Thank you to the following organizations for partnering with ASB

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Watson, Inc.

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YOUNG PROFESSIONALS SESSION
The Ensol Group
Mother Murphy’s Flavors
Southern Perfection Fabrication
Thank you to the

**Bakers Courtesy Club of Chicago**

and its members for volunteering their time in assisting with making BakingTech a success.

We would also like to extend a heartfelt thanks to Russ Bundy and the Bundy Baking Museum for the use of their artifacts during BakingTech 2018.
Enhance your conference experience with the BakingTech 2018 Conference app!

Access the conference schedule, session presentations, and speaker profiles.

Check out Exhibitor lists and table top locations.

Take notes and make your personalized daily schedule in “My Schedule.”

Connect with other attendees who are using the app.

Download now to your iPhone, iPad or Android device

Mobile Conference App is Sponsored by AB Mauri North America
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Welcome to BakingTech 2018!

What an honor to be part of planning the BEST WEEK in BAKING! We are glad you are here! I am biased but believe we have prepared an amazing conference for you. You will not want to miss any of the presentations, keynote speakers and networking opportunities. Bill Zimmerman, Jr., our 2018 ASB Chairman, provided the leadership and guidance for an excellent conference when he set the theme as Sustainability – Success Through People, Products and Productivity.

Our first keynote of the conference will be our very own ASB member and 2017 Chairman Mario Somoza, Pan Pepin. Mario will discuss *Riding the Storm Out: The Survival & Rebuilding of Pan Pepin & Puerto Rico in the Wake of Hurricanes Irma & Maria*. Learning how to sustain your business and employees in the face of disaster will be an excellent lesson for all of us.

The Student Product Development Competition will take on a “shark tank” feel as the finalists from Purdue, Kansas State, Wisconsin and Ohio State compete. Network with the students, you never know where your next employee will come from.

Baking advocate and myth buster, Dr. Lin Carson, will be our speaker at the Monday Networking Luncheon. Lin will discuss *Why I ate 90 loaves of bread in 90 days* as we enjoy some of her favorite breads.

Monday afternoon don’t miss the breakout sessions - Operational Opportunities, Consumer Insights and Engineering. Nine different presentations will give you the opportunity to choose the topics that will most help you and your business grow and solve problems when you return to work.

Tuesday morning will kick off with the Human Resource Panel. You will not want to miss the presentations from Eli’s Cheesecake and Dave’s Killer Bread Foundation on their success utilizing refugees and ex-convicts as motivated and successful employees.

In the world we live in today we must always be prepared for all types of disasters. Unfortunately we have all heard too much about school shootings and other shootings involving an active shooter. In the hopes of giving you skills and solutions (hopefully you will never need) our Tuesday keynote Chris Grollnek, Nations Leading Policy Advisor for...
Domestic Terrorism Prevention will discuss Active Shooter Prevention. You will not want to miss this excellent speaker and timely topic.

Join us for lunch and networking discussions led by the KSU Baking Science students. After lunch there are two breakout sessions, Enzymes and Regulatory. The Enzyme Session will have three speakers including a baker discussing the various uses of enzymes. The Regulatory Session will be a panel discussion, moderated by Brian Strouts, AIB, and including four industry experts: Brook Carson-Manildra, Phil Boehm-Bimbo, Dan Herzog-Gonnella and Jacinthe Cote-Lallemand discussing Food Labeling and the FSMA new regulations. So many options for learning and so little time!

Hopefully the program keeps you in your seats and keeps you looking forward to the next session. With this scheduled line-up it is hard to say we have saved the best till last, but I know you will not want to miss the CEO Baker Panel Discussion that will close our program. Cordia Harrington, the Bakery Cos, Allen Shiver, Flowers Foods and Josh Skow, Canyon Bakehouse will share their philosophy and insights on Culture: Building Sustainability.

And if that is not enough don’t forget to stop by the MarketPlace from 4-6 pm Sunday, Monday and Tuesday to visit the Table Tops. A great place to visit with friends, customers, suppliers and students.

I would personally like to thank Bill Zimmerman, Jr. for his leadership and direction and for allowing me the privilege of being the Program Chair for the Best Week in Baking. No one can put together an amazing program like this without the help and dedication of a tremendous team of people. Special thanks go out to the Program Committee, Valerie Wayland, Flowers Foods; Lee Sanders, American Bakers Association; EB Russell, Dupont; Brian Fatula, Hostess; Mike Maurine, The Long Company and Darren Braulik, AB Mauri. The ASB staff works all year to make our work efficient and as painless as possible. Thank you for your hard work and dedication Kent Van Amburg, Tawnee Brydebell and Amanda Gonzalez.

Another thank you goes to our sponsors. Your financial support has helped us to enhance the experience of BakingTech 2018. We couldn’t do it without you.

Thank you for attending BakingTech 2018!

Theresa Cogswell
Program Chair - 2018
CLAY MILLER  
Burford Corporation  
2nd Vice Chair

JOHN MULLOY, JR.  
151 Foods, LLC  
3rd Vice Chairman

TERESA RUDER  
Burford Corporation  
Secretary/Treasurer

KENT VAN AMBURG  
American Society of Baking  
Executive Director
BAKINGTECH 2018
Program Planning Committee

THERESA COGSWELL
Corbion
Program Chair

DARREN BRAULIK
AB Mauri North America
Session Chair

BRIAN FATULA
Hostess Brands
Session Chair

MIKE MAURINE
The Long Company
Session Chair

EB RUSSELL
DuPont Nutrition & Health
Session Chair

LEE SANDERS
American Bakers Association
Session Chair

VALERIE WAYLAND
Flowers Foods, Inc.
Session Chair
SATURDAY • FEBRUARY 24, 2018
9:00 am – 4:00 pm BEMA Registration Desk Open
9:00 am – 10:00 am BEMA Baking Industry Forum (BIF) Working Meeting
10:00 am – 10:50 am BEMA Standing Committee Meetings – Scholarship
& Professional Development; Membership; Marketing
11:00 am – 11:50 am BEMA Standing Committee Meetings – Safety & Sanitation;
International; Convention & Programs
1:00 pm – 5:00 pm ASB Registration & Information Desk Open
1:30 pm – 4:00 pm BEMA-U Introduction to Insights
5:30 pm – 7:00 pm BEMA 100th Anniversary Gala – (RSVP Required)

