



Welcome to the Best Week in Baking!



BAKINGTECH 2018

SUSTAINABILITY-SUCCESS THROUGH PEOPLE

PRODUCTS AND PRODUCTIVITY

— FINAL —
PROGRAM

Hilton Chicago • February 25 – February 27, 2018

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BAKINGTECH 2018
SUSTAINABILITY-SUCCESS THROUGH PEOPLE
PRODUCTS AND PRODUCTIVITY

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Thank you to the
*Bakers Courtesy
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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.

2018 CONFERENCE APP

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
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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

AMERICAN SOCIETY OF BAKING

2017 – 2018 Executive Committee Officers



BILL ZIMMERMAN, JR.
Pacific Northwest Baking
ASB Chairman



PAUL RAINEY
Flowers Foods, Inc.
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CLAY MILLER
Burford Corporation
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3rd Vice Chairman



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Burford Corporation
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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
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& Health
Session Chair



LEE SANDERS
American Bakers
Association
Session Chair



VALERIE WAYLAND
Flowers Foods, Inc.
Session Chair

SCHEDULE-AT-A-GLANCE

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 100 th 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
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GENERAL INFORMATION

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

GENERAL INFORMATION

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.

BAKING TECH 2018

Quick Reference Guide

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

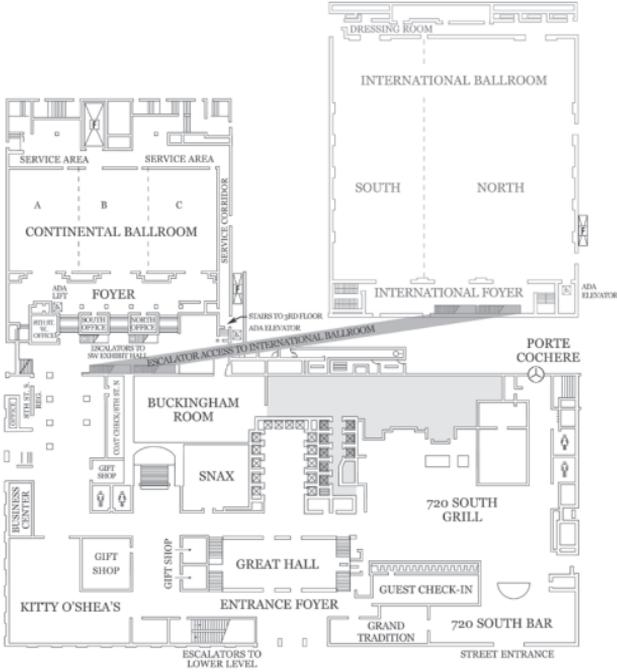
Conference Room 4B

Z50 SAFETY & ANSI COMMITTEE

Conference Room 4D

HOTEL FLOOR DIAGRAMS

Continental Ballroom (Breakouts) & International Ballroom (General Session) - Lobby Level

