Registration Brochure

Welcome to the Best Week in Baking!
800.713.0462 | asbe@asbe.org | asbe.org/bakingTECH-2020
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Fellow ASB Members,

The American Society of Baking will once again meet at The Famous Hilton Chicago from March 1st to March 3rd. Our “Vision 2020 - Looking Beyond the Horizon” will be introducing a new program format and schedule for this year’s event. It’s time to add BakingTECH 2020 to your calendar.

First, I would like to announce our All Women in Baking Planning Committee. These women have created an innovative program for our 2020 event. They have brought a great new perspective to our event to keep it growing and ever-evolving such as creating a session attendance incentive program and presenting a new relaxed dress code (more information to follow).

We are also introducing Baker Bucks for our new networking event “MarketPlace Casino Night.” For each event you attend such as the MarketPlace, Flour Food Safety, FSMA Inspections, and the Evolution of Automation, you will be awarded Baker Bucks that you can spend at Casino Night. Look for Committee Members for your Baker Bucks.

Our industry experts are better than ever! In a time where sustainability and disruption in our industry are more apparent than ever, we have keynote speaker Scott Stratten discussing “Unmarketing: Stop Marketing, Start Engaging.” We also have Clif Bar presenting “Progressive/Sustainable Bakery.”

The “Product Development Competition” will be a great opportunity for us all to cheer on the future leaders in the baking industry while honoring those who have made an impact in our industry during the Baking Hall of Fame inductions. In addition, we are excited to announce BEMA-U will be joining our Monday Breakout sessions.

I hope you are ready for “Vision 2020 - Looking Beyond the Horizon.” We have dozens of networking opportunities and educational sessions to make this the “Best Week in Baking.”

I’m looking forward to seeing everyone in Chicago!

Sincerely,

John V. Mulloy, Jr.

ASB Chairman
Keynote Address

Monday
Opening General Session

As the ultimate sales and marketing truth slayer, Scott helps organizations see their business through a new lens with his unconventional “unmarketing” views and vanguard approach to building and maintaining real customer relationships.

As the president of Un-Marketing, he has transformed how corporations like PepsiCo, Century 21, Fidelity and Microsoft do business with radical insights on how to engage better with customers through social and viral marketing. Named a top 5 social media power influencer by Forbes.com, Scott elevates the conversation by putting the focus back on what matters most to current and potential buyers, values like trust, authenticity, relationships and service. In 2018, Scott was inducted into the National Speakers Association Hall of Fame.

Drawing from his experience as a marketing industry innovator and the author of four best-selling business books, he convinces audiences to look at the big picture, which is about creating loyal, repeat customers who become brand evangelists because they genuinely love the goods or services you provide. With humor, passion and candor, Scott blends real world strategies with memorable stories that will completely change the way you market and sell, for the better.

Scott Stratten
Disruptive and UN-traditional Sales, Marketing, Branding & Relationship Expert
Young Professionals Educational Session
Sunday, March 1 • 2:00 pm – 3:00 pm

Lisa Turano is the Vice-President, Legal of Turano Baking Company and the President of the Turano Foundation. Turano Baking is a premier national baking company providing artisanal bread, hamburger buns and breadsticks to many of the country’s most recognized chain food service establishments. She is the eldest member of the 3rd generation of the Turano family now involved in the family business which is celebrating more than 57 years of success. She earned her juris doctorate degree from Chicago-Kent College of Law and her MBA from the University of Wisconsin – Madison. She is an active member of various boards and philanthropies ranging from children’s product safety, feeding the elderly through Meals on Wheels and the ALS Foundation.

In her role as VP-Legal, Lisa is the primary contact for all legal matters related to the business and family including Labor/Human Relations, Contracts, Real Estate, Corporate Transactions, Litigation, Estate Planning, etc. Additionally, Lisa participates with the American Bakers Association as a member of the Human Resource Committee and Legal Committee.

Individuals with industry innovation and entrepreneurial spirit will be recognized and inducted into the Baking Hall of Fame, joining 83 past Inductees, on Monday, March 2. Please join us in celebrating their contributions to the baking industry during the opening general session.