SUNDAY • FEBRUARY 25, 2018
7:30 am – 5:00 pm ASB Registration & Information Desk Open
7:30 am – 8:30 am ASB MarketPlace Committee Meeting
8:00 am – 8:30 am BEMA Breakfast
8:30 am – 9:30 am BEMA General Membership Meeting
9:00 am – 10:00 am ASB Finance Committee Meeting
9:00 am – 10:00 am ASB Membership Committee Meeting
9:00 am – 10:00 am ASB Product Development Competition Breakfast
9:45 am – 10:45 am BEMA – IBIE Exhibitor Insight
10:00 am – 11:00 am ASB Young Professionals Committee Meeting
10:00 am – 11:00 am ASB Baking Hall of Fame Evaluation Committee Meeting
11:00 am – 2:00 pm ASB Board of Directors & Advisory Committee Meeting
11:00 am – 11:45 am BEMA Growing Internationally, Best Practices in China
12:00 pm – 1:45 pm BEMA Networking Luncheon & Lifetime Achievement Award
2:00 pm – 4:00 pm ASB Spouse/Guest Welcome Reception
2:15 pm – 3:30 pm Z-50 Safety & ANSI Committee Meeting
2:30 pm – 4:00 pm ASB Young Professionals Educational Session
3:00 pm – 4:00 pm ASB Speaker/Session Chair Meeting
4:00 pm – 6:00 pm ASB MarketPlace Table Tops
6:00 pm – 6:30 pm ASB New Member & Student Welcome Orientation
6:30 pm – 8:00 pm ASB Opening Reception
8:00 pm – 10:00 pm ASB Young Professionals Networking Event

MONDAY • FEBRUARY 26, 2018
7:00 am – 5:00 pm ASB Registration & Information Desk Open
7:00 am – 8:30 am KSU/FSU Alumni Breakfast
7:00 am – 8:15 am ASB Baking Hall of Fame Reception (Invitation only)
7:30 am – 8:15 am Engineers Only Meeting
8:30 am – 12:15 pm ASB Opening General Session
12:15 pm – 1:15 pm ASB Networking Lunch with presentation by Dr. Lin Carson
12:15 pm – 1:15 pm ASB Past Chair/President Luncheon
1:30 pm – 3:30 pm ASB Technical Paper Presentations
4:00 pm – 6:00 pm ASB MarketPlace Table Tops
5:00 pm – 6:00 pm ASB MarketPlace Networking Reception

TUESDAY • FEBRUARY 27, 2018
7:00 am – 5:00 pm ASB Registration & Information Desk Open
7:30 am – 9:00 am ATBI Early-Bird Breakfast
9:30 am – 11:45 am ASB General Session
9:45 am – 2:00 pm ASB Spouse/Guest Tour and Lunch
11:45 am – 12:45 pm ASB Networking Lunch
12:45 pm – 2:15 pm ASB Technical Paper Presentations
2:30 pm – 4:00 pm ASB Closing General Session
4:00 pm – 6:00 pm ASB MarketPlace Table Tops
5:00 pm – 6:00 pm ASB MarketPlace Networking Reception
7:00 pm – 9:00 pm ASB BakingTech 2018 VIP Reception (invitation only)

WEDNESDAY • FEBRUARY 28, 2018
8:00 am – 9:30 am ASB Board of Directors & Advisory Committee Meeting
2018 Innovation Awardees

ECODESIGN & SUSTAINABLE TECHNOLOGIES

• Spiral Product Conditioning System  
  BY AIR MANAGEMENT TECHNOLOGIES, INC (Table Top 204)

HEALTH, WELLNESS AND NUTRITION

• Ascentra® Sodium-Reducing Flavor Enhancer  
  BY DAIRICONCEPTS, L.P. (Table Top 724)

• Pristine Clean Label Cakes and Icing Stabilizers  
  BY CORBION (Table Top 605)

• Satin Cleaner Label Silver Layer Cake  
  BY PURATOS (Table Top 208)

OPERATIONAL EXCELLENCE

• ProTrax  
  BY INTRALOX, LLC (Table Top 511)

• Servo Basket Unstacker/Stacker  
  BY COLBORNE FOODBOTICS (Table Top 612)

• Stack – King  
  BY REHRIG PACIFIC COMPANY (Table Top 706)

Product Development Competition (PDC)

Finalists

• Just Peachy by Christopher Reusz, Julia Sprouse, Georgeanna Stockemer, Kansas State University

• Gemstone Cake™ by Kevin Berkowitz, Kelly Deatherage, Megan Gregg, Joshua Song, The Ohio State University

• Turkish Cardamom Crunch by Collin Felten, Sarah Gafter, Connie Muniandy, Purdue University

• Sustain-a-Bites by Monica Caparosa, Paige Palmieri, Kayla Saslow, Tatum Teskey, University of Wisconsin - Madison
PDC Poster Boards

Finalists will display their entry during poster sessions, which will be located in the MarketPlace on Sunday (2/25), Monday (2/26) and Tuesday (2/27) from 4pm - 6pm.

Board #1: Just Peachy
Board #2: Gemstone Cake™
Board #3: Turkish Cardamom Crunch
Board #4: Sustain-a-Bites

PDC Final Oral Presentations

All finalists will be presenting their final proposals on Monday, February 26 from 1:30 pm – 3:30 pm in Joliet located on the 3rd floor as noted below:

1:30 PM Just Peachy
2:00 PM Gemstone Cake™
2:30 PM Turkish Cardamom Crunch
3:00 PM Sustain-a-Bites

Winners will be announced during the closing session Tuesday, February 27

Spouse/Guest Information

Spouses and guests may register for the ASB BakingTech at the spouse/guest rate of $105. This badge entitles spouses/guests to attend the Opening Reception, Spouse/Guest Welcome Reception and the Monday Luncheon.

A special Spouse/Guest Tour will take place on Tuesday, February 27 from 9:45 AM – 2:00 PM. The Spouse/Guest Tour is not included in the spouse/guest fee and is an additional $105. Spouses and guests may register for the tour at the ASB Conference Registration & Information desk located at the 8th Street Lobby on the Lobby Level.

Spouse/Guest Welcome Reception will be on Sunday, February 25, from 2:00 PM – 4:00 PM in the Conrad Suite, which can be accessed by the guestroom elevators to T4.