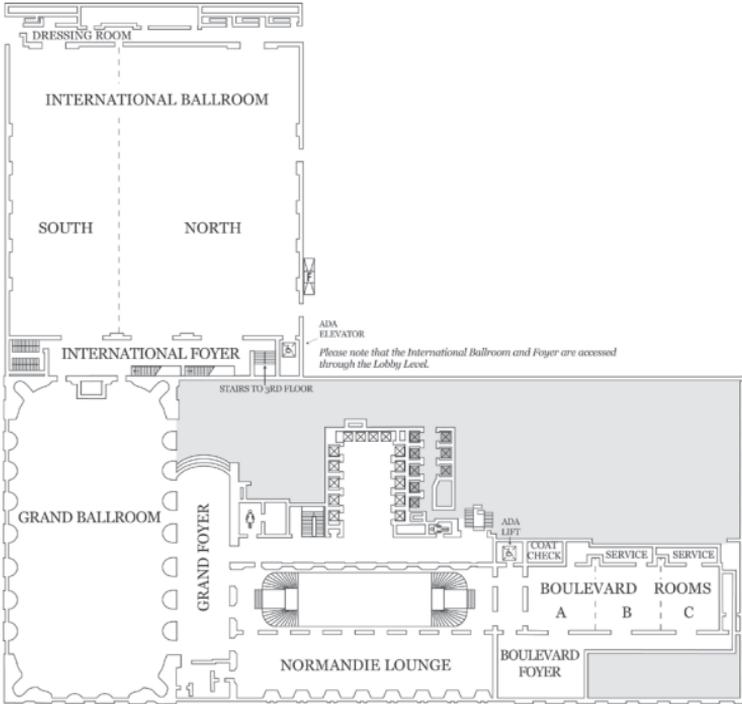


Salon A (MarketPlace) - Lower Level

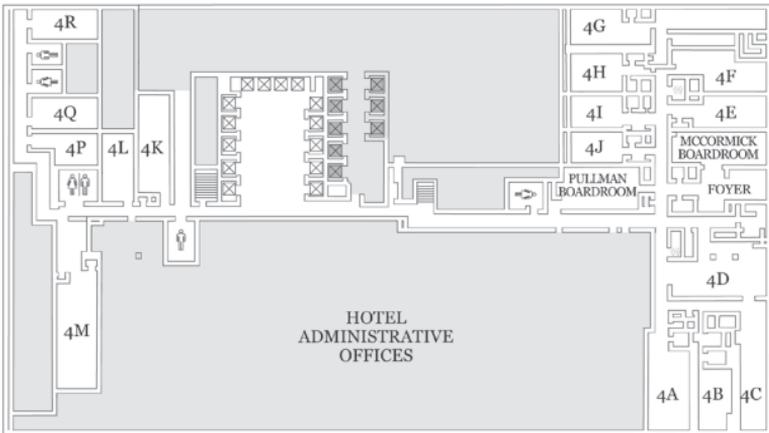


HOTEL FLOOR DIAGRAMS

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

EVENT INFORMATION

And Schedule

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

EVENT INFORMATION

And Schedule

MONDAY • FEBRUARY 26, 2018

8:30 AM – 12:15 PM	Opening General Session International Ballroom North, 2 nd Floor
▶ 8:30 AM	Introduction
▶	Invocation <i>(Please Stand)</i> Len Kilby, Middleby Bakery Goup
▶	Welcome Chairman, Bill Zimmerman, Jr. Northwest Pacific Baking Co.
▶ 9:20 AM	Baking Hall of Fame Induction of Larry & Mike Marcucci John Del Campo & Theresa Cogswell
▶ 9:40 AM	Keynote Address: Riding the Storm Out – The Survival and Rebuilding of Pan Pepin and Puerto Rico in the Wake of Hurricanes Irma and Maria Mario Somoza, Pan Pepin <i>Sponsored by Bettendorf Stanford</i>
▶ 10:25 AM	Networking Coffee Break International Ballroom South, 2 nd Floor <i>Sponsored by BCW Food Products</i>
▶ 10:40 AM	Baking Hall of Fame Induction of Connie B. Lane & William Mead John Del Campo & Theresa Cogswell
▶ 11:05 AM	BEMA Update Kerwin Brown, BEMA
▶ 11:15 AM	Engineering/Maintenance Scholarship Presentation
▶ 11:25 AM	PDC Baker Oven
▶ 11:55 AM	Baking Hall of Fame Induction of Cordia Harrington John Del Campo & Theresa Cogswell
▶	Adjournment

EVENT INFORMATION

And Schedule

MONDAY • FEBRUARY 26, 2018

12:15 PM – 1:15 PM	Networking Luncheon Grand Ballroom, 2 nd Floor <i>Sponsored by Bud's Best Cookies, Flowers Foods, Kwik Lok Corp., Reading Bakery Systems & Watson, Inc. Bread provided by Alvarado Street Bakery, Orlando Baking Co., and Rotella's Italian Bakery</i>
12:30 PM – 12:45 PM	Why I Ate 90 Loaves of Bread in 90 Days Lin Carson PhD, BAKERpedia Grand Ballroom, 2 nd Floor

12:15 PM – 1:15 PM **ASB Past Chair Luncheon**
Conrad Suite, T4 (Take Guestroom Elevators to T4)

1:30 PM – 3:30 PM	Technical Paper Presentations (Lobby Level) & Product Development Competition (PDC) Presentations (3 rd Floor)
1:30 PM – 2:00 PM	Presentations
Consumer Insights: Chair: Darren Braulik AB Mauri North America	Could Purchase Intent be Influenced by New Sugar Label Regulations? Marge O'Brien, Corbion Continental Ballroom A, Lobby Level
Operational Opportunities: Chair: Mike Maurine The Long Company	Creating the Environment for Increased Food Safety & Quality Scott Houtz, Air Management Technologies, Inc. Continental Ballroom B, Lobby Level
Engineering: Chair: EB Russell DuPont Nutrition & Health	Training & Development for the Maintenance Department Mechanics Bill Cook, The Long Company Continental Ballroom C, Lobby Level
PDC: 1:30 PM – 1:50 PM	Just Peachy Christopher Reusz, Julia Sprouse, Georgeanna Stockemer Kansas State University Joliet, 3 rd Floor <i>Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA</i>

