

**GALA LIVE SCRIPT  
AS OF 2/15/18**

**6:30 PM – COCKTAIL RECEPTION**

**SCREEN: GALA SLIDES 1**

**VOICE OF GOD – PRE DINNER**

**CUES FROM BEMA STAFF – TIMES APPROXIMATE:**

**7:20 pm:** Welcome, Dinner seating will begin in ten minutes.

**7:30 pm:** It's time to celebrate BEMA's 100<sup>th</sup> anniversary – please be seated for dinner.

**SCREEN: GALA SLIDES 2- Hold on slide 1: BEMA LOGO**

**WELCOME AND GRACE**

*As people are approximately 90% seated – Cue from BEMA Staff*

**PLAY SHORT GREETINGS REEL**

*Video Cue: Nashville group, first take – Marshall Messes up*

*Kerwin comes to lectern on this video cue.*

**AFTER SHORT GREETINGS REEL**

**SCREEN: GALA SLIDES 2- Hold on slide 2: Kerwin Brown, Pres/CEO**

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**KERWIN:**

Welcome,

A 100 years ago, 8% of homes had a telephone, the average US worker made 2-\$400/year and you could go into a store with a dime buy a loaf of bread a get a penny or two in change...at that same time George Dean along with 10 companies formed an organization called BEMA – the Bakery Equipment Manufacturers Association – we have grown and changed in many ways – but the core of who we are and what we do...remains the same... people gathering, companies making quality products, and we continue to feed the world ...

Thank you for being here tonight and helping us celebrate...thank you for being a part of BEMA's story, our rich past and our bright future...lots to be thankful for...so what do you say we say thanks...please bow your head...

**SCREEN: GALA SLIDES 2 – slide 3 BEMA logo**

Grace – We gather here tonight to celebrate BEMA's 100<sup>th</sup> anniversary – and to celebrate friendships, hard work, and industry and has a core around bread – the staff of life...thank you for how you love, care and sacrificed for us – give us hearts that

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care for others and eyes that see the needs so that our hands and feet can do your work....in your precious and powerful name we pray...AMEN

Let's have some fun - enjoy dinner, the people at your table...and we will be back later to kick off the program!

**DINNER MUSIC UP**

**SCREEN: PPT - BEMA logo slow roll**

**DINNER SERVICE**

**VIDEO/REMARKS**

*As entrée's are 75% cleared, cued by BEMA staff (approx. 8:30 pm)*

**PLAY HISTORY REEL** (link: <https://www.youtube.com/watch?v=frRmKdIGogU> )

**AFTER HISTORY REEL**

*Video cue: BEMA is really a powerful organization. Building on what is to what it is today, has been a fantastic journey."*

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**KERWIN:** It has been quite a journey. One hundred years ago the world was at war, and a man named George Dean organized Baking industry suppliers to dedicate their skills and equipment to aiding in an effort to feed the world

**SCREEN: GALA SLIDES 2 – slide 3 BEMA logo**

– what an amazing calling – some of Mr. Dean’s family members are here tonight.  
I’d ask them to please stand

*Lead applause*

George and those early 20<sup>th</sup> century leaders are gone - but their spirit and the mark they made on the industry lives on through all of you and your involvement and commitment.

Mike Gude said, “There’s no business that lasts a hundred years that didn’t have a purpose...and many of you here are responsible for this organization remaining purposeful and relevant through the decades.

BEMA is led by a very active and committed board of directors who work hard to establish strategic direction and guiding the organization ...they are the positive

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energy that pulls the organization forward. I'd like to invite our current board of directors to please stand...

And the chairman of the board, Don Osborne

*Lead Applause*

We have spent several months looking at pictures from the past, at minutes, and convention and summit programs – through that I get an amazing sense of appreciation for those that have come before us... our past chairmen have been a big part of leaving a legacy for the current and future leadership...I'd like to ask all of our past chairmen to stand..... a list of all the past chairman is in your program – 54 men and women have held that title and have lead us through our first 100 years....thank you for your leadership, time and your talents....each of you has left your mark ...

*Lead Applause*

The Board is important, but membership is where the work often gets done – I am proud to say that BEMA's membership continues to engage in our organization and the industry...

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BEMA makes it possible for everyone to get involved, to leverage your existing relationships and make new ones. We offer a key ingredient to boost both our businesses and our industry. That ingredient is—connections.

**PLAY CONNECTIONS REEL - link:** [https://www.youtube.com/watch?v=lq\\_rlaSfy4Y&t=2s](https://www.youtube.com/watch?v=lq_rlaSfy4Y&t=2s)

*Kerwin moves to back of stage during video*

**AFTER CONNECTIONS REEL**

**SCREEN: GALA SLIDES 2 – slide 3 BEMA logo**

**KERWIN:** “Camaraderie”—with a healthy dose of “Monkey Business.” -- *shake head, laugh*

Only when we come together can we make things happen, learn where problems exist, and find common solutions.

We had the pleasure of interviewing many people for the videos you are seeing tonight. One recurring theme from past leaders was that they, as Mike Cornelis said, wanted to “Rock the boat a little.” It seemed as if leader after leader was actively

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building upon the foundation laid by others, constantly introducing new ideas and new ways of coming together. What we learned --- BEMA never rests.