Virtual Reality Simulation

AB Mauri North America will provide multi-station reality immersive simulation experience for all attendees during the Opening Reception on Sunday, February 25 from 6:30 pm - 8:00 pm.
REGISTRATION & INFORMATION DESK
8th Street Lobby - Lobby Level

GENERAL SESSIONS
International Ballroom North – 2nd Floor

BREAKOUT SESSIONS
Continental Ballrooms A, B & C – Lobby Level

NEW MEMBER & STUDENT WELCOME ORIENTATION
Boulevard Room – 2nd Floor

OPENING RECEPTION
Grand Ballroom – 2nd Floor

MARKETPLACE TABLE TOPS
Salon A – Lower Level

NETWORKING COFFEE BREAKS
International Ballroom South – 2nd Floor

NETWORKING LUNCHEONS
Grand Ballroom – 2nd Floor

PRODUCT DEVELOPMENT COMPETITION PRESENTATIONS
Joliet – 3rd Floor

COMMITTEE MEETINGS
All committee meetings are located on the 4th floor unless otherwise noted.

HALL OF FAME EVALUATION COMMITTEE
Conference Room 4A

BOARD OF DIRECTORS & ADVISORY COMMITTEE
Marquette Room – 3rd Floor

FINANCE COMMITTEE
McCormick Boardroom

MEMBERSHIP COMMITTEE
Conference Room 4C

MARKETPLACE COMMITTEE
Conference Room 4A

SPEAKER/SESSION CHAIR MEETING
Conference Room 4F

YOUNG PROFESSIONALS COMMITTEE
Conference Room 4B

Z50 SAFETY & ANSI COMMITTEE
Conference Room 4D
Continental Ballroom (Breakouts) & International Ballroom (General Session) - Lobby Level

Salon A (MarketPlace) - Lower Level
Grand Ballroom (Opening Reception & Luncheons) - 2nd Floor

Conference Rooms (Committee Meetings) – 4th Floor
**Event Information and Schedule**

**SATURDAY • FEBRUARY 24, 2018**

1:00 PM – 5:00 PM  
Registration & Information Desk Open  
8th Street Lobby, Lobby Level

**SUNDAY • FEBRUARY 25, 2018**

7:30 AM – 5:00 PM  
Registration & Information Desk Open  
8th Street Lobby, Lobby Level

7:30 AM – 8:30 AM  
**ASB MarketPlace Committee Meeting**  
Conference Room 4A, 4th Floor

9:00 AM – 10:00 AM  
**ASB Finance Committee Meeting**  
McCormick Boardroom, 4th Floor

9:00 AM – 10:00 AM  
**ASB Membership Committee Meeting**  
Conference Room 4C, 4th Floor

9:00 AM – 10:00 AM  
**ASB Product Development Competition Breakfast**  
Conference Room 4E, 4th Floor

10:00 AM – 11:00 AM  
**ASB Baking Hall of Fame Evaluation Committee Meeting**  
Conference Room 4A, 4th Floor

10:00 AM – 11:00 AM  
**ASB Young Professionals Committee Meeting**  
Conference Room 4B, 4th Floor

11:00 AM – 2:00 PM  
**ASB Board of Directors & Advisory Committee Meeting**  
(Committee Members Only)  
Marquette Room, 3rd Floor

2:00 PM – 4:00 PM  
**Spouse/Guest Welcome Reception**  
Conrad Suite – T4 (Take Guestroom Elevators to T4)

2:15 PM – 3:30 PM  
**Z-50 Safety & ANSI Committee Meeting**  
Conference Room 4D, 4th Floor
SUNDAY • FEBRUARY 25, 2018

2:30 PM – 4:00 PM  
Young Professionals Educational Session – The Importance of Culture and Community, Susan Marie Potucek, Clif Bar Baking Co.  
Boulevard Room, 2nd Floor  
Sponsored by The Ensol Group, Mother Murphy’s Flavors & Southern Perfection Fabrication

3:00 PM – 4:00 PM  
ASB Speaker/Session Chair Meeting  
Conference Room 4F, 4th Floor

4:00 PM – 6:00 PM  
ASB MarketPlace Table Tops  
Salon A, Lower Level  
See a complete listing of exhibitors on pages 32-41

6:00 PM – 6:30 PM  
New Member & Student Welcome Orientation  
Boulevard Room, 2nd Floor

6:30 PM – 8:00 PM  
Opening Reception  
Grand Ballroom, 2nd Floor  
(Virtual Reality Stations provided by AB Mauri North America)

8:00 PM – 10:00 PM  
Young Professionals Social Event  
Buddy Guy’s Legends  
(700 South Wabash Avenue)

MONDAY • FEBRUARY 26, 2018

7:00 AM – 5:00 PM  
Registration & Information Desk Open  
8th Street Lobby, Lobby Level

7:00 AM – 8:30 AM  
KSU/FSU Alumni Breakfast  
Marquette Room, 3rd Floor

7:30 AM – 8:15 AM  
Engineers Only Meeting  
Chair: Ken Schwenger  
Bakery Concepts International, LLC  
Continental Ballroom C, Lobby Level

7:30 AM – 8:15 AM  
Baking Hall of Fame Reception  
Buckingham Room, Lobby Level
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td><strong>Opening General Session</strong>&lt;br&gt;International Ballroom North, 2nd Floor</td>
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<tr>
<td>8:30 AM</td>
<td>Introduction</td>
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<td></td>
<td><strong>Invocation</strong>&lt;br&gt;(Please Stand)</td>
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<td>Len Kilby, Middleby Bakery Goup</td>
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<td><strong>Welcome</strong>&lt;br&gt;Chairman, Bill Zimmerman, Jr.&lt;br&gt;Northwest Pacific Baking Co.</td>
</tr>
<tr>
<td>9:20 AM</td>
<td><strong>Baking Hall of Fame</strong>&lt;br&gt;Induction of Larry &amp; Mike Marcucci&lt;br&gt;John Del Campo &amp; Theresa Cogswell</td>
</tr>
<tr>
<td>9:40 AM</td>
<td><strong>Keynote Address: Riding the Storm Out</strong>&lt;br&gt;– The Survival and Rebuilding of Pan Pepin and Puerto Rico in the Wake of Hurricanes Irma and Maria&lt;br&gt;Mario Somoza, Pan Pepin&lt;br&gt;Sponsored by Bettendorf Stanford</td>
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<tr>
<td>10:25 AM</td>
<td><strong>Networking Coffee Break</strong>&lt;br&gt;International Ballroom South, 2nd Floor&lt;br&gt;Sponsored by BCW Food Products</td>
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<tr>
<td>10:40 AM</td>
<td><strong>Baking Hall of Fame</strong>&lt;br&gt;Induction of Connie B. Lane &amp; William Mead&lt;br&gt;John Del Campo &amp; Theresa Cogswell</td>
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<tr>
<td>11:05 AM</td>
<td><strong>BEMA Update</strong>&lt;br&gt;Kerwin Brown, BEMA</td>
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<tr>
<td>11:15 AM</td>
<td><strong>Engineering/Maintenance Scholarship Presentation</strong></td>
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<tr>
<td>11:25 AM</td>
<td><strong>PDC Baker Oven</strong></td>
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<tr>
<td>11:55 AM</td>
<td><strong>Baking Hall of Fame</strong>&lt;br&gt;Induction of Cordia Harrington&lt;br&gt;John Del Campo &amp; Theresa Cogswell</td>
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<td><strong>Adjournment</strong></td>
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**MONDAY • FEBRUARY 26, 2018**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>12:15 PM – 1:15 PM</td>
<td><strong>Networking Luncheon</strong>  &lt;br&gt;Grand Ballroom, 2nd Floor  &lt;br&gt;Sponsored by Bud’s Best Cookies, Flowers Foods, Kwik Lok Corp., Reading Bakery Systems &amp; Watson, Inc.  &lt;br&gt;Bread provided by Alvarado Street Bakery, Orlando Baking Co., and Rotella’s Italian Bakery</td>
</tr>
<tr>
<td>12:30 PM – 12:45 PM</td>
<td><strong>Why I Ate 90 Loaves of Bread in 90 Days</strong>  &lt;br&gt;Lin Carson PhD, BAKERpedia  &lt;br&gt;Grand Ballroom, 2nd Floor</td>
</tr>
<tr>
<td>12:15 PM – 1:15 PM</td>
<td><strong>ASB Past Chair Luncheon</strong>  &lt;br&gt;Conrad Suite, T4 (Take Guestroom Elevators to T4)</td>
</tr>
<tr>
<td>1:30 PM – 3:30 PM</td>
<td><strong>Technical Paper Presentations</strong>  (Lobby Level)  &lt;br&gt;&amp; Product Development Competition (PDC) Presentations  (3rd Floor)</td>
</tr>
</tbody>
</table>
| 1:30 PM – 2:00 PM | **Presentations**  

