Bread and baked goods drive more trips to the store than any other category.

The baking industry’s direct economic impact on the U.S. economy — $102B.

90% of households buying fresh bread and rolls, crackers, and cookies.

Almost all segments experiencing growth in both dollar and unit sales.

“Bread and baked goods are the number one reason consumers head to the store.”

- Todd Hale, Consumer Insights and Thought Leader, Todd Hale LLC

Learn more at www.americanbakers.org/powerofbaking
ABA WORKS TO MITIGATE THE IMPACT POLICY ISSUES HAVE ON YOUR BUSINESS, DEVELOP SOLUTIONS, AND BRING LEADERS TOGETHER TO STRENGTHEN THE INDUSTRY...

On behalf of the ABA Board of Directors and staff, we are pleased to present the 2015 ABA Return on Investment (ROI) Report.

The industry continues to face an avalanche of legislative and regulatory issues that impact your bottom line — food safety, nutrition and labeling policy, health care and labor, worker safety, environmental policy, commodities, and many more.

ABA diligently addresses these issues every day on behalf of the baking industry. ABA successfully opposed food safety registration fees that could cost your company as much as $185,000 per year and pushed back on compliance measures that could cost $15,000 to $20,000 per depot. ABA also opposed the onerous Hours of Service rules and collaborated with the American Institute of Baking International and Kansas State University to develop an industry Kill Step Validation protocol. These are just a few examples of the substantial savings ABA has achieved for the baking industry and its members.

ABA has been working to promote and protect our industry by educating and informing policy makers on issues that are important to your business. ABA brings the industry together through unique education and networking programs, and by reinforcing the powerful role the baking industry plays in our economy.

This past year’s accomplishments would not have been possible without our dedicated members working together toward improving the industry at ABA’s multiple committee meetings and networking events. Member participation is the key to ABA’s success and the more members at the table, the more powerful our voice will be with policy influencers on Capitol Hill. The collective capacity of our members is a force to be reckoned with.

With a keen focus on policy priorities and strong member engagement, ABA will continue to enhance the power of the baking industry. Thank you for your continued support and confidence in ABA and its mission.

Best wishes for a happy and productive year,

Rich Scalise
ABA Chairman
President & CEO, Hearthside Food Solutions

Robb MacKie
President & CEO
American Bakers Association
CONGRESSIONAL OUTREACH
ABA has increased its efforts to build relationships with key members of Congress to ensure that the baking industry has a strong voice on Capitol Hill. Since January 2015, ABA has met with hundreds of members of Congress, focusing on issues that impact your bottom line. Through these efforts, ABA builds and maintains a network of champions on Capitol Hill — members of Congress who will stand up to support the baking industry through legislative action and regulatory oversight.

500+
Number of ABA congressional touches in past year.

BAKERS’ DOZEN AWARDS
Each year, ABA awards members of Congress who have made extraordinary efforts to support the baking industry with the Bakers’ Dozen Award. ABA recently recognized four members of Congress for their efforts to support the industry: Senator Susan Collins (R-ME), Senator Jeanne Shaheen (D-NH), Representative Chuck Fleischmann (R-TN), and Representative John Kline (R-MN).
### ISSUE STRATEGY
ABA focuses its advocacy on the issues most impactful to the baking industry’s bottom line by prioritizing issues into three tiers. These tiers help focus ABA’s efforts on those issues that are most critical, and help ABA become more effective in working with Congress and regulatory agencies.

Issue priority decisions are made at biennial strategic planning sessions between the ABA Executive Committee and ABA Committee Chairs who represent baking companies of all sizes.