For a full list of Hall of Fame Inductees visit www.asbe.org/inductees-by-year
Jimmy Blackmon is among the most combat experienced leaders of the modern era. He has led high risk missions all over the world including serving as the air mission commander on the operation that netted #2 and #3 in the famous Iraqi deck of cards. Amazingly, Jimmy also served as the aviation commander during the battles in which four Medals of Honor were earned in Afghanistan - in the very valleys where the attacks of 9-11 were planned and rehearsed. Having achieved impressive results, Jimmy understands how to navigate the complexities of the 21st Century. His ability to develop an organizational strategy, build living systems and processes that enable organizations to thrive with speed and agility in the modern era, and build cohesive teams driven by vision and purpose are unparalleled.

Having been born the son of a humble cotton mill worker in northern Georgia, Jimmy’s story is proof that the American Dream lives. He enlisted in the Army Reserves in 1986 with the dream of a bright future. He graduated from North Georgia College in 1991, and was commissioned a second lieutenant in aviation. In the thirty years that have followed, Jimmy has served in various command and staff positions throughout the Army. He has led American soldiers during two tours in the Balkans, two tours in Iraq, and two tours of duty in Afghanistan. Jimmy spent twelve years of his career in the famed 101st Airborne Division (Air Assault), where he commanded Task Force Pale Horse from 2008 – 2010 and the 159th Combat Aviation Brigade from 2012 – 2015 where he led over 3,500 of American’s sons and daughters in combat in Afghanistan.

Jimmy holds a Bachelors of Arts in History from North Georgia College, a Masters of Science in Education from Old Dominion University and a Masters in National Security Strategy from the National War College in Washington D.C. He is Airborne, Ranger, and Air Assault qualified. Jimmy has earned the Combat Action Badge and is a Master Army Aviator. Some of his awards include the Defense Superior Service Medal, Legion of Merit, four Bronze Star Medals, and four Air Medals. Jimmy is the author of two books, Southern Roots, a memoir of growing up in the South, and PALE HORSE – Hunting Terrorists and Commanding Heroes with the 101st Airborne Division.

Jimmy concluded his military service in the J5 - Plans and Policy Division on the Joint Staff in Washington, D.C. where he led a select team of Department of Defense strategists as they developed plans, policy, and strategic posture for our nation’s most complex global problems.

Attendees may purchase ATBI breakfast tickets when registering for BakingTECH at www.asbe.org.
Preliminary Agenda  *Agenda is Subject to Change

SATURDAY • February 29, 2020

1:00 PM – 5:00 PM  ASB Registration Open

SUNDAY • March 1, 2020

7:00 AM – 5:00 PM  ASB Registration Open
7:30 AM – 4:00 PM  ASB Committee Meetings
8:30 AM – 11:00 AM  Society of Bakery Women Breakfast
*Presentation by Carrie Jones-Barber, Dawn Foods
12:30 PM – 1:30 PM  BEMA Luncheon
*(Tickets for the luncheon may be purchased when registering for BakingTECH at www.asbe.org)
1:30 PM – 2:30 PM  BEMA Committee Meetings
2:00 PM – 4:00 PM  ASB Spouses Welcome Hospitality
3:00 PM – 5:00 PM  ASB Young Professionals Educational Session
3:00 PM – 5:00 PM  ASB MarketPlace
5:00 PM – 5:30 PM  ASB New Member and First Time Attendee Welcome Orientation
5:00 PM – 6:30 PM  BakingTECH Game Night Reception
*(In partnership with BEMA)
7:30 PM – 9:30 PM  ASB Young Professionals Social Event at Buddy Guy’s Legends
MARCH 1-3, 2020
HILTON CHICAGO

PRELIMINARY AGENDA

MONDAY • March 2, 2020

7:00 AM - 8:30 AM  
KSU/FSU Alumni Breakfast

7:30 AM - 8:15 AM  
Engineers Only Meeting

8:00 AM - 8:30 AM  
Baking Hall of Fame Reception and Networking Coffee Break

8:30 AM - 12:00 PM  
Opening General Session

Keynote Address – UnMarketing: Stop Marketing, Start Engaging by Scott Stratten

Baking Hall of Fame Panel Discussion
Moderator: Joanie Spencer, Sosland Publishing
Inductees: Gary Brodsky, East Bait Bakeries, Co.; Antonio Gonzalez-Navarro, Grupo Bimbo; Amos R. McMullian, Flowers Foods