**Consumer Insights:**  
Chair: Darren Braulik  
AB Mauri North America

**Operational Opportunities:**  
Chair: Mike Maurine  
The Long Company

**Engineering:**  
Chair: EB Russell  
DuPont Nutrition & Health

**PDC:**  
1:30 PM – 1:50 PM  
Christopher Reusz, Julia Sprouse, Georgeanna Stockemer  
Kansas State University  
Joliet, 3rd Floor  
Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA

**Could Purchase Intent be Influenced by New Sugar Label Regulations?**  
Marge O’Brien, Corbion  
Continental Ballroom A, Lobby Level

**Creating the Environment for Increased Food Safety & Quality**  
Scott Houtz, Air Management Technologies, Inc.  
Continental Ballroom B, Lobby Level

**Training & Development for the Maintenance Department Mechanics**  
Bill Cook, The Long Company  
Continental Ballroom C, Lobby Level

**Just Peachy**  
Christopher Reusz, Julia Sprouse, Georgeanna Stockemer  
Kansas State University  
Joliet, 3rd Floor
### MONDAY • FEBRUARY 26, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentations</th>
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<tbody>
<tr>
<td>2:00 PM – 2:30 PM</td>
<td><strong>Consumer Insights:</strong> Chair: Darren Braulik AB Mauri North America</td>
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<tr>
<td></td>
<td><strong>Telling Your Brand Story</strong></td>
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<td>Rick Oleshak, AB Mauri North America</td>
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<td>Continental Ballroom A, Lobby Level</td>
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<tr>
<td>2:00 PM – 2:20 PM</td>
<td><strong>Operational Opportunities:</strong> Chair: Mike Maurine The Long Company</td>
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<td></td>
<td><strong>Industrial Production of Artisan Bread</strong></td>
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<td>Frank Devos, Puratos; David Deblauwe, Puratos</td>
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<td>Continental Ballroom B, Lobby Level</td>
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<tr>
<td>2:00 PM – 2:00 PM</td>
<td><strong>Engineering:</strong> Chair: EB Russell DuPont Nutrition &amp; Health</td>
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<td></td>
<td><strong>How to Manage the Maintenance Manager</strong></td>
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<td>Rowdy Brixey, Brixey Engineering, Inc.</td>
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<td>Continental Ballroom C, Lobby Level</td>
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<td>2:00 PM – 2:00 PM</td>
<td><strong>PDC:</strong></td>
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<td></td>
<td><strong>Gemstone Cake™</strong></td>
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<td>Kevin Berkowitz, Kelly Deatherage, Megan Gregg, Joshua Song, The Ohio State University</td>
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<td>Joliet, 3rd Floor</td>
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<td>Sponsored by Ajinomoto North America, Inc. &amp; Bimbo Bakeries USA</td>
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<tr>
<td>2:30 PM – 3:00 PM</td>
<td><strong>Consumer Insights:</strong> Chair: Darren Braulik AB Mauri North America</td>
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<tr>
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<td><strong>Standing in the Bread Aisle: What Drives Consumer Choice in Pre – and Post – Bakery Sales and How to Use the Results to Your Advantage</strong></td>
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<td>Janelle Crawford, DuPont Nutrition &amp; Health</td>
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<td>Continental Ballroom A, Lobby Level</td>
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<tr>
<td>2:30 PM – 3:00 PM</td>
<td><strong>Operational Opportunities:</strong> Chair: Mike Maurine The Long Company</td>
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<td></td>
<td><strong>Novel Packaging for Baked Goods</strong></td>
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<td></td>
<td>Eva Almenar, PhD, Michigan State University</td>
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<td></td>
<td>Continental Ballroom B, Lobby Level</td>
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<tr>
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<td>Sponsored by LeMatic, Inc.</td>
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<tr>
<td>2:30 PM – 3:00 PM</td>
<td><strong>Engineering:</strong> Chair: EB Russell DuPont Nutrition &amp; Health</td>
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<td></td>
<td><strong>The Impact of FSMA on Bakery Facility Design and Construction</strong></td>
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<td>Jeff Dearduff, The Austin Co.; Mike Pierce, The Austin Co.</td>
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<td>Continental Ballroom C, Lobby Level</td>
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<tr>
<td>Time</td>
<td>Event Description</td>
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<td>-----------------------------------------------------------------------------------</td>
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</tbody>
</table>
| 2:30 PM – 2:50 PM | **PDC:** Turkish Cardamom Crunch  
Collin Felten, Sarah Gafter, Connie Muniandy, Purdue University  
Joliet, 3rd Floor  
**Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA** |
| 3:00 PM – 3:30 PM | **Presentations**  
**Consumer Insights:**  
Chair: Darren Braulik  
AB Mauri North America  
**Question & Answer Session**  
Marge O’Brien, Corbion; Rich Oleshak, AB Mauri North America; Janelle Crawford, DuPont Nutrition & Health  
Continental Ballroom A, Lobby Level |
| 3:00 PM – 3:20 PM | **PDC:** Sustain-a-Bites  
Monica Caparosa, Paige Palmieri, Kayla Saslow, Tatum Teskey, University of Wisconsin - Madison  
Joliet, 3rd Floor  
**Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA** |
| 4:00 PM – 6:00 PM | **ASB MarketPlace Table Tops**  
Salon A, Lower Level |
| 5:00 PM – 6:00 PM | **MarketPlace Networking Reception**  
Salon A, Lower Level |
TUESDAY • FEBRUARY 27, 2018