EVENT INFORMATION

And Schedule

MONDAY • FEBRUARY 26, 2018

2:00 PM – 2:30 PM	Presentations
Consumer Insights: Chair: Darren Braulik AB Mauri North America	Telling Your Brand Story Rick Oleshak, AB Mauri North America Continental Ballroom A, Lobby Level
Operational Opportunities: Chair: Mike Maurine The Long Company	Industrial Production of Artisan Bread Frank Devos, Puratos; David Deblauwe, Puratos Continental Ballroom B, Lobby Level
Engineering: Chair: EB Russell DuPont Nutrition & Health	How to Manage the Maintenance Manager Rowdy Brixey, Brixey Engineering, Inc. Continental Ballroom C, Lobby Level
PDC: 2:00 PM – 2:20 PM	Gemstone Cake™ Kevin Berkowitz, Kelly Deatherage, Megan Gregg, Joshua Song, The Ohio State University Joliet, 3 rd Floor <i>Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA</i>
2:30 PM – 3:00 PM	Presentations
Consumer Insights: Chair: Darren Braulik AB Mauri North America	Standing in the Bread Aisle: What Drives Consumer Choice in Pre – and Post – Bakery Sales and How to Use the Results to Your Advantage Janelle Crawford, DuPont Nutrition & Health Continental Ballroom A, Lobby Level
Operational Opportunities: Chair: Mike Maurine The Long Company	Novel Packaging for Baked Goods Eva Almenar, PhD, Michigan State University Continental Ballroom B, Lobby Level <i>Sponsored by LeMatic, Inc.</i>
Engineering: Chair: EB Russell DuPont Nutrition & Health	The Impact of FSMA on Bakery Facility Design and Construction Jeff Dearduff, The Austin Co.; Mike Pierce, The Austin Co. Continental Ballroom C, Lobby Level

EVENT INFORMATION

And Schedule

MONDAY • FEBRUARY 26, 2018

PDC: 2:30 PM – 2:50 PM	Turkish Cardamom Crunch Collin Felten, Sarah Gafter, Connie Muniandy, Purdue University Joliet, 3 rd Floor <i>Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA</i>
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
Operational Opportunities: Chair: Mike Maurine The Long Company	Question & Answer Session Scott Houtz, Air Management Technologies, Inc.; Frank Devos, Puratos; David Deblauwe, Puratos; Eva Almenar, PhD, Michigan State University Continental Ballroom B, Lobby Level
Engineering: Chair: EB Russell DuPont Nutrition & Health	Question & Answer Session Bill Cook, The Long Co.; Rowdy Brixey, Brixey Engineering, Inc.; Jeff Dearduff, The Austin Co.; Mike Pierce, The Austin Co. Continental Ballroom C, Lobby Level
PDC: 3:00 PM – 3:20 PM	Sustain-a-Bites Monica Caparosa, Paige Palmieri, Kayla Saslow, Tatum Teskey, University of Wisconsin - Madison Joliet, 3 rd Floor <i>Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA</i>
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

EVENT INFORMATION

And Schedule

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

EVENT INFORMATION

And Schedule

TUESDAY • FEBRUARY 27, 2018

11:45 AM – 12:45 PM

Networking Luncheon Roundtable Mentor/Mentee Discussion Topics with KSU Students

International Ballroom South, 2nd Floor
Sponsored by AIB International, Bakery
Concepts International, LLC, Corbion,
Nexcor Technologies, Inc. & Rademaker
USA, Inc.

12:45 PM – 2:15 PM

Technical Paper Presentations

Lobby Level

12:45 PM – 1:05 PM

Presentations

Enzymes:

Chair: Brian Fatula
Hostess Brands

Enzymes Past, Present, Future

John Del Campo, REPCO
Continental Ballroom A, Lobby Level

Regulatory:

Chair: Val Wayland
Flowers Foods, Inc.

