

Please Join Us

for the **85th Annual Technical Conference, *Baking It Better in Birmingham***, in Hoover (Birmingham), Alabama. 2010 brings a wave of new ways to bake better products, even as we work towards improved processes in areas of food safety and sustainability. This year's Conference features sessions on topics such as **chocolate, packaging, microanalysis** as well as B&CMA's annual **State of the Industry** address.

Our popular Ask the Expert panels will feature a discussion of B&CMA programs including our on-line version of the **Entry Level Training Program, and the Cookie and Cracker Manufacturing Course**. We will also continue to have a Production panel. The B&CMA would like to welcome Snack Food Association (SFA) again this year as they host their Management Workshop and join us for portions of our program.

Bud's Best Cookies, Inc. will offer a bakery tour at their plant in Birmingham. B&CMA will provide buses to Bud's Best Cookies, Inc. that will stop at Birmingham International Airport (BHM) after the tour before returning to the Renaissance Birmingham Ross Bridge Golf Resort & Spa.

The Conference continues to offer the only **Table Top Exhibit** specifically for the cookie and cracker industry with a diverse range of products and services showcased by our Allied members.

Please also enjoy our networking events: the **Sunday Golf Outing**, the **Gourmet Tailgate Cooking Class**, and the joint **Opening Reception with SFA** as well as the Monday night B&CMA and SFA dinner at **Barber Vintage Motorsports Museum** where you will see classic motorcycles and race cars from 1902 through to modern day.

We look forward to your participation in the many activities the Conference offers to boost your professional development, move ahead on the latest industry knowledge, and bring it all back for the betterment of your workplace.

Preliminary Program

Monday, October 18, 2010

General Session

State of the Industry

What Will Delight Consumers Next with Cookies, Crackers and Snacks?

Gail Vance Civile

President, Sensory Spectrum, Inc.

Breakout Sessions

How to Implement an Effective Pathogen Environmental Monitoring Program

Paul A. Hall, *President*

AIV Microbiology and Food Safety Consultants, LLC

Allergens

Joe Stout

Commercial Food Sanitation, LLC

Chocolate's Healthy Halo

Rose Potts, *Corporate Manager*

of Sensory and Product Guidelines Blommer Chocolate

Tuesday, October 19, 2010

Factors Affecting the Spread of Cookies During Baking

R. Carl Hosenev, *President*

R&R Research Services, Inc.

Ask the Expert Panels

Production Panel

B&CMA Programs Panel

Plus

Sessions on whole grains, packaging innovations, sodium reduction and more!

Wednesday, October 20, 2010

Bud's Best Cookies, Inc. Birmingham Bakery Tour



Motorsports Night

Monday, October 18, 2010

6:30 P.M. to 10:30 P.M.

Barber Vintage Motorsports Museum
Birmingham, Alabama

Motorcycles! Choppers! Race cars! (and yes - football on a big screen TV!) B&CMA and SFA invite you to join us at Barber Vintage Motorsports Museum for cocktails and dinner and an evening featuring a collection of almost 750 vintage and modern motorcycles from 1902 to present day as well as a substantial collection of Lotus and other racecars. Sponsorship opportunities are available to showcase your company's name at this memorable event.

SFA
SNACK FOOD ASSOCIATION
An International Trade Association



Schedule

Sunday, October 17, 2010

- 8:00 A.M. B&CMA Annual Golf Outing
- 12:00 – 2:00 P.M. Gourmet Tailgate Cooking Class
- 5:00 – 6:00 P.M. Registration
- 6:30 – 7:30 P.M. Welcome Reception

Monday, October 18, 2010

- 7:30 A.M. Registration
- 8:00 – 8:45 A.M. First Year Breakfast
(By invitation only.)
- 9:00 – 11:45 A.M. General Session
- 10:15 – 10:45 A.M. Refreshment Break
- 11:45 A.M. – 1:00 P.M. Luncheon
- 1:00 – 2:30 P.M. Breakout Sessions
- 2:30 – 3:00 P.M. Refreshment Break
- 3:00 – 4:30 P.M. Breakout Sessions repeated
- 6:30 – 10:30 P.M. Dinner at Barber Vintage Motorsports Museum

Tuesday, October 19, 2010

- 7:30 A.M. Registration
- 8:00 – 9:30 A.M. Breakout Sessions
- 9:30 – 9:45 A.M. Refreshment Break
- 9:45 – 11:15 A.M. Breakout Sessions repeated
- 11:15 – 11:30 A.M. Refreshment Break
- 11:30 A.M. – 1:00 P.M. Ask the Expert Panels
- 1:00 – 3:00 P.M. Table Top Exhibition and Luncheon
- 3:30 – 5:00 P.M. Women in the Industry Reception

Wednesday, October 20, 2010

- 7:30 A.M. Registration
- 8:30 A.M. Tour of Bud's Best Cookies, Inc. Birmingham Bakery
(Buses load at 8:00 A.M. from the ballroom foyer entrance.)