7:00 AM – 5:00 PM  Registration & Information Desk Open
8th Street Lobby, Lobby Level

7:30 AM – 9:00 AM  ATBI Early Bird Breakfast
Jarrett Payton, Radio Host, Businessman, Philanthropist, Former NFL & CFL Running Back
Grand Ballroom, 2nd Floor

9:30 AM – 11:45 AM  General Session
International Ballroom North, 2nd Floor

➢ 9:30 AM  Annual Business Meeting
Election of Officers
• 50 Year Member Recognition
• Robert A. Fischer Award Presentation

➢ 9:50 AM  ABA Update
Robb MacKie, American Bakers Association

➢ 10:00 AM  HR Panel – Exploring New Paths for a Sustainable Workforce
Moderator: Lee Sanders, American Bakers Association
Panelists: Jeff Anderson, The Eli’s Cheesecake Co., Genevieve Martin, Dave’s Killer Bread Foundation

➢ 10:45 AM  Networking Coffee Break
International Ballroom South, 2nd Floor
Sponsored by Shick Esteve

➢ 11:00 AM  Keynote Address: Active Shooter Prevention
Chris Grollnek, Nations Leading Policy Advisor for Domestic Terrorism Prevention
Sponsored by DuPont Nutrition & Health

9:45 AM – 2:00 PM  Spouse/Guest Tour
Spouses and guests signed up for the tour should meet at the ASB Registration & Information Desk (8th Street Lobby, Lobby Level) at 9:45 AM
### Networking Luncheon Roundtable

**Mentor/Mentee Discussion Topics with KSU Students**

International Ballroom South, 2nd Floor  

### Technical Paper Presentations

**12:45 PM – 2:15 PM**

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<td><strong>Enzymes Past, Present, Future</strong></td>
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<td>Chair: Brian Fatula</td>
<td>John Del Campo, REPCO</td>
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<td>Hostess Brands</td>
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<td><strong>Food Labeling Panel Discussion</strong></td>
<td>Continental Ballroom C, Lobby Level</td>
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<td>Flowers Foods, Inc.</td>
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<td><strong>Presentations</strong></td>
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<td>1:05 PM – 1:25 PM</td>
<td><strong>Food Waste, and How to Combat</strong></td>
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<td>Chair: Brian Fatula</td>
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<td><strong>Regulatory:</strong></td>
<td><strong>Food Labeling Panel Discussion (con’t)</strong></td>
<td>Continental Ballroom C, Lobby Level</td>
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<td>Chair: Val Wayland</td>
<td>Flowers Foods, Inc.</td>
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**EVENT INFORMATION**

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| 1:25 PM – 1:45 PM | **Enzymes:** Chair: Brian Fatula  
Hostess Brands  
**Baker’s Perspective on Enzymes**  
Shawn Dewey, Franz Family Bakeries  
Continental Ballroom A, Lobby Level  
**Regulatory:** Chair: Val Wayland  
Flowers Foods, Inc.  
**Food Labeling Panel Discussion (con’t)**  
Moderator: Brian Strouts, AIB International  
Panelists: Brook Carson, Manildra;  
Phil Boehm, Bimbo Bakeries USA;  
Dan Herzog, Gonnella Baking Co.;  
Jacinthe Côté, Lallemand, Inc.  
Continental Ballroom C, Lobby Level |
| 1:45 PM – 2:15 PM | **Enzymes:** Chair: Brian Fatula  
Hostess Brands  
**Question & Answer Session**  
Shawn Dewey, Franz Family Bakeries;  
Kathy Sargent, Corbion; John Del Campo,  
REPCO  
Continental Ballroom A, Lobby Level  
**Regulatory:** Chair: Val Wayland  
Flowers Foods, Inc.  
**Food Labeling Panel Discussion (con’t)**  
Moderator: Brian Strouts, AIB International  
Panelists: Brook Carson, Manildra;  
Phil Boehm, Bimbo Bakeries USA; Dan Herzog,  
Gonnella Baking Co.; Jacinthe Côté,  
Lallemand, Inc.  
Continental Ballroom C, Lobby Level |
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| 2:30 PM – 4:00 PM | **Closing General Session**  
                      International Ballroom North, 2nd Floor |
| ➢ 2:30 PM     | **PDC Winner Presentation**  
                      Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA |
| ➢ 3:00 PM     | **CEO Baker Panel Discussion – Culture: Building Sustainability into the Future**  
                      Moderator: Theresa Cogswell, Corbion  
                      Panelists: Cordia Harrington, The Bakery Cos.; Allen Shiver, Flowers Foods; Josh Skow, Canyon Bakehouse |
| 4:00 PM – 6:00 PM | **ASB MarketPlace Table Tops**  
                      Salon A, Lower Level |
| 5:00 PM – 6:00 PM | **ASB MarketPlace Networking Reception**  
                      Salon A, Lower Level |
WELCOME NEW ASB MEMBERS!