<table>
<thead>
<tr>
<th>Number of policy priorities in the ABA issues matrix.</th>
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<td>60+</td>
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### ADVOCACY with an IMPACT
ABA — A KEY LEADER FOR THE FOOD AND BEVERAGE ISSUE ALLIANCE

ABA is the co-chair for the Food and Beverage Issue Alliance (FBIA), which has established itself as the voice for the FDA-regulated food industry. FBIA has established quarterly meetings with key FDA officials to discuss critical nutrition and food safety issues. With over 26 food industry organizations as members, this group is recognized for the expertise and broad interests that it brings to the table. In June 2014, FBIA was asked to participate on a panel during the FDA’s public meeting on the Nutrition Facts Panel Revision Proposal. This group also provided a forum for smaller groups to be formed to focus on critical issues such as added sugar labeling, a new fiber definition, and sodium policy. Most recently, the group met with the new FDA Center for Food Safety and Applied Nutrition Director Dr. Susan Mayne to acquaint her with the mission and membership of FBIA and to provide an overview of the key policy issues impacting the group.

ABA LEADING GRAIN CHAIN RESPONSE TO 2015 DIETARY GUIDELINES RESPONSE TO HHS AND USDA

As the 2015 Dietary Guidelines review process continues, ABA is leading the farm-to-fork, 11-member Grain Chain effort in unified messaging and comments to HHS/USDA in an effort to maintain the daily six servings with a balance of whole and enriched grains.

ABA and Grain Chain efforts on behalf of the baking industry:

- Grain Foods Foundation Scientific Advisory Committee Chair, Dr. Glenn Gaesser, testified on behalf of the Grain Chain, providing strong scientific evidence on the health benefits of grains at the Dietary Guidelines Advisory Committee (DGAC) public meeting.
- ABA and the Grain Chain provided detailed written testimony to HHS and USDA in response to the 2015 Dietary Guideline Advisory Committee Report, bolstering the strong scientific evidence supporting grain consumption.
- ABA spearheaded a Grain Chain congressional fly-in day to reinforce the health benefits of grain foods and the Grain Chain’s concerns regarding the overreaching Dietary Guideline report recommendations.

“ABA applauds the hard work of Congressman Roskam and the many other Members of Congress working toward protecting the health of women and infants in the 2015 Dietary Guidelines. This bipartisan support for the role of grain foods fortified with folic acid is critical to the continued improvement of the health of women and infants.”

— ABA President & CEO Robb MacKie

 Members of Congress who signed a bipartisan letter to HHS and USDA emphasizing the importance of enriched grains in the diet.
ABA RESPONDS TO FDA PROPOSALS TO REVISE THE NUTRITION FACTS PANEL AND SERVING SIZES

ABA responded with thorough comments to FDA on key issues in the Nutrition Facts Panel and serving size proposals that would be impactful to bakers. ABA’s leadership in FBIA has propelled meaningful dialogue with FDA on the proposal.

ABA submitted comments to FDA on the following key issues:

- Proposed new definition for acceptable sources of fiber
- Proposed new required line for added sugars (no daily value for added sugar)
- Proposed reduction of sodium daily value from 2,400mg to 2,300mg per day
- Review of impacted bakery serving size changes (i.e., muffins/bagels from 55g to 110g)
- New required listing of vitamin D and potassium (vitamins A and C become voluntary)
- Proposed format changes (prominence of calorie change, servings per container, and percent daily value from right to left side of the panel)

FOLIC ACID FORTIFICATION

ABA has been diligent in responding to the misclassification of fortified enriched grains under the refined grain category in Dietary Guidelines Advisory Committee’s report to USDA and HHS. The DGAC recommended a reduction in refined grains, and failed to recognize the important health benefits folic-acid-enriched grains have in the fight against neural tube defects (NTDs) in the United States.

Thanks to ABA’s leadership on Capitol Hill, Representative Peter Roskam (R-IL-6) and 59 other members of Congress signed a letter to the Secretary of Health and Human Services and the Secretary of Agriculture urging them to ensure enriched grains play a vital role in the 2015 Dietary Guidelines as a major source of folic acid for women of childbearing age.