Food Labeling Panel Discussion

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

1:05 PM – 1:25 PM

Presentations

Enzymes:

Chair: Brian Fatula
Hostess Brands

Food Waste, and How to Combat with Sustainable Enzyme Solutions

Kathy Sargent, Corbion
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

EVENT INFORMATION

And Schedule

TUESDAY • FEBRUARY 27, 2018

1:25 PM – 1:45 PM	Presentations
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	Presentations
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

EVENT INFORMATION

And Schedule

TUESDAY • FEBRUARY 27, 2018

2:30 PM – 4:00 PM	Closing General Session International Ballroom North, 2 nd Floor
▶ 2:30 PM	PDC Winner Presentation <i>Sponsored by Ajinomoto North America, Inc. & Bimbo Bakeries USA</i>
▶ 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 Abuseneh
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
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Chuck Briere
Jennifer Bumford
David Burgh
David Cannon
Karla A. Carrillo Hernández
Chris Cha
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Elizabeth Choppie
Jill Christian
Andrea Christman
Patrick K. Collins
William Cook
Steve Cooper
William Cooper
Jacinthe Côté
Matt Cronyn
Patrick Cullen
Lane Daley
Marie D'Ascenzo
Celena Davis
Jonathan Davis
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Brian Fey
William Gambel
Gautam Gaonkar
Aurora S. Gonzalez
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Brent L. Grantham
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José Luis Gutiérrez Bonilla
Daniel Habel
Christian Hagensen
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Andrew Hart
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Sharon Herzog
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Martin Hurdt
Michael Hurt
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Lakshmi Iyer
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WELCOME NEW ASB MEMBERS!

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Angelo Maccarrone
Gary MacLellan
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Keith Martin
Mohsin Masud
Peter Matthaei
Christopher McClellan
Allie McCollum
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Fidel Medina
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Jessica Mitchell
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Nupoor Ramani
Derek Rambousek
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1947 – Jake M. Albright
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1954 – Wallace K. Swanson
1955 – Martin Eisenstaedt
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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
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1999 – James M. Davis
2000 – Michael Stevens
2001 – Larry Marcucci
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2005 – Gary Brodsky
2006 – Theresa Cogswell
2007 – George Poulos
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2009 – John Khoury
2010 – Rowdy Brixey
2011 – Jeff Dearduff
2012 – Mike Elenz
2013 – David Hipenbecker
2014 – Anthony Turano
2015 – Ramon Rivera
2016 – Mario Somoza

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- 1929 – E. B. Nicolait
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1943 – Arthur E. Grawert
1944 – Henry P. Montminy
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1947 – J. H. Debs
1948 – Tyler R. Stevens
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1950 – Charles E. Riley
1951 – Jack S. Devanny
1952 – Len P. Kenney
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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
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1976 – Lyle E. Woods
1977 – Armand P. Cicciu
1978 – Frank J. Fischer
1979 – J. W. Doty
1980 – A. Charles Roland, III
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1982 – A. G. Oszlanyi
1983 – Edward A. Stigler
1984 – Anthony N. Inzerillo
1985 – William T. McCurry
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1990 – Charles S. Rowe
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1992 – James J. Diver
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1995 – James R. Loveless
1996 – Norris F. Pratt
1997 – Stanton H. Diamond
1998 – Patrick M. Shannon
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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

COMPANY	TABLE TOP ASSIGNMENT
A M KING	703
AB MAURI NORTH AMERICA	315
ABI LTD	417
ADM/MATSUTANI LLC - FIBERSOL	425
ADVANTECH BAKERY TECHNOLOGY	306
AGROPUR INGREDIENTS	321
AIR MANAGEMENT TECHNOLOGIES, INC	204
ALLIED BAKERY EQUIPMENT INC	419
ALTIMATE CONTROLS LLC*	220
AMERICAN BAKERS ASSOCIATION	105
AMERICAN PAN	402
AMF BAKERY SYSTEMS	504
AROMATIC BAKELS	219
ASB BAKING HALL OF FAME	626
ASB YOUNG PROFESSIONALS COMMITTEE	426
ASHWORTH BROS., INC.	615
THE AUSTIN COMPANY	606
AZO INC.	716
B & B SILO SYSTEMS SRL*	808
B.C. WILLIAMS BAKERY SERVICES INC.	104
THE BABB GROUP	305
BAKER PERKINS	320
BAKER THERMAL SOLUTIONS	101
BAKERPEDIA	712
BAKERS COURTESY CLUB OF CHICAGO	725
BAKERY CONCEPTS INT. LLC	710
BAKERY SYSTEMS, INC. (BSI)	721
BAKEWARE COATING SYSTEMS, INC.	522
BAKEWATCH	324
BAKON USA FOOD EQUIPMENT*	224
BANNER-DAY	603
BAY STATE MILLING COMPANY	702
BEDFORD INDUSTRIES INC	505
BELLARISE	622
BEMA - BAKERY EQUIPMENT MANUFACTURERS & ALLIEDS	312