NEW MEMBERS SINCE BAKINGTECH 2017 (as of 2/08/2018)

Qusai Abusenenh
Hadi Abu-Snineh
Austin Archdeacon
Dilek Austin
Jean Bacardi
Diana M. Baker
Sr. Jean Marie Ballard
Jerry Barnes
David A. Bastian
Jenna Baus
Mark Beaver
Ashley Beech
David Bergman
Mike Biggio
Justin Blankenburg
James Boddicker
Philip Boehm
Alex Bonazza
Steve Bordman
Guilherme Borges
Nick Bossler
Guillaume Bourneau
Daniel Bracho
Chuck Briere
Jennifer Burnford
David Burgh
David Cannon
Karla A. Carrillo Hernández
Chris Cha
Franklin Chandler
Elizabeth Choppie
Jill Christian
Andrea Christian
Patrick K. Collins
William Cook
Steve Cooper
William Cooper
Jacinthe Côté
Matt Cronyn
Patrick Cullen
Lane Daley
Marie D’Ascenzo
Celena Davis
Jonathan Davis
Caleb Deer
David DeMarco
Alex Diaz
Rick Diamond
Reto Dietiker
Joan Duerr
Cherish Eberly
Joel T. Espinosa
Carlos Fajardo
Sr. Lynn Marie Falcony
Jason Favrow
Grant Ferguson
Jay Fernandez
Brian Fey
William Gambel
Gautam Gaonkar
Aurora S. Gonzalez
Jose W. Flores Gomez
Brent L. Grantham
Ashley Groene
Kate Guan
Jean Gust
José Luis Gutiérrez Bonilla
Daniel Habel
Christian Hagensen
Nithya Hariharan
Andrew Hart
Christian Heritier
Sharon Herzog
Taryn Hickey
Steven Hinkle
Joshua Hobbs
Harry Hoffman
DeNea L. Hombs
Christopher Houle
Karen Horn
Terry Howell
Martin Hurdt
Michael Hurt
Luc Imberchts
Lakshmi Iyer
Tammy C. Jarrett
Mette K. Jensen
Todd Jessup
Jackie Johnson
Thomas Jones
Sonja Kapfenstein
Loretta Kelly
Bruce King
Miha Kim
Sven Koehler
David Kral
Ron Krass
Tim Kreps
Jason Kuhl
Pablo Kuribrena
Kris Lasher
Phil Latham
Yves Levasseur
Juan Carlos Leyva Jiménez
Chiung L. Lien
Benjamin Lopez
WELCOME NEW ASB MEMBERS!

Claire Lotz
Peter Luck
Jeff Lukas
Angelo Maccarrone
Gary MacLellan
Nicholas Macuna
Sarah Mann
Matt Manwaring
Bobby Martin
Keith Martin
Mohsin Masud
Peter Matthaei
Christopher McClellan
Allie McCollum
Jeff S. McLean
Patricia McNamara
Ryan Mead
Fidel Medina
Alexandre Menard
Andrew Millar
Chad Mitchell
Jessica Mitchell
Steve Montgomery
Sheila Moore
Gerardo Morantes
Ulrika Mossfeldt
Lauren Mullen
Rich Murowski
Edouard Navarre
Joshua Nelson
Joe Newell
Arturo Nieto
Ondrej Nikon
Toshiya Nishizaka
Michael J. Nolan
Linda Noles
Thomas J. Noto
Marge O’Brien
Jabin Olds
Kimberly K. Orr
Reona Oshikiri
Joe Owad
Paul J. Pack
Laura Parker
Nicole Parzyk
Nero Patel
Julie Phillips
Mark A. Pickens
Bradley Pollack
Oscar Puente, Jr.
Jessica R. Pulliam
Nupoor Ramanani
Derek Rambousek
Ed Reinwald
Karlee Renkoski
Erik Rensen
David Edgar Rife
Leah Roach
Chuck Robideau
Fred Robin
Patrick Rogers
Kris Rogers
Jeremy Rothermel
Lou Ryan
Gabrielle Ryan-Brewer
KayLee Ryker
Anthony Sabulski
George Sanderlin
Ron Sanford
Mo Sarhan
Taylor Sausville
Julia Schanke
Jeffrey L. Schaumburg
Melanie Schmidt
Bill Schneider
Adam Schwebel
Scott Seymour
Joanne Shanzer
Joshua Shroll
Angie Singer
Alvin Lee Smalls
Alexander Smith
Kimani Smith
Craig Souser
Maria Suriante
Mark S. Swenson
Brian Thueme
Sam Q. Tomasello
Alejandro Tovar
Anthony Tscanos
Gary Tull
Zach Turner
Eric C. Uradzionatek
David Vázquez
Alison Wandschneider
Deborah Waters
T. Stephan Weber
Danielle Wedral Licata
Diane Welch
Jane Whittinghill
Anna Wiber
Matthew Willkens
John Willard
Dan R. Williams, Jr.
Patty D. Wilson
Sam Wilson
Anthony Woods
Christopher Yows
Johnson Zhang
Mark Zielonka
Rob A. Zimmerman
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Louis Fontana
Winn V. Horn
Mr. Richard T. Richter
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Michael P. Baron
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Roy H. Chung
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Kazuo Tsuruta
Richard J. Wall

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James H. Barnard
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Kenneth Hagedorn
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Daniel L. Herzog
Danny G. Kelly
Takashi Oshikiri
Michael Saulsberry
Charles "Toby" Steward

25 YEAR MEMBERS
Members Since 1993
Robert B. Burgh
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James K. Sausville
Robert G. White

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Members Since 1998
Terry D. Benda
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Michael Day
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Bogdan Farjon
John A. Giacoio
Christopher Hua
Brian K. Huddle
Joseph P. Johnston
Robert W. Linebach
Dominic Mainella
William Z. McCoy
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Lee Sanders
William T. Shuler
Ron D. Tremayne
Rodney C. Wren
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Members Since 2003
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Andrew Close
Tim Cook
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Nick Magistrelli
Rajen S. Mehta
Dean Modglin
Charlie Moon
Azarel Nieves
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John I. Ostenfeld
Doug Petrovich
Andrew P. Robinson
Michael Scouten
Stephen Solner
John Squire
Michael Torstrup
David W. Watson

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Members Since 2013
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Ross Anderson
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Diana Burke
Jeff Carson
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Sherrill Crophy
Joseph Cross
Eric W. Cruse
Frederic Dangel
David Daylor
Amy Estrada
William D. Everett
Aaron L. Favors
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David Gouveia
Bob Harrington
Joe Helmer
Brenda Heptig
Bryan Hobbs
George Hoff
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Bryan H. Sanchez
Nicola Scudella
Joanie Spencer
Tony Taddionio
Rudy “R.T.” Tepsic
Jim Thiessen
Phillip H. Thompson
Jeffrey A. Trefielo
Bert Vanmiddelem
Steve Vial
Trent Wanamaker
Leah Williamson
David M. Wray
Martin Zapata