MESSAGING BASED ON SOUND SCIENCE

ADDITIONAL ABA EFFORTS ON DIETARY GUIDELINES POLICY

Under ABA’s leadership, the Food and Beverage Issue Alliance has spearheaded efforts to educate key congressional policymakers on the food industry’s concerns regarding the 2015 Dietary Guidelines’ minimal utilization of the Nutrition Evidence Library. ABA has emphasized that sound science must be the basis for any nutrition recommendation changes.
ABA QUESTIONS PROCESS USED TO CHANGE PHO POLICY; FDA GRANTS ACCEPTABLE TRANSITION PERIOD

ABA has proactively led the industry in responding to FDA on its notification to revoke the Generally Recognized as Safe (GRAS) status of partially hydrogenated oil (PHO) and trans fat.

ABA supports FDA’s intent of further reducing exposure to trans fats and applauds its members for their tremendous efforts over the past decade to significantly reduce trans fats in bakery products.

ABA is disappointed in FDA’s decision process, but is pleased that the agency was responsive to its strong recommendations for an orderly transition by providing a three-year compliance period. This action provides bakers and other food makers adequate time to further formulate to other, healthier alternatives, as well as to address a number of practical challenges, including packaging changes and availability.

CHILD NUTRITION REAUTHORIZATION

ABA is working to ensure that grain-based foods remain a staple in the diets of American children. With the 2010 Healthy and Hunger-Free Kids Act set to expire at the end of September, ABA and industry partners are urging key members of Congress to return to the “make half your grains whole-grain rich” standard to ensure students continue to receive a wide variety of healthy grain products.

The Child Nutrition Reauthorization encompasses all federal child nutrition programs, including the School Breakfast, National School Lunch, Child and Adult Care Food, Summer Food Service, the Fresh Fruit and Vegetable Programs, and WIC.

SENATORS:
- Orrin Hatch
- Richard Burr
- John Boozman
- Pat Roberts
- Mark Kirk

In a letter to the FDA, five members of the U.S. Senate stood with ABA on this issue and encouraged the agency to not revoke the GRAS status of PHOs and trans fat.

FOOD SAFETY

BAKERS SAVE AS ABA CONTINUES TO OPPOSE USER AND REGISTRATION FEES TO SUPPORT FSMA IMPLEMENTATION

ABA continues to oppose FDA’s user and registration fees proposals.

ABA led the food industry in securing critical exemption language for depots/warehouses in the human food preventive control proposal.

$15K-20K

Savings to your bottom line per baking facility as a result of user and registration fees exemption.
INDUSTRY SUSTAINABILITY EFFORTS
Since 2007, ABA has continued to assist the baking industry in better understanding natural resource sustainability. ABA recognizes that continuous improvement of sustainable practices throughout the baking industry will require multifaceted strategies and the integrated effort of various stakeholders.

ABA MEMBER COMPLETES ENERGY STAR® PROGRAM
ABA signed a Memorandum of Understanding (MOU) with the U.S. EPA to promote increased energy efficiency for the baking industry through the agency’s ENERGY STAR® program. ABA’s goal continues to be to collaborate with bakers and provide valuable energy management tools to help promote increased energy efficiency within the U.S. baking industry.

ABA commends Bimbo Bakeries USA (BBU) for its leadership and continued support of the baking industry. BBU’s achievement recognizes energy efficiencies that it is pursuing as part of the baking industry’s commitment to sustainability. The baking industry is embracing this program and is the second most active sector for the ENERGY STAR® program — a notable achievement for our industry.

“BBU is committed to promoting energy efficiency, preventing pollution, protecting the environment, and saving money on energy costs. As a member of the ABA, we saw an opportunity to get involved in a program that can benefit our industry and reduce greenhouse gas.”

— ABA Energy & Environment Committee Co-Chair Jim McKeown, Director of Sustainability for Grupo Bimbo and BBU

Bakers’ Energy Star® Progress
- 119 Individual Bakeries
- 12 ABA Member Companies — 14 Overall

Number of bakeries taking the challenge and decreasing energy intensity by 10% in five years or less.
KEEPING BAKERS’ PRODUCTS MOVING ACROSS AMERICA
Through vigorous efforts, ABA was able to help speed the shipments of grain to elevators and millers across the country, lessening the impact of the railway shipping crisis that was choking wheat supplies for the baking industry. ABA met with congressional leaders and the Surface Transportation Board (SBT) to seek action that pressured railroads to deliver grain shipments in a timely manner.

