students**

- **Finalists are required to submit** final proposal, a 10-minute oral presentation during BakingTech, display a poster, and samples for judges to taste.
Exhibitor Innovation Awards Program

Recognizes companies for innovative development of leading edge products, equipment design and advancements in ingredient technology.

2018 Winners

Eco Design & Sustainable Technologies
- Spiral Product Conditioning System by Air Management Technologies, Inc.

Health, Wellness, and Nutrition
- Ascentra® Sodium-Reducing Flavor Enhancer by DairiConcepts, L.P.
- Pristine Clean Label Cakes and Icing Stabilizers by Corbion
- Satin Cleaner Label Silver Layer Cake by Puratos

Operational Excellence
- Servo Basket Unstacker/Stacker by Colborne Foodbotics
- ProTrax by Intralox, LLC
- Stack King by Rehrig Pacific Company
YPC Student Scavenger Hunt

Calling all student attendees!

As you attend BakingTech 2018, earn credit for participating in the conference’s various activities.

On the final day turn in your completed form for a chance to win one of three $50 American Express gift cards. It’s that simple!
2018 Ambassadors

Shaili Doshi

Jay Freedman

Doug Hillistad

Rachel Klataske
2018 Ambassadors

Nicholas McCrery  Nathan Norris  Morgan Murphy
2018 Ambassadors

Paul Sharp  Ryan Smith  Miguel Villa
2018 Ambassadors

Val Wayland    Rich Zaremba    Bill Zimmerman