Sustainable Engineering Panel Discussion
Moderator: Rowdy Brixey, Brixey Engineering, Inc.
Panelists: Karl Thorson, General Mills; Mark Richardson, US Light Energy; Irene Espinola, Grupo Bimbo

Baking Hall of Fame Induction
Inductee: Gordon Smith, Smith Bakeries

Product Development Competition Presentations

12:00 PM - 1:00 PM  
Networking Lunch with Student Roundtable Discussions

1:00 PM - 3:00 PM Technical Paper Presentations

<table>
<thead>
<tr>
<th>Breakout 1: Marketing</th>
<th>Breakout 2: Ingredients</th>
<th>Breakout 3: Technology &amp; Baking</th>
<th>Breakout 4: Retensa Retention, brought to you by BEMA-U</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM - 1:35 PM</td>
<td></td>
<td></td>
<td>Retaining Your Skilled Workforce: Predicting Who Will Quit; Retensa Retention</td>
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<tr>
<td>Sweet Success: Impactful Consumers Insights to Boost Your Brands</td>
<td>A Safe, Label Friendly Way to Reduce pH in Baked Goods</td>
<td>IoT, Automation, and the Future of Food Safety</td>
<td></td>
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<tr>
<td>Janelle Crawford, DuPont Nutrition &amp; Health</td>
<td>Kathy Sargent, Corbion</td>
<td>Robert Burgh, Nexcor Food Safety Technologies</td>
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</tbody>
</table>

| 1:40 PM - 2:15 PM    |                          |                               | Communicating for Results: Ingredients to Connect & Collaborate; Retensa Retention |
| Building Your Community; Building Your Brand | The Evolution of Alternative Protein Ingredients in Baking from the Past to the Future | Block Chain Presentation | |
| Rachel Wyman, Montclair Bread, LLC | Naggie T. Jeradechachai, Bay State Milling Company | Julie McGill, FoodLogiQ | |

| 2:20 PM - 2:55 PM    |                          |                               | Presentation TBA |
| How to Incorporate Wellness into Product Branding/Marketing | Fibers to Improve the Quality of Traditional & Health Baked Goods: Post-FDA’s 2016 Regulation | Bridging the Gap Between Administration & Manufacturing in the Baking Industry | |
| Geri Berdak, CloverQuest | Rajen Mehta, Grain Millers, Inc. | Josh Lamkins, Shick Esteve | |

3:00 PM - 5:00 PM  
ASB MarketPlace - with networking reception at 4:00 pm
TUESDAY • MARCH 3, 2020

7:30 AM – 9:00 AM  
ATBI Early Bird Breakfast  
Presentation by Jimmy Blackmon, Retired Army Colonel, Author, Leadership Expert

9:15 AM – 11:15 AM  
**General Session: Outside the ASB Breadbox**  
Annual Business Meeting  
RAF Award Presentation  
**Flour Food Safety**  
James McCarthy, **North American Millers’ Association**  
**International Dairy Deli Bakery Association Presentation**  
Mike Eardley  
**Bring the Indulgence**  
Eric Schmoyer, **Barry Callebaut**

11:15 AM – 12:15 PM  
Networking Lunch

### 12:15 PM – 1:30 PM Technical Paper Presentations

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakout 5: Food Safety</th>
<th>Breakout 6: A Decadent Clean Label</th>
<th>Breakout 7: Engineering</th>
</tr>
</thead>
</table>
| 12:15 PM – 12:50 PM | FSMA Inspections – What to Expect and How to Prepare Earl Arnold, **AIB International** | Clean Label – Mythbusting Edition Nicole Rees, **AB Mauri** | Environmental Control for Food Safety & Quality  
Scott Houtz, **Air Management Technologies, Inc.** |
| 12:55 PM – 1:30 PM  | Safe Handling of Enzymes in the Baking Supply Chain Deborah Martin, **Enzyme Technical Association** | Presentation TBA | The Evolution of Automation  
Jorge Izquierdo, **The Association for Packaging & Processing Technologies** |

2:00 PM – 3:00 PM  
**Closing General Session**  
Product Development Winners Presentation  
Keynote Presentation: Progressive Sustainable Bakery  
Presenter TBA, **Clif Bar**

3:00 PM – 6:00 PM  
[MARKETPLACE CASINO Night](#)
Networking Events

Networking opportunities are a valuable aspect of the ASB meetings. Use the breaks, meals, and receptions to network with your fellow delegates.

