

B&CMA 87th Annual Technical Conference
The Art of Consistent Baking
May 20 – 23, 2012
The Grand Hyatt Atlanta in Buckhead, Atlanta, Georgia

Join the B&CMA in Atlanta for a great program of sessions to help you achieve an innovative, consistent operation in your bakery.



Preliminary Schedule

Sunday, May 20, 2012

8:30 AM	B&CMA Annual Golf Outing
9:00 AM – 4:00 PM	Atlanta City Tour
5:00 – 6:00 PM	Registration
6:30 – 7:30 PM	Welcome Reception

Monday, May 21, 2012

7:30 AM	Registration
8:00 - 8:45 AM	First Year Breakfast <i>(By invitation only)</i>
9:00 – 11:45 AM	General Session <ul style="list-style-type: none">• <i>The State of the Industry</i> address given by Alberto Hoyos, President, Cookies and Crackers Division, Grupo Nutresa• <i>A State Perspective on the Food Safety Modernization Act</i>, Keynote Speaker, Oscar Garrison, Division Director, Georgia Department of Agriculture
11:45 AM – 1:00 PM	Luncheon <ul style="list-style-type: none">• General Benjamin Freakley, C LTG MIL USA TRADOC USAAC - Integrating New Veterans into the Workplace
1:00 – 2:30 PM	Breakout Sessions <ul style="list-style-type: none">• <i>Automated Continuous Mixing</i> with Jim Warren, Reading Bakery Systems• <i>Continuous Laytime</i> with Kevin Knott, Franz Haas Machinery of America, Inc.• <i>Compound Coatings</i> with Russell Tietz, Clausen Quality Coatings• <i>Enrobing</i> with Dennis Loalbo, B&CMA• <i>Food Safety</i> with Gary Goessel, Kellogg Company
2:30 – 3:00 PM	Refreshment Break
3:00 – 4:30 PM	Breakout Sessions repeated
6:00 – 10:00 PM	Monday Night Event at Havana Club

Tuesday, May 22, 2012

7:30 AM	Registration
8:00 – 9:30 AM	Breakout Sessions <ul style="list-style-type: none">• <i>Process Control</i> with Terry Knabe, JMS Associates International, Inc.• <i>Implementing Process Control</i> with Christopher Deasy, Deasy and Associates, Inc.• <i>Employee Engagement</i> with Paula Huntzinger, Kraft Foods Inc.• <i>Gluten-free Products</i> with Barbara Baumann, Kraft Foods Inc.• <i>Sodium Reduction</i> with Barbara Bufe Hiedolph, ICL Performance Products LP• <i>Oven Heat Exhaust</i> with Helen Skop, ERB – Ensign Ribbon Burners LLC and Jim Pezzuto, ERB Core, LLC• <i>Compressed Air Savings</i> with Jim McAuley, Jim McAuley, LLC
9:30 – 9:45 AM	Refreshment Break
9:45 – 11:15 AM	Breakout Sessions repeated
11:30 AM – 1:30 PM	Table Top Exhibition and Luncheon
1:45 – 3:15 PM	<i>Ask the Expert</i> Production Panel
3:30 – 5:00 PM	Women in the Industry Reception

Wednesday, May 23, 2012

9:00 AM	Tour – Cavanna Packaging USA, Inc.
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