“The baking industry’s business model is built on certainty in transportation,” said ABA Commodity and Agricultural Policy Committee Chairman Hayden Wands of Bimbo Bakeries USA. “Giving the Surface Transportation Board authority to launch investigations before a costly complaint is filed was a critical step in holding railroads accountable for the lack of adequate service.”

INDUSTRY FACES EGG SHORTAGE CRISIS; BAKERS KEEP PRESSURE ON USDA TO OPEN IMPORTS
Due to the breakout of the bird flu in the Midwest, the industry is facing a dire egg shortage crisis. ABA sent out a “Call to Action” for bakers to send letters to members of Congress and USDA to open up imports. This achieved nearly 1,000 letters from stakeholders, resulting in the USDA expediting the approval of egg products from the Netherlands. More work is under way, but this shows what concentrated effort and communication and collaboration of ABA members can achieve.

ABA ACTION TO ALLEVIATE EGG SHORTAGE CRISIS DUE TO AVIAN INFLUENZA OUTBREAK:
- Organized a coalition of food companies and trade associations to take action on this issue
- Met with USDA and convinced the agency to expedite import approval for the Netherlands
- Met with Argentine Embassy and multiple other foreign consulates and embassies to discuss egg product imports
- Working to be a constant resource for new information for our members
- Educating members of Congress on the impact the egg shortage is having on the baking industry and what they can do to help

SPURRING INTO ACTION AND ACHIEVING RESULTS

$>400M
Cost to the baking industry if shipping concerns are not addressed

1,000
Letters sent to USDA and Congress to expedite egg imports into the U.S.
HIGHWAY REAUTHORIZATION
As Congress works to reauthorize a Highway Trust Fund bill that will expire in 2015, ABA is fighting to make sure the needs of the baking industry, which has the third largest fleet of trucks in the United States, are included. A deteriorating infrastructure increases wear on truck fleets, and will ultimately lead to more repairs and added costs for bakers.

ALTERNATIVE FUELS excise tax
ABA is working with members of Congress and industry partners to extend key incentive programs for alternative-fuel fleets. Through the Highway Reauthorization Bill, ABA is working to reclassify the excise tax rate on propane and liquefied natural gas (LNG) to be based on energy consumption instead of a per-gallon ratio. Liquefied petroleum gas (LPG) and LNG are currently taxed at a rate of 18.3 cents per gallon, the same as gasoline, only it takes 1.36 gallons of alternative fuels to provide the same energy as one gallon of gasoline. By adjusting the excise tax on alternative fuels to reflect energy production, ABA is working to save users of alternative fuels .06 to .08 cents per gallon on LPG and LNG.

Additionally, ABA is working with members of Congress to extend the expired Alternative Fuels Excise Tax Credit, which allows consumers of LPG and LNG to apply for a $.50 per gallon tax refund on alternative fuels used for their commercial fleets and forklifts.

HOURS OF SERVICE
34-HOUR RESTART PROVISION
ABA's efforts successfully led to the one-year stay of two onerous provisions to the Federal Motor Carrier Safety Administration’s (FMCSA) Hours of Service Rules (HOS) on drivers. Thanks to the hard work of Senator Susan Collins (R-ME) and the advocacy efforts of ABA, the 34-hour restart and 168-hour provisions of the Hours of Service rules were removed from the rules for one year while the validity of their impact on safety could be studied.

The restart provision requires two consecutive nights off duty from 1 to 5 a.m. following a work week, and limits the restart of the clock that keeps track of a driver’s duty time to only once in a seven-day period. This change is leading to negative consequences for trucking operations, manufacturers, retailers, and small and medium-sized businesses that rely on flexibility in their supply chains; however, the provisions are not indicative of any clear improvement on driver safety.

ABA is diligently working to ensure that these two provisions are permanently removed from the HOS rules.