Baker Bucks Program
Get the most out of BakingTECH 2020 – earn Baker Bucks to win prizes! Throughout BakingTECH you are encouraged to attend sessions, networking events, MarketPlace and build new connections to obtain Baker Bucks. The more Baker Bucks you have, the more chances to win. All prizes will be given away during MarketPlace Casino Night on Tuesday, March 3.

New Member and First Time Attendee Welcome Orientation
SUNDAY • March 1, 2020  5:00 PM – 5:30 PM
Learn what ASB has to offer and how to make the most of your BakingTech experience.

BakingTECH Game Night Reception
SUNDAY • March 1, 2020  5:00 PM – 6:30 PM
Join us in playing perennial favorites and brand-new tabletop games. You’ll have a chance to connect with old friends and make new ones, while playing games for Baker Bucks, and enjoying hors d’oeuvres and liquid refreshments.
(BakingTECH Game Night Reception is in partnership with BEMA)

Young Professionals Networking Event
SUNDAY • MARCH 1, 2020  7:30 PM – 9:30 PM
40 years and younger? Mix and mingle with other young professionals as you catch up with friends and make new ones during this exclusive networking party.

Monday Networking Lunch with Student Roundtable Discussion
MONDAY • March 2, 2020  12:00 PM – 1:00 PM
Please join us and provide the next generation your insight and knowledge on the commercial baking industry. Sharing your expertise will prepare the students of today to be the young professionals of tomorrow!

Tuesday Networking Lunch
TUESDAY • March 3, 2020  11:15 AM – 12:15 PM
Join us for lunch while discussing the morning sessions with your ASB colleagues. The networking lunches are included in your full delegate registration fee.

TUESDAY • March 3, 2020  3:00 PM – 6:00 PM
MarketPlace CASINO Night
Are you ready to roll?

Join us for the event everyone is talking about – MarketPlace Casino Night. Try your luck at one of the hosted baker gaming tables and enjoy an evening of food and cocktails among friends and colleagues.

Enjoy all the most popular Vegas style games – Craps, blackjack and roulette.

Play for chances to win incredible prizes – GoPro Hero 7, Apple Watch Series 3, Amazon Echospot and much more!

For detailed information concerning MarketPlace Table Top registration, please visit www.asbe.org/marketplace2020
Registration Information

Individuals wishing to attend BakingTECH 2020 must register either online at www.asbe.org or by mailing or faxing the BakingTECH 2020 registration form.

The early registration rates are available until January 10, 2020 and increase by $100 after that date. Online and advance registration will close on February 21, 2020. After February 21, 2020, all registrations must be done at the conference and will be charged an additional $100 onsite registration fee.

Registration forms will not be processed without full payment. Forms submitted with copies of checks will not be processed. All fees must be paid in U.S. currency, drawn on a US bank. Visa, MasterCard, American Express, and Discover Card are also accepted for payment.

Cancellations And Refunds

Conference cancellations must be submitted to ASB Headquarters in writing via email at info@asbe.org or mail. All refunds are assessed a $100 processing fee. Once Headquarters has received your written cancellation, all credit card refunds will be processed promptly.

For check refunds, please allow 2 – 4 weeks after the meeting has ended. No refunds will be given after February 7, 2020, except for medical emergencies only, nor will they be given for no-shows. Registrations cannot be carried over to any future meetings. If you must cancel your meeting registration, it is also your responsibility to cancel your hotel reservations.

Spouses

Spouses may register for BakingTECH at the spouse rate of $250. This badge entitles spouses to attend all educational sessions, the Spouse Welcome Hospitality on Sunday, Monday’s Networking luncheon, Game Night Reception on Sunday and Tuesday’s MarketPlace Casino Night. The fee of $250 does include the Annual Spouse event.

Spouses registering at the spouse rate MUST NOT be employed with a company in the commercial baking industry. Individuals employed with a company in the commercial baking industry must register at the appropriate DELEGATE registration rate. If registering spouse is found to be an employee of a company in the baking industry, you will be required to register at the appropriate DELEGATE registration rate.