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(Listed by company alphabetically)

* First time exhibitor

BEMIS NORTH AMERICA*	816
BENCHMARK AUTOMATION	418
BENDA MANUFACTURING, INC.	719
BERNDORF BELT TECHNOLOGY	225
BETTENDORF STANFORD	205
BRABENDER TECHNOLOGIE INC.	521
BRIESS MALT & INGREDIENTS CO	427
BROLITE PRODUCTS, INC	600
BÜHLER INC.	100
BUNGE MÉXICO	103
BURFORD CORP	501
BUTTER BUDS INC.	718
C-CELL	611
C.W. BRABENDER® INSTRUMENTS, INC	209
CAIN FOOD	502
CALDIC USA INC.	307
CALIFORNIA NATURAL PRODUCTS	110
CAPWAY AUTOMATION INC	527
CEREAL INGREDIENTS INC.	206
CHRISTY MACHINE & CONVEYOR*	701
CLOCK ASSOCIATES, LLC	513
COLBORNE FOODBOTICS	612
CORBION	605
CSM WORLDWIDE, INC.	302
DAIRICONCEPTS*	724
DAKOTA SPECIALTY MILLING, INC.	415
DAWN FOOD PRODUCTS	804
DELAVAU FOOD PARTNERS	102
DIOSNA DOUGH EXPERTS	217
DORAN SCALES INC.	509
DSM FOOD SPECIALTIES USA, INC	308
DUNBAR SYSTEMS, INC	520
DUPONT NUTRITION & HEALTH	802
ELECTROSTEAM GENERATOR CORP.*	625
ESTERLE TUF-TRAY	614
EYEPRO SYSTEM USA INC.	616
FESTO*	723

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* First time exhibitor

FINE ORGANICS	713
FLAVORCHEM	423
FLEXSPACE/STORAX*	107
FLYNN BURNER CORPORATION	309
FME FOOD MACHINERY ENGINEERING LTD	512
FOCUS WORKS	711
FOODTOOLS CONSOLIDATED, INC.	316
FORMOST FUJI	405
FRANZ HAAS MACHINERY OF AMERICA, INC.	518
THE FRED D. PFENING COMPANY	508
FRITSCH	319
GEMINI BAKERY EQUIPMENT CO./KB SYSTEMS	313
GLCC CO.*	221
GOLD COAST INGREDIENTS	411
GOTTSTEIN CORPORATION*	812
GRAIN MILLERS, INC.	310
GREAT WESTERN MANUFACTURING	111
HABASIT AMERICA	618
HANDTMANN INC	517
HANSALOY	516
THE HENRY GROUP	627
HOLTON FOOD PRODUCTS*	218
HORIZONPSI	222
IJ WHITE SYSTEMS	407
INCLUSION TECHNOLOGIES*	727
INLINE ENGINEERS	806
INNOPHOS, INC.*	620
INTRALOX	511
J. RETTENMAIER USA	602
J&K INGREDIENTS	704
KAAC GROUP	404
KANSAS STATE UNIVERSITY	108
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* First time exhibitor

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LALLEMAND BAKING SOLUTIONS	726
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LENEXA MFG. CO.	420
MALLET & COMPANY	624
MALT PRODUCTS CORPORATION	203
MANILDRA GROUP USA	514
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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
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READING THERMAL	410
RED STAR YEAST CO., LLC	715
REHRIG PACIFIC COMPANY	706
REISER	507
REPCO	717
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(Listed by company alphabetically)