PROTECTING AMERICA’S 3rd LARGEST FLEET
ABA leads Grain Chain in protecting grains in 2015 Dietary Guidelines on Capitol Hill

ABA victorious in efforts to suspend Hours of Service provisions

Rep. Bob Goodlatte (R-VA-6) addresses sugar reform and the Renewable Fuel Standard with ABA Board

ABA teaches fun grain facts to young participants at D.C.’s Amber Waves of Grain

ABA leads industry in dialogue with OMB on PHO GRAS tentative determination

ABA’s NextGenBaker delivers on promise to develop industry leaders and provide insight

Bakers urge action to reduce severe lag in rail grain shipments

IBIE Committee visits the Bundy Baking Museum

ABA honors members of Congress at annual Bakers’ Dozen Reception on Capitol Hill

ABA’s NextGenBaker delivers insight on NextGenBaker program

IBIE Committee visits the Bundy Baking Museum

Bakers comment on FDA’s FSMA preventive controls and foreign supplier verification re-proposals

ABA News

ABA Victorious in Efforts to Suspend Hours of Service Provisions

Washington D.C. – The American Bakers Association won a major victory today on behalf of the wholesale baking industry with passage of a Senate amendment to the FY 2015 Transportation, Housing and Urban Development (FHVD) appropriation bill. The amendment removes two unjustified provisions in the new Hours of Service regulations.

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ABA celebrates National Hot Dog Month at annual Congressional Hot Dog Lunch on Capitol Hill

ABA responds to FDA’s revised Nutrition Facts Panel and serving size proposals

ABA challenges FDA on science and practical deficiencies in proposed NFP revisions

ABA weighs in with HHS and USDA on need for science-based evidence for Dietary Guidelines recommendations

ABA challenges FDA on science and practical deficiencies in proposed NFP revisions

ABA & ATBI Boards discuss policy priorities and industry solutions. Dinner speaker: Ambassador Karen Hughes, former counselor to President George W. Bush

ABA leads Food Beverage Alliance in food dialogue with FDA on food safety proposals

ABA staff and friends participate in Operation Blessing’s Redskins Harvest Feast, helping to feed thousands of families in need during the holiday season.
ABA leadership sets baking industry priorities at Strategic Planning Meeting

Sen. Rob Portman (R-OH) offers industry leaders insight into the 114th Congress

ABA applauds House Appropriators for questioning FDA’s ban on partially hydrogenated oils

Dr. Glenn Gaesser and Grain Chain testimony at DGAC emphasizes balance for whole and enriched grains

ABA Committee re-branded to better accomplish mission

ABA congratulates extraordinary leaders George Deese, Gary Prince and Kermit Murphy: Baking Hall of Fame inductees

2015 ABA Convention breaks all-time attendance record

American Bakers PAC Roundtable with Sen. Mark Kirk (R-IL) highlights sugar reform, PHOs, and regulatory overreach

Omnibus stops restrictions on early a.m. bakery deliveries

Bimbo Bakeries USA completes Energy Star® Challenge
ABA leadership sets baking industry priorities at Strategic Planning Meeting.

ABA briefs House Ag Committee on Dietary Guideline concerns.

Bimbo Bakeries USA completes Energy Star® Challenge.

Senate leaders urge FDA to delay PHO final determination.

Ag policy and unemployment focus of discussion with Rep. Rick W. Allen (R-GA-12).

FDA grants three-year compliance period to phase out PHOs from bakery products.

FDA’s Mike Taylor speaks candidly to the ABA Board on PHOs, the NFP final rule, and avian flu egg crisis.

Congressional leaders support protecting the health of women and infants in the 2015 Dietary Guidelines.

USDA opens egg imports following strong baker response.
American Bakers Political Action Committee (PAC) works diligently to elect pro-business, free-enterprise candidates to the United States Congress and Executive Branch. American Bakers PAC is funded through voluntary personal contributions from individuals who belong to the restricted class of authorized ABA member companies.

2015 AMERICAN BAKERS PAC DINNER SETS ANOTHER FUNDRAISING RECORD

Fundraising Exceeds $170,000, Record Turnout of 230 PAC Members

The American Bakers PAC Dinner is the primary fundraising event held every spring at the ABA Convention. This year’s PAC Dinner featured Rudy Giuliani of Giuliani Partners.