Sponsors

(as of June 18, 2010)

- American Engraving Corporation
- Ashworth Bros., Inc.
- Berndorf Belt Technology USA
- Compass Industrial Group
- Consumers Flavoring Extract Company, Inc.
- Ellison Bakery, Inc.
- Franz Haas Machinery of America, Inc.
- GOE/Avins Fabricating
- Kellogg Company
- Kliklok Corporation
- Kraft Foods, Inc.
- The Mennel Milling Company
- Packaging Products Corporation
- Reading Bakery Systems
- Richmond Baking
- Sandvik Process Systems, LLC
- Shick USA
- Weidenmiller Company

About the B&CMA

The Biscuit and Cracker Manufacturers' Association is a 109 year old full service international trade organization representing the entire spectrum of companies in the manufacturing of biscuits and crackers and the suppliers to the baking industry.




www.thebcma.org
TEL 443.545.1645
FAX 410.290.8585
6325 Woodside Court, Suite 125
Columbia, MD 21046
**The Biscuit and Cracker
Manufacturers' Association**

B&CMA
85th Annual
Technical
Conference

**Baking It
Better
in
Birmingham**

October
17–20, 2010

The Renaissance
Birmingham
Ross Bridge
Golf Resort & Spa
Hoover, Alabama



Gourmet Tailgate Cooking Class



Sunday, October 17, 2010

12:00 – 2:00 P.M.

Whether you are preparing for football season or looking to perfect your grilling techniques, get ready for a hands-on class on a coveted culinary skill. The class, held on-site at the Resort, is hosted by Ross Bridge Chef Jon Gower, first place winner in the 2008 “Everything But” contest at the Sloss Furnace Professional BBQ Contest. The chef will call up volunteers to assist with preparation, so stay on your toes.

Our class finishes with a lunch comprised of your classroom creations, featuring pairings with beers to further educate your pallet. The menu includes homemade potato chips, Kobe burgers with mushrooms and Gruyere, minted lamb burgers with tzatiki, BBQ pork burgers with smoked cheddar, turkey avocado burgers, and blondie and brownie sundaes.

The class size is limited to 40 people, so please be sure to register early.

\$75 per person

Duration: approximately 2 hours

Includes class, lunch and beverages.

Hotel Information

For the Renaissance Birmingham Ross Bridge Golf Resort & Spa reservations:

A special group rate of \$145 single/double is available until Friday, September 24, 2010.

Please reference “**Biscuit and Cracker**” when making your reservation. Reservations can be made by calling the reservation line at 800.593.6419.

Check in time is 4 P.M. and check out time is 11 A.M.

Self-parking is free and valet parking is \$16 per day.

The Renaissance Birmingham Ross Bridge Golf Resort & Spa

4000 Grand Avenue, Hoover, AL 35226

Phone: 205.916.7677

Reservations: 800.593.6419

<http://www.marriott.com/hotels/travel/bhmhv-renaissance-birmingham-ross-bridge-golf-resort-and-spa/>



The Renaissance Birmingham Ross Bridge Golf Resort & Spa rests in the beautiful rolling hills of Birmingham, Alabama. Secluded from everyday cares, yet close to a vibrant city, the hotel embodies comfortable sophistication and casual elegance.

The guest rooms include balconies overlooking stunning grounds and a signature pool featuring enchanting waterfalls and fountains. Boasting the third-longest golf course in the world, Ross Bridge features a Robert Trent Jones Golf Trail course highlighted by sweeping majestic views of the surrounding foothills. Stimulate your senses at the European-style spa, designed to ensure complete relaxation and tranquility.

Registration Discounts

Correspondence Course Students and First Time Technical Conference Participants receive a **25% discount** off the Full Conference Registration rates.

See the registration form for details.

Travel Information

Birmingham International Airport (BHM) is the closest airport and is 30 miles to the Renaissance Birmingham Ross Bridge Golf Resort & Spa, about a 30 minute drive.

Taxi:

Taxi service to the Ross Bridge Resort costs about \$55 one-way. Shuttle service is also available from Executive Shuttle with advanced reservations for \$20 each way. Please call 205.949.3114.

Private Car Service:

The Ross Bridge Resort recommends Executive Shuttle for private car service with advanced reservations for \$74.50 each way. Please call 205.949.3114.

Parking:

Valet parking is \$16/day. Self-parking is free.

Car Rental:

Discounts can be received at Avis by calling 800.331.1212 or www.avis.com and referencing the AWD number J097716.

If you are driving from the airport:

Take Messer Airport Highway to I-59 South/I-20 West. Take I-59 South/I-20 West to I-65 South.

Take I-65 South to I-459 South.

Take I-459 South to Highway 150, Exit 10, turn right at end of exit ramp.

Go 1.6 miles turn right onto Ross Bridge Parkway.

Go 3.9 miles and turn left at welcome center.

Keep straight through two stop signs to resort entrance.

B&CMA Golf Outing

Attention Golfers and Hackers!

