EDUCATIONAL TRAINING
TAKE THE OPPORTUNITY IN FRONT OF YOU!

AMERICAN BAKERS ASSOCIATION OFFERS A FULL ARRAY OF INDUSTRY-RELATED TRAINING TO MEET THE NEEDS FOR PROFESSIONALS OF ALL LEVELS

www.americanbakers.org
You made one of your top performers a front line supervisor, now what?

Supervisors might know the job on the front line, but they need leadership skills to be effective in this role. Produced in cooperation with Hearthside University, the American Bakers Association developed a world-class training program designed to equip bakery level supervisors with leadership principles, tools and techniques to improve quality, safety and productivity throughout your organization.

**What Program Covers:**

Covering topics from managing difficult people and situations, to successfully leading change, to tackling performance problems, this three-day Front Line Professionals course supports your organization in its quest to develop, empower, motivate, and retain current and up-and-coming associates.

Produced in cooperation with

American Bakers Association

**Benefit to your company:**

The investment you make in them today will yield returns for many years to come — in the form of heightened loyalty, teamwork, safety, productivity and, ultimately, profitability.

Sessions fill up quickly, check out ABA’s website for dates so you can reserve your seat today — class sizes are limited to 36 participants!

**Fee:** $1,595

Includes course materials, and meals each day during sessions

NextGenBaker is dedicated to developing the future leadership of the wholesale baking industry and the American Bakers Association by bringing together executives in a forum which:

- Informs participants on industry trends
- Encourages active participation in public policy discussions, the political process and its impact on the industry
- Educates participants on the role of the American Bakers Association and its activities
- Develops personal leadership and management skills

**NEXTGENBAKER — WHERE INDUSTRY’S EMERGING LEADERS GET LEADERSHIP TRAINING**

With the exception of IBIE show years, each year ABA holds a NextGenBaker Public Policy Forum in conjunction with the ABA Fall Policy Conference. Every ABA member should send a representative to this important meeting to guarantee the future leaders of their company and the baking industry.

**The NexGenBaker Program Features:**

- Exciting sessions on executive leadership
- Election outlook
- Advocacy 101 — training on how to represent your company when communicating with Congress
- Congressional visits
- Bakers’ Dozen Reception on Capitol Hill
- Several opportunities for peer-to-peer networking and mentoring by seasoned industry veterans

FOR MORE INFORMATION OR THE DATES OF PUBLIC POLICY CONFERENCE VISIT: WWW.AMERICANBAKERS.ORG
The Cookie & Cracker Academy was formed as a result of the ABA B&CMA merger to serve as a collective program that serves the education and training needs of cookie and cracker manufacturing professionals. Members can choose from a variety of programs to meet the training needs of today’s diverse cookie and cracker industry. Our programs start at the beginner level for employees new to a bakery environment. As they advance along in the industry, our programs advance with them, from the critical subjects found at our conferences and the product specific information found in the Intermediate Training Course to the comprehensive Cookie and Cracker Manufacturing Course, where a student advances their understanding of the complete manufacturing process and the science behind it. These and many more options provide the support and training required to build a first-class workforce.

BEGINNER: Entry Level Training Program
MID-LEVEL: Intermediate Training Course
ADVANCED: Cookie & Cracker Manufacturing Course (Correspondence Course)
CUSTOMIZED: B&CMA Technical Advisor Program (Information Upon Request)
EVENT: Annual Technical Conference

For more information, go to www.americanbakers.org/education
The Intermediate Training Course offers expanded operations oriented instruction that is based on a specific product type and/or the equipment used to produce it. Designed for individuals who are beyond a beginner’s level of knowledge, but who may not yet be ready to learn about the science and theory of the manufacturing process.

Course Lessons

1. Wire-Cut
2. Rotary
3. Sandwiching
4. Sheet and Laminating
5. Fat Based Icings and Enrobing
6. Cold Press Bars
7. Water Based Icings and Post Oven Depositing
8. Extrusion

The Cookie and Cracker Manufacturing Correspondence Course is the ADVANCED training program for the industry. Students develop a solid understanding of the main principles of an effective manufacturing process and the science and theory behind it. Graduates possess the technical information necessary to manage or supervise a bakery shift, department or manufacturing facility.

Chapters - 32 Total

1. The Leavenings Process
2. Ingredient Assembly
3. Mixing
4. Cutting Machine Products
5. Wire-Cut and Deposit Cookies
6. Sugar Wafers and Ice Cream Cones
7. Sanitation & Safety
8. Packages and Packaging Equipment
9. And 24 more...

For a complete list go to www.americanbakers.org/CCA