* First time exhibitor

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SANDVIK PROCESS SYSTEMS	318
SELAS HEAT TECHNOLOGY/ERB	613
SENSORYEFFECTS, A DIVISION OF BALCHEM	300
SHAFFER MIXERS	400
SHICK ESTEVE	201
SNACK FOOD & WHOLESALE BAKERY	708
SOCIETY OF BAKERY WOMEN	106
SOMAX, INC.	722
SOSLAND PUBLISHING	500
SOULANGES MILLS	621
SPF	314
SPICE CHAIN CORPORATION*	814
SPOONER INDUSTRIES	211
SPRAYING SYSTEMS CO.	523
STELLAR GROUP, INC	325
STEWART SYSTEMS	200
T & T CONSULTING AND ENGINEERING	826
TECNOPOOL SPA	322
THYMLY PRODUCTS, INC.	215
TOOLBOX SOFTWARE	409
TOPOS MONDIAL CORP	608
TROMP GROUP AMERICAS	506
UNITED BAKERY EQUIPMENT CO	709
VMI	304
WATSON INC.	601
THE WEBBER/SMITH GROUP®	227
WELDON SOLUTIONS	326
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* First time exhibitor

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KANSAS STATE UNIVERSITY	108
WIRE BELT COMPANY OF AMERICA, INC.*	109
CALIFORNIA NATURAL PRODUCTS	110
GREAT WESTERN MANUFACTURING	111
STEWART SYSTEMS	200
SHICK ESTEVE	201
PEERLESS FOOD EQUIPMENT	202
MALT PRODUCTS CORPORATION	203
AIR MANAGEMENT TECHNOLOGIES, INC	204
BETTENDORF STANFORD	205
CEREAL INGREDIENTS INC.	206
LEICA GEOSYSTEMS*	207
PURATOS CORPORATION	208
C.W. BRABENDER® INSTRUMENTS, INC	209
MOLDED FIBER GLASS TRAY COMPANY*	210
SPOONER INDUSTRIES	211
ROBOTRAY AUTOMATION	213
MECATHERM	214
THYMLY PRODUCTS, INC.	215
PATTYN BAKERY DIVISION	216
DIOSNA DOUGHEXPERTS	217
HOLTON FOOD PRODUCTS*	218
AROMATIC BAKELS	219
ALTIMATE CONTROLS LLC*	220
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HORIZONPSI	222
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MARKETPLACE 2018 EXHIBITORS

(Listed by table assignment)

* First time exhibitor

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CSM WORLDWIDE, INC.	302
NEWSMITH STAINLESS LTD	303
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THE BABB GROUP	305
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FRITSCH	319
BAKER PERKINS	320
AGROPUR INGREDIENTS	321
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BAKEWATCH	324
STELLAR GROUP, INC	325
WELDON SOLUTIONS	326
MICHAEL HOLM & ASSOCIATES	327
SHAFFER MIXERS	400
ZEPPELIN SYSTEMS USA	401
AMERICAN PAN	402
PAN AMERICAN EQUIPMENT LLC	403
KAAK GROUP	404
FORMOST FUJI	405
NAEGELE, INC.	406
IJ WHITE SYSTEMS	407
READING BAKERY SYSTEMS	408

MARKETPLACE 2018 EXHIBITORS

(Listed by table assignment)

* First time exhibitor

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RONDO INC.	414
DAKOTA SPECIALTY MILLING, INC.	415
KWIK LOK CORPORATION	416
ABI LTD	417
BENCHMARK AUTOMATION	418
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LENEXA MFG. CO.	420
KB INGREDIENTS	421
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ADM/MATSUTANI LLC - FIBERSOL	425
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REXFAB INC.	510
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FME FOOD MACHINERY ENGINEERING LTD	512
CLOCK ASSOCIATES, LLC	513
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MARKETPLACE 2018 EXHIBITORS

(Listed by table assignment)

* First time exhibitor

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KERRY	519
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BRABENDER TECHNOLOGIE INC.	521
BAKEWARE COATING SYSTEMS, INC.	522
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KLARION*	525
QUEST SOLUTION	526
CAPWAY AUTOMATION INC	527
BROLITE PRODUCTS, INC	600
WATSON INC.	601
J. RETTENMAIER USA	602
BANNER-DAY	603
LEMATIC	604
CORBION	605
THE AUSTIN COMPANY	606
TOPOS MONDIAL CORP	608
KOENIG BAKERY SYSTEMS	609
PALSGAARD	610
C-CELL	611
COLBORNE FOODBOTICS	612
SELAS HEAT TECHNOLOGY/ERB	613
ESTERLE TUF-TRAY	614
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EYEPRO SYSTEM USA INC.	616
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SOULANGES MILLS	621
BELLARISE	622
MALLET & COMPANY	624
ELECTROSTEAM GENERATOR CORP.*	625
ASB BAKING HALL OF FAME	626
THE HENRY GROUP	627
RADEMAKER USA INC.	700
CHRISTY MACHINE & CONVEYOR*	701

