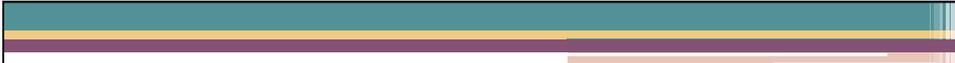


# **diversity**

*It's all in the mix!*  
BAKINGTECH '17

**New Member & 1<sup>st</sup> Time Attendee Orientation**



## ***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



ASB Website: [www.asbe.org](http://www.asbe.org)



## Annual Convention

### BakingTech and MarketPlace

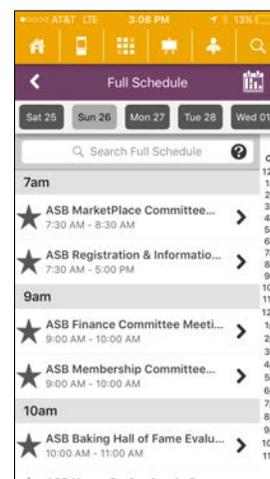
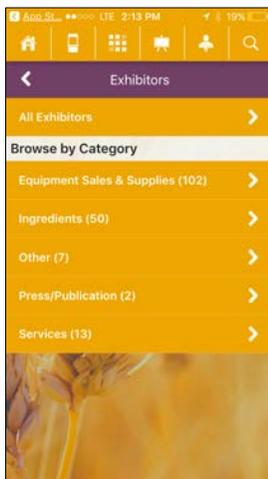
- Networking opportunities are rated as the most valuable aspect of ASB meetings. Only 1 trip to meet with most of the industry.
- Network with more than 1,000 grain-based food industry professionals.
- Meet with over 200 equipment and ingredient suppliers during the MarketPlace.



# BakingTech: Conference App



# BakingTech: Conference App



# ***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



# ***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



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

- **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



# 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**



**Cedric King,**  
US Army Master Sergeant  
Tuesday, February 28

- **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.



# ***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.**



# ***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 Corporaion**



## 2017 Mentors

Theresa Cogswell



Kathy Flanagan



Joe Digiacomo



Jay Freedman



## 2017 Mentors

Drew Ladd



Brittney Ohr



Ryan Smith