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Members Since 2008
Bradley Cain
Brian S. Donovan
Wendi Ebbing
Peter Hansen
Jerry E. Hendrix
Steve Horton
Mitch Lindsey
Chris Loehman
George L. Martin
Nicholas A. McCrery
Dave Meckley
Pierre Meunier
Clay Miller
Shawn G. Moye
Trey Muller-Thym
Michael H. Pate
Atul Shah
Jeff Snow
Jason Stricker
Brian L. Strouts
Nan J. Swint
Doug Taschner
Anthony M. Turano
Ralf Ulmer
Simon Walker
Jim G. Warren
James T. Watson
David A. Webster
Mark Wilson
Presidents
1924 – Richard Wahl
1925 – C. J. Patterson
1926 & 1927 – E. B. Price
1928 – George W. Tassie
1929 – Gordon H. Darnell
1930 – Louis E. Caster
1931 – Ross E. Anderson
1932 – Robert L. Gerdes
1933 – Carl S. Pickering
1934 – Edward M. Joy
1935 – F.B. Evers, Sr.
1936 – W. J. Ocken
1937 – John Roberts
1938 – Roger Brandenburg
1939 – William Hauck
1940 - Walter T. Molloy
1941 – Cecil C. Cadwell
1942 – Wm. F. Gossadge
1943 – Williard H. Geller
1944 & 1945 – Albert J. Faulhaber
1946 – Guy T. Shiverdecker
1947 – Jake M. Albright
1948 – Otto Richter
1949 – Harold T. Moody
1950 – Don F. Copell
1951 – Earl B. Cox
1952 – Fred Weberpals
1953 – M.J. Swortfiguer
1954 – Wallace K. Swanson
1955 – Martin Eisenstaedt
1956 – Arthur G. Hackett
1957 – Harold M. Freund
1958 – Andreas F. Reising
1959 – H. Alvin Meyer
1960 – Clayton C. Daley
1961 – Robert Nicolait
1962 – Robert G. Dibble
1963 – John A. Wagner
1964 – Walter T. Gase
1965 – Irwin O. Rohrbach
1966 – George H. Gugler
1967 – Lawrence E. Pile
1968 – William C. Kollman
1969 – Wm. H. Ziemke
1970 – Carl C. Hauswald, Jr.
1971 – Robert C. Brink
1972 – Louis J. Richter
1973 – Paul W. Kamman
1974 – Charles B. Clark
1975 – Eugene D. Swenson
1976 – Donald S. Noot
1977 – John L. DeKeizer
1978 – Byron R. Baird
1979 – Frank H. Otway
1980 – R. Richard Schlipf
1981 – Ernest T. Stevens

Past Chairs
1982 – Francis M. Covey
1983 – Frederick J. Bower
1984 – Frank R. Goley
1985 – Benjamin A. Delorio
1986 – Norman F. Hirt
1987 – Frank J. Martin
1988 – John P. Del Campo
1989 – Richard T. Richter
1990 – John J. Rader
1991 – Thomas A. Shannon
1992 – Thomas E. Lewis
1993 – M.D. “Dave” Wood
1994 – Ronald C. Dunkelberger
1995 – Neil A. Bailey
1996 – Dennis L. LaBree
1997 – John C. Phillips
1998 – Thomas C. Boge
1999 – James M. Davis
2000 – Michael Stevens
2001 – Larry Marcucci
2002 – Gary Hoerner
2003 – William Zimmerman
2004 – Jeff Duus
2005 – Gary Brodsky
2006 – Theresa Cogswell
2007 – George Poulos
2008 – Robert Benton
2009 – John Khoury
2010 – Rowdy Brixey
2011 – Jeff Dearduff
2012 – Mike Elenz
2013 – David Hipenbecker
2014 – Anthony Turano
2015 – Ramon Rivera
2016 – Mario Somoza
1929 – E. B. Nicolait
1930 – G. Gullen Thomas
1931 – Peter G. Pirrie
1932 – W. E. Doty
1933 – C. A. McDuffee
1934 – Ross E. Anderson
1935 – Charles P. Oliver
1936 – R. W. Brooks
1937 – W. E. Doty
1938 – Harold Hall
1939 – O. S. Otting
1940 – George T. Carlin
1941 – G. Richard Ludlow
1942 – F. J. Coughlin
1943 – Arthur E. Grawert
1944 – Henry P. Montminy
1945 & 1946 – Carl W. Steinhauser
1947 – J. H. Debs
1948 – Tyler R. Stevens
1949 – Glenn E. Hargrave
1950 – Charles E. Riley
1951 – Jack S. Devanny
1952 – Len P. Kenney
1953 – Elmer F. Glabe
1954 – John E. Mapes
1955 – T. E. Lauder
1956 – Len Franzen
1957 – Ray Thelen
1958 – Clifton R. Scarborough
1959 – Lewis P. MacAdams
1960 – Irwin O. Rohrbach
1961 – James M. Doty
1962 – Harry D. Gardner
1963 – Ralph E. Manewal
1964 – Lloyd L. Fisher
1965 – Zenas Block
1966 – William F. Schroeder
1967 – Frank R. Schwain
1968 – Philip W. Orth
1969 – G. N. Bollenback
1970 – Gerald Reedl
1971 – Donald K. Dubois
1972 – Herman Saussele, Jr.
1973 – Richard M. Beaverson
1975 – Frank E. Johnson
1976 – Lyle E. Woods
1977 – Armand P. Cicciu
1978 – Frank J. Fischer
1979 – J. W. Doty
1980 – A. Charles Roland, III
1981 – F. Robt. Grant
1982 – A. G. Oszlanyi
1983 – Edward A. Stigler
1984 – Anthony N. Inzerillo
1985 – William T. McCurry
1986 – Joseph W. Hickenbottom
1987 – Nancy G. Stahel
1988 – Jack F. B. Burns, III
1989 – Candida C. Taylor
1990 – Charles S. Rowe
1991 – Roger W. Masa
1992 – James J. Diver
1993 – Winn V. Horn
1994 – Glenn P. Campbell
1995 – James R. Loveless
1996 – Norris F. Pratt
1997 – Stanton H. Diamond
1998 – Patrick M. Shannon
1999 – William C. Zimmerman
2000 – Donald Osborne
2001 – Kevin Knott
2002 – Robert White
2003 – Dave Pfefer
2004 – Tim Miller
2005 – Eddie Perrou
2006 – Kurt Miller
2007 – Bill Zimmerman, Jr.
2008 – Jeff Reichel
2009 – Mark Hotze
2010 – Terry Bartsch
2011 – Paul Lattan
2012 – Tom McCurry
2013 – Mike Saulsberry
2014 – Steve Berne & Scott Fischer
2015 – Wendy Ebbing
2016 – Mark Hotze
2017 – Clay Miller
# MARKETPLACE 2018 EXHIBITORS
(Listed by company alphabetically)