MARKETPLACE 2018 EXHIBITORS

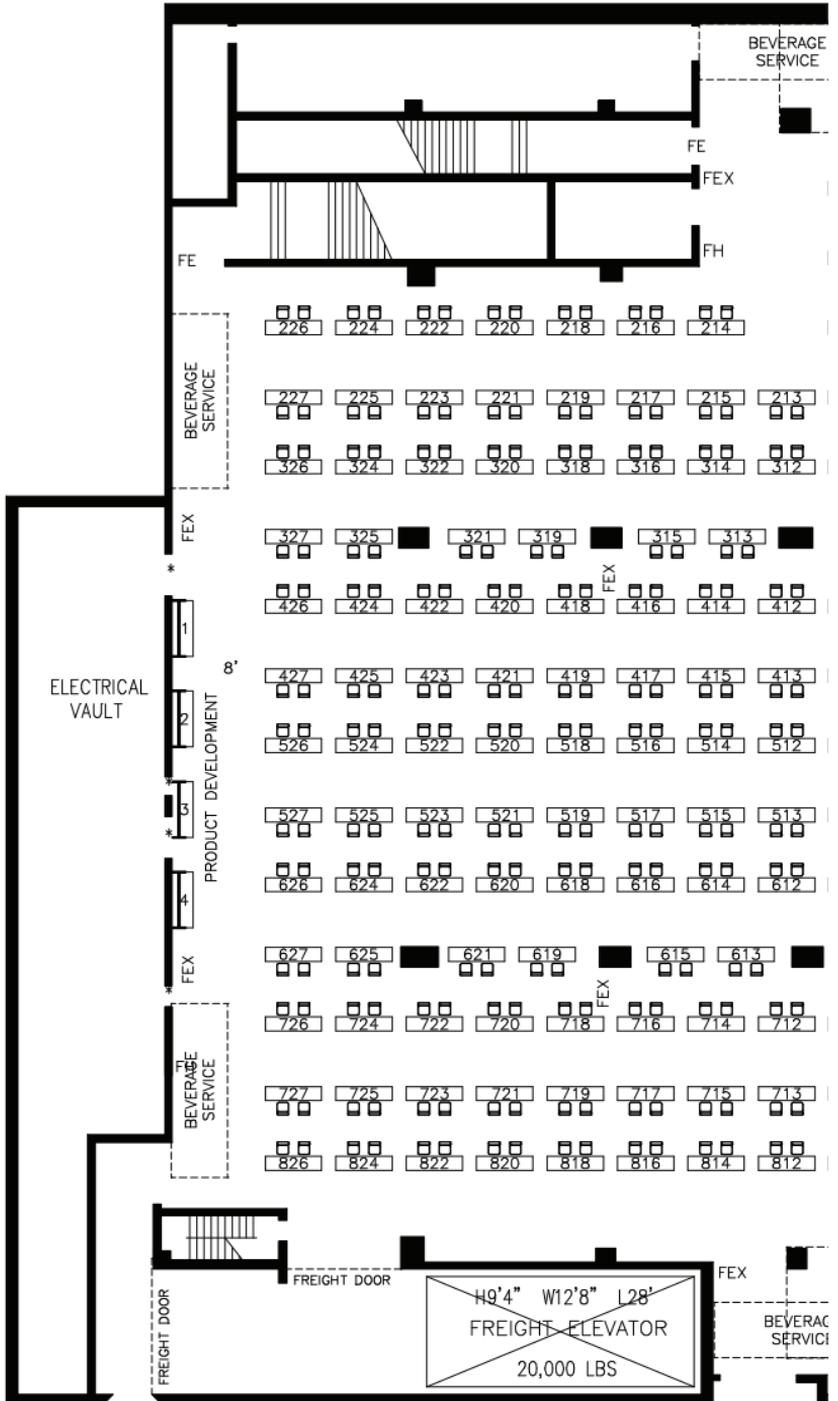
(Listed by table assignment)

* First time exhibitor

BAY STATE MILLING COMPANY	702
A M KING	703
J&K INGREDIENTS	704
PROBLEND-EUROGERM, LLC	705
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BEMIS NORTH AMERICA*	816
T & T CONSULTING AND ENGINEERING	826