Ross Bridge Golf Course

Sunday, October 17, 2010

8:00 A.M., Shotgun Start

Ross Bridge Golf Course

4000 Grand Avenue
Hoover, Alabama 35226
Phone: 205.949.3085
Fax: 205.290.0552
www.rtjgolf.com

Ross Bridge Golf Course is conveniently situated on-property at the Renaissance Birmingham Ross Bridge Golf Resort & Spa. Featured on the acclaimed Robert Trent Jones Golf Trail, this course sits beautifully carved into the rolling terrain of Shannon Valley.

A total of 72 holes of golf will challenge even the best golfers. Named one of Zagat's top new courses, Ross Bridge hosts the Regions Charity Classic, a PGA Champions Tour event each May.

Price

\$140 must be paid in advance to the B&CMA. The registration fee includes range balls, cart, green fees, continental breakfast, lunch.

(No metal spikes; no denim; collared shirts required)

Club Rentals

Call the Ross Bridge Golf Course directly at 205.949.3085. Rentals are \$45/set.

Golf Registration

Golf Registrant's Name _____

Phone _____

Company _____

Golf Outing - \$140 (advance payment by check or credit card, see registration form)

Your handicap: _____ or

Golf Level: Beginning Intermediate Advanced

Pairings:

- We try (but cannot guarantee) to accommodate foursome requests on a first-come, first-served basis.
- Listing names under pairing requests does not register these individuals for the golf outing.
- Each golf participant must send in a separate golf registration and conference registration form along with payment.
- Pairings are completed right before the outing and will be announced only on the morning of the outing.
- The golf outing is open only to registered B&CMA Attendees and Guests.

I am requesting to play with (Name and Company):

1. _____

2. _____

3. _____

4. _____

B&CMA 2010 Technical Conference Registration Form

Register on-line at www.thebcma.org

Mail or fax form and payment to: B&CMA, Attn: Technical Conference
6325 Woodside Court, Suite 125, Columbia, MD 21046 • Telephone 443.545.1645 • Fax 410.290.8585

Questions? Contact Kerry Kurowski at 443.545.1645 • Email: kkurowski@thebcma.org

Conference Attendee – Full Name for Attendee List _____ Professional Title _____

Nickname for Badge, if different _____

Company _____

Company Mailing Address _____

City, State, Zip Code or Country/Postal Code _____

Work Telephone # (Please include area and/or country codes) _____ Fax # (Include area and/or country codes) _____ E-Mail _____

Please check here if you have a disability and require special accommodations to participate.

I will participate in the Bud's Best Cookies, Inc. Tour

This is my first Technical Conference

Conference Registration Fees

Yes, I am a First Time Attendee

- Current Correspondence Course Student and will attend the Conference for 25% off.
(Check appropriate 25% off registration category. See registration discounts below for full details.)

To register for the Conference, your company must be a member for the 2010 calendar year.

Postmarked on or before Friday, September 24, 2010:

	Full Conference	One Day Only	Please Indicate Day	*25% Off Full Conference
Baker	<input type="checkbox"/> \$500	<input type="checkbox"/> \$275	M T W	<input type="checkbox"/> \$375*
Allied	<input type="checkbox"/> \$600	<input type="checkbox"/> \$315	M T W	<input type="checkbox"/> \$450*
Guest	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	M T W	N/A

Postmarked after Friday, September 24, 2010:

	Full Conference	One Day Only	Please Indicate Day	*25% Off Full Conference
Baker	<input type="checkbox"/> \$550	<input type="checkbox"/> \$275	M T W	<input type="checkbox"/> \$410*
Allied	<input type="checkbox"/> \$650	<input type="checkbox"/> \$315	M T W	<input type="checkbox"/> \$485*
Guest	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	M T W	N/A

Name of guest registrant (spouses and significant other only) _____ Signature _____

***Registration discounts** are available only to First Time Attendees and current Correspondence Course Students. Discounts are off the Full Conference rates only. Attendees may have only one registration discount, either First Year Attendee or Correspondence Course Student.

Cancellations postmarked or faxed on or before Friday, September 24, 2010 are entitled to a full refund. Cancellations after this date will be subject to a 25% penalty fee off the total of the registration and event fees. Sharing a single registration is prohibited but complete substitutions may be made without penalty. Individuals who do not attend or fail to cancel are not eligible for a refund.

Attendance at the B&CMA Technical Conference is only available to member company employees of the B&CMA. Employees must register using either the Baker or Allied category. The Guest category is only for spouses or significant others. No nonmember consultants or industry colleagues/contacts allowed.

Golf Fee

Sunday, October 17, 2010 (8 A.M. tee off, shotgun start scramble)

- Golf Outing - \$140
*Please complete golf form.
Golf available only to registered B&CMA Attendees and Guests.*

Gourmet Tailgate Cooking Class Fee

Sunday, October 17, 2010 (12 - 2 P.M.)

- \$75 per person, includes class fee, lunch and beverages.

Total Registration and Event Fees: \$ _____

*(All registration and event fee amounts are in U.S. currency.
The registration form must be mailed/faxed with payment to B&CMA.)*

- Check enclosed (made payable to B&CMA)
 Pay by credit card
 Mastercard VISA American Express Discover

Card Number _____

Expiration Date _____ Security Code _____

Mailing address of card (check if address is same as registration) _____

Name as it appears on your card _____