History, Mission and Vision

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

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

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

Annual Convention

BakingTech and MarketPlace

- 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 and ingredient suppliers during the MarketPlace.

ASB Website: www.asbe.org
BakingTech: Conference App

The American Society of Baking brings together individuals in the grain-based foods industry for professional development, recognition, education and leadership. The Society’s 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 benchmarking.

Download the BakingTech App for easy access to conference details and more.
**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:**
You’re Talking – But is Anyone Really Listening?
by Dave Schwensen
Sunday, February 26
2:30 – 4:30 pm

**Social Event:**
Buddy Guy’s Legends
700 S. Wabash Ave
Sunday, February 26
8:00 – 10:00 pm

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**BakingTech: Must Do’s**

**MarketPlace**

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

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

**Keynotes Speakers**

- **Founder of The Cooking Lab**
- **Lead author of:**
  - Modernist Cuisine: The Art and Science of Cooking
  - Modernist Cuisine at Home
  - Modernist Bread: The Art and Science
- **Holds several degrees:**
  - Doctorate in theoretical and mathematical physics from Princeton University
  - Master’s degrees in geophysics and space physics from Princeton University
  - Bachelor’s degree in mathematics from UCLA
  - Culinary diploma from École de Cuisine La Varenne

Nathan Myhrvold,
Author, Chef, Inventor
Monday, February 27

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**BakingTech: Must Do’s**

**Keynotes Speakers**

- **President, Developing Markets at Kraft Foods (now Mondelez International) from January 2007 to March 2013:**
  - Transformed the business from $5 billion to $16 Billion in 6 years
  - Transformed brands like Oreo from $200 million to a $1 Billion and Tang from $500 million to $1 billion in 5 years in developing markets
  - Helped spearhead and successfully integrate the acquisition of Cadbury and Danone biscuits

Sanjay Khosla,
Senior Fellow, Kellogg School of Management, Northwestern University
Former President, Developing Markets at Kraft Foods
Tuesday, February 28
BakingTech: Must Do’s

Keynotes Speakers

- **Recipient of:**
  - Bronze Star
  - Purple Heart
  - Meritorious Service Medal
  - Four-time Best Ranger Competition participant

- **On July 25, 2012, during his second tour in Afghanistan, King was severely injured by an improvised explosive device.**
  - 21 months after losing both legs, King completed the Boston Marathon.

Cedric King,
US Army Master Sergeant
Tuesday, February 28

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 26
6:30 – 8:00 pm
Learn about the Inductees, reconnect with old friends and make some new ones

**Opening General Session:**
Monday, February 27
8:30 am – 12:00 pm
Hall of Fame Induction Ceremony
BakingTech: Programs

Product Development Competition

- **Purpose:** Development of innovative bakery products for the wholesale manufacturing industry.
- **Teams of students**
- **Finalists required to submit** final proposal, a 10-minute oral presentation during BakingTech, display a poster, and **samples** for judges to taste during MarketPlace.

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BakingTech: Programs

Exhibitor Innovation Awards Program

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

**2017 Winners**

**Eco Design & Sustainable Technologies**
- InfraRed-Ribbon Combo Burner by Flynn Burner
- Roto Passat SE by Koenig Bakery Systems

**Operational Excellence**
- Biobake Enzymes & Taste Solution for Crackers by Kerry
- Hygienic Design Series “H” by Koenig Bakery Systems
- ORBIS Pally by Orbis Corporation
2017 Mentors

Theresa Cogswell   Joe Digiacomo

Kathy Flanagan     Jay Freedman

Drew Ladd          Brittny Ohr

Ryan Smith