* First time exhibitor

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<td>BAKER THERMAL SOLUTIONS</td>
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<td>BAKERS COURTESY CLUB OF CHICAGO</td>
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<td>BAKERY CONCEPTS INT. LLC</td>
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<td>BAKERY SYSTEMS, INC. (BSI)</td>
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(Listed by company alphabetically)

* First time exhibitor

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<td>BEMIS NORTH AMERICA*</td>
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<td>BENCHMARK AUTOMATION</td>
<td>418</td>
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<td>BENDA MANUFACTURING, INC.</td>
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<td>BERNDORF BELT TECHNOLOGY</td>
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<tr>
<td>BETTENDORF STANFORD</td>
<td>205</td>
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<tr>
<td>BRABENDER TECHNOLOGIE INC.</td>
<td>521</td>
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<td>BRIESS MALT &amp; INGREDIENTS CO</td>
<td>427</td>
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<td>BROLITE PRODUCTS, INC</td>
<td>600</td>
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<td>BÜHLER INC.</td>
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**MARKETPLACE 2018 EXHIBITORS**
(Listed by company alphabetically)

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MALLET & COMPANY 624
MALT PRODUCTS CORPORATION 203
MANILDRA GROUP USA 514
MAVERIK OILS - RELEASE AGENTS 720
MECATHERM 214
MICHAEL HOLM & ASSOCIATES 327
MIWE AMERICA 226
MOLDED FIBER GLASS TRAY COMPANY* 210
MOLINE MACHINERY 707
NAEGELE, INC. 406
NEWSMITH STAINLESS LTD 303
NEXCOR TECHNOLOGIES, INC. 800
NIVERPLAST NA INC 424
ORBIS CORPORATION 412
PACKAGING RESOURCES, INC.* 810
PALSgaard 610
PAN AMERICAN EQUIPMENT LLC 403
PATTYN BAKERY DIVISION 216
PCDATA 515
PEERLESS FOOD EQUIPMENT 202
PROBLEND-EUROGERM, LLC 705
PS MAKO GMBH 619
PURATOS CORPORATION 208
QUEST SOLUTION 526
RADEMAKER USA INC. 700
READING BAKERY SYSTEMS 408
READING THERMAL 410
RED STAR YEAST CO., LLC 715
REHRIG PACIFIC COMPANY 706
REISER 507
REPCO 717
REVENT 413
## MARKETPLACE 2018 EXHIBITORS
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<tr>
<td>MALLET &amp; COMPANY</td>
<td>624</td>
</tr>
<tr>
<td>ELECTROSTEAM GENERATOR CORP.*</td>
<td>625</td>
</tr>
<tr>
<td>ASB BAKING HALL OF FAME</td>
<td>626</td>
</tr>
<tr>
<td>THE HENRY GROUP</td>
<td>627</td>
</tr>
<tr>
<td>RADEMAKER USA INC.</td>
<td>700</td>
</tr>
<tr>
<td>CHRISTY MACHINE &amp; CONVEYOR*</td>
<td>701</td>
</tr>
</tbody>
</table>
MARKETPLACE 2018 EXHIBITORS
(Listed by table assignment)

* First time exhibitor

BAY STATE MILLING COMPANY
A M KING
J&K INGREDIENTS
PROBLEND-EUROGERM, LLC
REHRIG PACIFIC COMPANY
MOLINE MACHINERY
SNACK FOOD & WHOLESALE BAKERY
UNITED BAKERY EQUIPMENT CO
BAKERY CONCEPTS INT. LLC
FOCUS WORKS
BAKERPEDIA
FINE ORGANICS
RHEON USA
RED STAR YEAST CO., LLC
AZO INC.
REPCO
BUTTER BUDS INC.
BENDA MANUFACTURING, INC.
MAVERIK OILS - RELEASE AGENTS
BAKERY SYSTEMS, INC. (BSI)
SOMAX, INC.
FESTO*
DAIRICONCEPTS*
BAKERS COURTESY CLUB OF CHICAGO
LALLEMAND BAKING SOLUTIONS
INCLUSION TECHNOLOGIES*
NEXCOR TECHNOLOGIES, INC.
DUPONT NUTRITION & HEALTH
DAWN FOOD PRODUCTS
INLINE ENGINEERS
B & B SILO SYSTEMS SRL*
PACKAGING RESOURCES, INC.*
GOTTSTEIN CORPORATION*
SPICE CHAIN CORPORATION*
BEMIS NORTH AMERICA*
T & T CONSULTING AND ENGINEERING
Exhibit Hours

Sunday, February 25: 4:00 – 6:00 PM
Monday, February 26: 4:00 – 6:00 PM
Tuesday, February 27: 4:00 – 6:00 PM
The American Society of Baking brings together individuals in the grain-based food industry for professional development, recognition, education, outreach, and leadership.

Creed Of The Bakery Engineer 1924

As a member of the American Society of Baking it is my desire and privilege

- To live the ideals of fellowship, inspiration, and education which prompted the forming of this organization.
- To further the interest and progress of the baking industry in whatever way a greater service may thereby be rendered to society.
- To be broad and free with the exchange of ideas and information among fellow ASB professionals.
- To promote and practice cleanliness in its highest principles; not alone cleanliness of person, shop and equipment, but also of mind and habit.
- To be ever alert to the advancement of the science of baking.
- To foster study and knowledge among those engaged with me in the manufacture of bakery foods, realizing always that in the enhancement of our profession in the public esteem each individual contributes an important part.
- To assist a fellow ASB professional at any time in his problems, upholding in word and deed the substance of the ASB professional’s Creed and Golden Rule “All Thing Whatsoever Ye Would That Men Should Do Unto You, Do Ye Even Unto Them.”
- To follow this simple Creed in heart and mind, being ever aware of the responsibility that falls upon me as a producer of one of, if not the most important of all foods, and to do honor to the ancient and honorable profession of Baking.
BAKINGTECH 2019
February 24 – February 26

BAKINGTECH 2020
March 1 – March 3

BAKINGTECH 2021
February 28 – March 2

WWW.ASBE.ORG
THANK YOU TO OUR PARTNER ORGANIZATIONS

BUNDY Baking Solutions

Burford MIDDLEBY BAKERY GROUP

THE LONG CO. PREMIER CONSULTANTS TO THE BAKING INDUSTRY SINCE 1900

Mother Murphy’s EXPERIENCE THE FLAVORS

REPCO.

Inspiring Innovation • Recognizing Entrepreneurs
2018 INDUCTEES

Cordia Harrington

Connie B. Lane

Larry Marcucci

Mike Marcucci

William (Bill) Mead

Inspiring Innovation • Recognizing Entrepreneurs