Registration Rates

Full delegate registration includes admission to all educational sessions, networking luncheons, MarketPlace, MarketPlace Casino Night and the Game Night Reception.

REGISTRATION FEES

<table>
<thead>
<tr>
<th>BakingTech Full Conference Delegate Fees</th>
<th>EARLY UNTIL 1/10/20</th>
<th>LATE 1/10/20 - 2/21/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional &amp; Young Professional Members (member fees paid)</td>
<td>$600</td>
<td>$700</td>
</tr>
<tr>
<td>Professional Member (Join ASB or member fees not paid)</td>
<td>$825</td>
<td>$925</td>
</tr>
<tr>
<td>Young Professional Member (Join ASB or member fees not paid)</td>
<td>$720</td>
<td>$820</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$920</td>
<td>$1,020</td>
</tr>
<tr>
<td>MarketPlace Only Delegate (Includes MarketPlace, Reception &amp; Luncheons)</td>
<td>$565</td>
<td>$665</td>
</tr>
<tr>
<td>Single Day Only Delegate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional &amp; Young Professional Members</td>
<td>$410</td>
<td>$510</td>
</tr>
<tr>
<td>Professional JOIN/RENEW Single Day Registration</td>
<td>$635</td>
<td>$735</td>
</tr>
<tr>
<td>Young Professional JOIN/RENEW Single Day Registration</td>
<td>$530</td>
<td>$630</td>
</tr>
<tr>
<td>Non-Member Single Day Registration</td>
<td>$730</td>
<td>$830</td>
</tr>
<tr>
<td>Spouse Registration</td>
<td>$250</td>
<td>$250</td>
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</tbody>
</table>

*Young Professional Members are for members 40 years old and younger*
A special ASB rate of $179, single/double occupancy, is available to conference attendees at the Hilton Chicago. Please make your reservation directly with the Hilton on or before February 7, 2020 by calling (877) 865-5320. When making your reservation please be sure to mention the group code TBA to obtain the group rate of $179.

Reservations may also be made online by visiting www.asbe.org

The hotel will accept reservations at the reduced conference rate on a space-available basis until February 7, 2020 or until sold out, whichever comes first. Reservations made after this date will be accepted on a first-come, first-served basis at the nearest rate. Applied to the room charge will be state and local taxes (currently 17.4%). Reservations must be guaranteed with a major credit card at the time of reservation. All cancellations must be made by 72 hours prior to arrival to avoid a penalty of one night’s room and tax.

Please note if you choose to NOT stay at the Hilton Chicago, a $150 charge will be added to your registration to cover the savings lost by BakingTECH for not staying in the block.

Travel to Chicago

Airports

The closest major airports to the conference site are Chicago O’Hare International Airport (ORD) and Chicago Midway Airport (MDW). Chicago O’Hare Airport is approximately 45 minutes (19 miles) from the Hilton and Chicago Midway is 30 minutes (11 miles) away from the hotel.

Travel to Chicago (cont.)

Ground Transportation

Public transportation and taxi service are readily available between both airports and the hotel.

Taxi - Approximately $50 one-way from O’Hare Airport and $35 one-way from Midway.

Public Transportation - Fares $2.50

- From O’Hare Airport: Board the Rapid Transit train (Blue Line) to the Jackson Street stop. Walk 0.6 miles southeast to 720 S. Michigan Avenue
- From Midway: From baggage claim, follow signs to Rapid Transit train. Take the Rapid Transit train (Orange Line) to the Roosevelt Road stop. Walk 0.5 miles north to 720 S. Michigan Avenue.
- For more information on the Chicago public transportation system, please visit www.asbe.org.

Car Share Rides

UBER and LYFT are available from Midway, approximately $31 one-way, and O’Hare, approximately $37 one-way.

Attire

Let loose and undo that top button, for jackets and ties are now a thing of the past at BakingTECH! For ASB Events, chic casual attire is recommended. Dress down your dress shirt/blouse with something completely informal like a leather jacket or a pair of jeans.

The Society has a commercialism policy that prohibits the use of any commercial or organizational name or logo on any item of clothing other than during MarketPlace Table Tops.
Save the Dates!

2021
February 28 - March 2

2022
February 27 - March 1

2023
February 26 - 28

2024
March 3 - 5

WWW.ASBE.ORG