BEMA has been innovating since our early years - we created a trade show called, Baking Expo in the 20's, we helped create the safety and sanitary standards in the 40's which became BISSC, in the 90's we opened membership to all suppliers and created BEMA Tech, in the early 2000's we gave a \$1,000,000 to help create the Grain Food Foundation, Jim Kline and Rich Hoskins founded BIF – In 2014, the board saw a need in the industry for training and leadership development, and created BEMA-U. An organization never at rest...all of us collectively have created a culture that says “why not?”.

Just as all of us here are part of BEMA's history, we are also part of our future. We need the ideas to overcome tomorrow's challenges. And these ideas, these solutions to problems not yet born, have to come from you. It is certainly up to PROMINENT NAME and PROMINENT NAME. But it is also up to each of you. BEMA is listening. So tell us, what's your innovative idea?

**PLAY INNOVATIONS REEL – link <https://www.youtube.com/watch?v=aibwoVFyOp4&t=33s>**

*Monica and Craig come to side of stage (stage right) on floor as video plays.*

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**AFTER INNOVATIONS REEL**

***Video Cue: “Literally on a cocktail napkin, we drew ...We now have a basket loader on our bulk packer.”***

*Monica and Craig come to lectern at video cue.*

*You can speak using your lavalier mikes, so you don’t need to “awkwardly” share the lectern mike.*

**SCREEN: GALA SLIDES 2 – slide 4 - Craig Souser JLS Automation Monica Kline, The EnSol Group**

**CRAIG**

BEMA’s strength is found in the opportunities we take from the connections we make. JLS Automation specializes in vision guided robotics – leading edge technology that is finding a significant place in the baking industry. BEMA has allowed us to share our capabilities with members and be literally introduced to new customers – right away. BEMA members welcomed our business into the organization, learned about us and found ways to bring us into projects or refer us.

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Third party referrals have been a huge component to our growth over the years and the connections that BEMA members have helped us make are win/win as they help their customer find a potential solution referred by someone that they trust.

**MONICA**

In EnSol's first five years, we did no marketing, yet our business took off. We had so many referrals from our involvement in BEMA that we built a book of business that propelled us forward. In our role as consultants, we know that bridging the communications between baker and OEM is advantageous to both parties. We have found THAT BEMA GIVES US the opportunity to bring to the equipment manufacturers perspectives from bakers that might not have been brought forward in normal business dealings.

BEMA has given us a credential in the industry. There's a recognition that we get by being BEMA members, and we're proud to promote BEMA with our clients.

We have experienced the power of BEMA ... power that comes from a group that is dedicated to helping causes larger than themselves.

BEMA is not defined by the term "association" – it re-invents "association" every day. It's not just relevant, but strives to be a step ahead, turning the corner on what's

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next. To me BEMA-U is a great example of this. I'm so happy to see BEMA leading the way in education. Giving OEM's the means to be better trainers and leaders in turn enables bakery personnel to run their operations more safely and efficiently; it's a win-win for the industry.

**CRAIG**

When we recognized that bakery as our largest segment, we joined BEMA so that we could give back to this industry. JLS is a family-owned business, and we feel that we have an obligation to get involved and to support an industry that is doing so much for us. Kerwin, we take your request to heart ... we want to be part of the team and put our innovative ideas to work for BEMA.

JLS is just getting started with BEMA and we want to serve on committees, get involved in BIF, and jump in wherever we can add value. Who knows? Our commitment to BEMA might ultimately result in more scholarships, better tradeshow, creating jobs for people, helping the industry with public perception, or perhaps being part of an awareness campaign.

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**MONICA**

At this time EnSol is working on a big idea to give back to this industry – a non-profit innovation center and incubator for baker entrepreneurs. With the introduction of this idea, we are experiencing more than ever the power of membership in BEMA. BEMA helps us build awareness for the project, and we immediately feel like we'll have the support we need. We hope to utilize equipment from many BEMA members.

**CRAIG**

This is what an association does. It's what BEMA has done for a century – we look around and invest in a cause bigger than ourselves. In this case, to advance the baking industry and the careers, families, students, consumers that depend on it.

**PLAY ADVANCING THE INDUSTRY – link**

<https://www.youtube.com/watch?v=9d3zVH7xixE&t=88s>

*Don & Fred come to side of stage on floor, Monica and Craig leave stage and stand with Don, Fred, Kerwin on floor.*

**SCREEN: GALA SLIDES 2 – slide 5 – BEMA Logo**

**TOAST TO BEMA - AFTER ADVANCING THE INDUSTRY**

*Video Cue: Allen Wright begins speaking – right after Kerwin Brown segment*

*Group moves onto stage in this order: Kerwin, Don, Fred, Monica & Craig.*

**KERWIN:** Please join us for a toast

*Pause three beats*

**MONICA & CRAIG:** Get Involved

**FRED:** Stay Involved

**DON:** Make a Difference

**KERWIN:** For the next hundred years

*All raise your glasses with the audience*

*After group has left the stage/after toast*

**PLAY LONG GREETINGS REEL (DJ SETTING UP ON STAGE)**

**SCREEN: GALA SLIDES 2 – slide 6 – Coffee, cake, dancing, exhibits**

**DJ BEGINS PLAYING**

**SCREEN: BEMA logo slow roll**

**AT END OF EVENING**

**Voice of GOD – SHUTTLES:**

10:30 PM – Our final shuttles are departing now, please make your way to the south entrance.