MARKETPLACE 2018 FLOORPLAN

Salon A – Lower Level



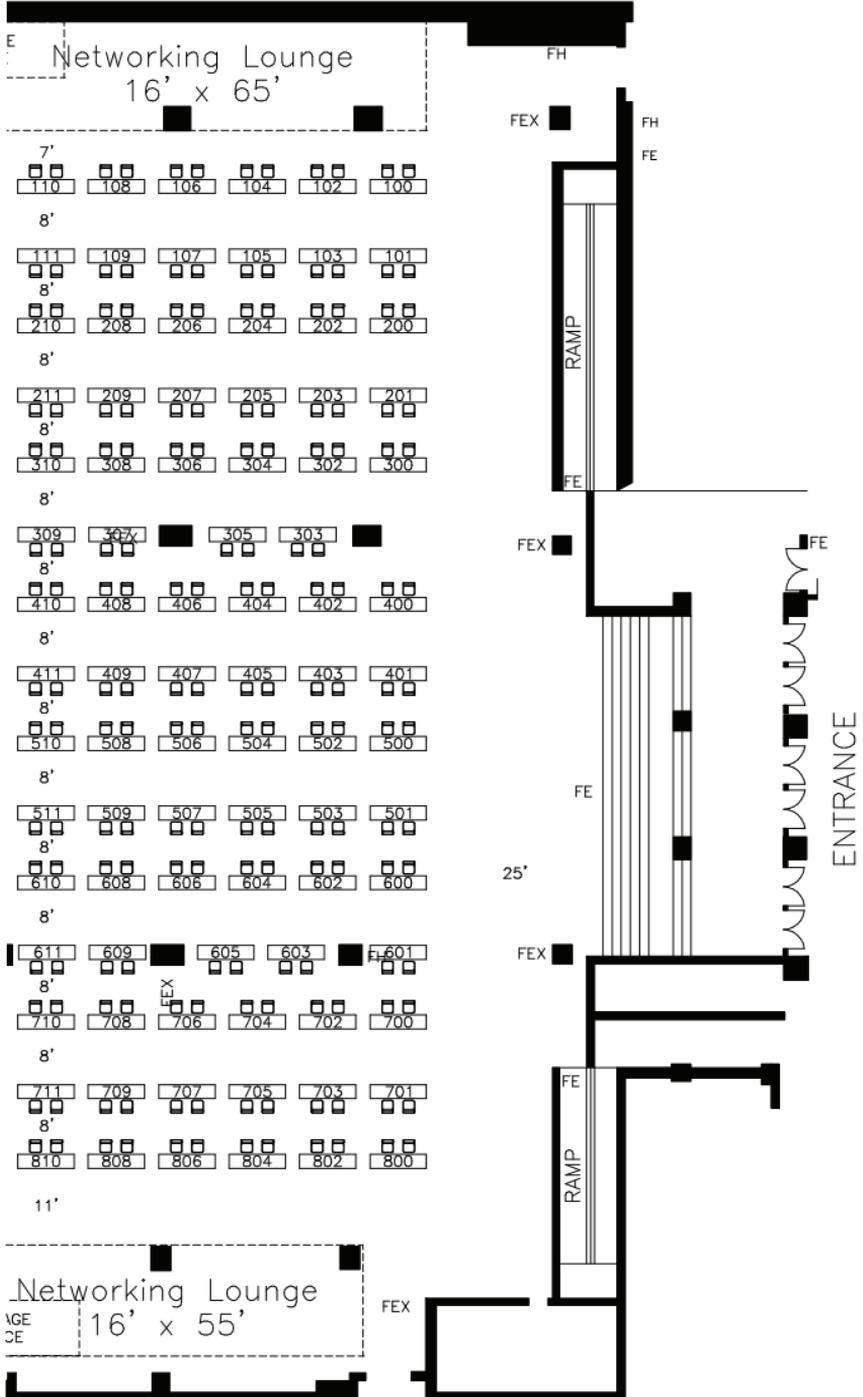
MARKETPLACE 2018 FLOORPLAN

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



MISSION STATEMENT

AMERICAN SOCIETY OF BAKING



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.

SAVE THE DATE!

BAKINGTECH 2019

February 24 – February 26

BAKINGTECH 2020

March 1 – March 3

BAKINGTECH 2021

February 28 – March 2



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2018 INDUCTEES



Cordia Harrington



Connie B. Lane



Larry Marcucci



Mike Marcucci



William (Bill) Mead