The 2015 American Bakers PAC Dinner in Orlando was the most successful PAC fundraising event to date. Former NYC Mayor Giuliani captivated the audience with his analysis of the current political climate, the national economy, and insights into his own leadership style.

PAC VIP CONTRIBUTORS HAVE OPEN DIALOGUE WITH PAC SPEAKERS

The American Bakers PAC Roundtable held an engaging dialogue with Rudy Giuliani prior to the dinner at the 2015 ABA Convention. The Roundtable is open to PAC members who contribute at the $2,500 level or higher.
AMERICAN BAKERS PAC CONTINUES TO BE A LEADER IN THE FOOD INDUSTRY POLITICAL ARENA
Thanks to the generous support of ABA baker and allied members, and the leadership of American Bakers PAC Chairman Steve Avera, American Bakers PAC has achieved outstanding strides in fundraising over the last five election cycles. The 2016 election cycle fundraising is set to soar.

THE ABA PLANT VISITATION PROGRAM — IS YOUR COMPANY A PARTICIPANT?
ABA also arranges for Members of Congress, or candidates, to visit ABA members at their bakeries or allied facilities. This is a critically important opportunity to network and educate current and potential policymakers on what it means to operate a successful bakery or allied operation.

RISE TO ACTION: ABA’S GRASSROOTS ACTION CENTER = EFFECTIVE RESULTS
Have you visited ABA’s members-only resource www.RiseToAction.org? Write your member of Congress, access key voting records, and stay on top of the latest political news all in one place.

ABA CONGRESSIONAL MEET & GREET PROGRAM
ABA hosts food industry and business community roundtables for up-and-coming freshmen members in the U.S. House of Representatives. Representatives are chosen based on their ABA member facility presence in the district and congressional committee assignments. These events lead to meaningful relationships between ABA, the representative and his or her staff.

2014 ELECTION SCORECARD
PAC contributed over $315,000 in the 2014 cycle to federal candidates, leadership, and party committees.

The American Bakers PAC is one of the few trade associations that sends PAC contributions directly to ABA members to present — which means American Bakers PAC dollars in your hands.

ABA Meet & Greet Sessions

Rep. Tom Emmer (R-MN-6) spoke with food and agriculture industry reps about regulatory overreach, commodity program reforms, and trade legislation. Rep. Ryan Costello (R-PA-6) pictured with Robb Mackie
ABA’S FOCUS ON TALENT MANAGEMENT
The ABA HR Committee is leading the way in providing critical tools to help the baking industry create successful talent management programs. ABA’s HR Committee has heard from multiple experts on how to attract millennials and has also participated in workshops aimed at not only finding high-potential employees in the workplace, but helping them become great leaders.

Millennial leader Curt Steinhorst was a speaker at the Summer 2014 ABA HR & Labor Conference. Curt shared specifics on how to connect and build loyalty with millennials.

WORKFORCE GAP
The current and looming skills gap facing the baking industry is critical to successful talent management programs. ABA, in conjunction with the American Society of Baking, has started a new project titled “The Workforce Gap in U.S. Commercial Baking: Trends, Challenges, and Solutions,” which will help the industry better understand the current skills gap and address solutions for filling the gap. The project is providing the industry with critical national, state, and local tools and resources to help the industry build successful recruitment programs at bakeries across the country.

Curt Steinhorst educates and entertains audiences on the makeup of GenY and what businesses need to do to attract this genre of employee.

It is estimated that the baking industry will face a severe shortage of skilled workers in the near future. ABA is working in conjunction with ASB on solutions to address what is already a challenge for many baking and supplier companies.
ABA’S NEXTGENBAKER — DEVELOPING THE INDUSTRY’S FUTURE LEADERS

NextGenBaker, formerly known as the Executive Leadership Development Committee (ELDC), encourages ABA members to actively participate in public policy discussions, educates members on the role of ABA, and fosters personal leadership and management skills. NextGenBaker is chaired by Jesse Amoroso, Amoroso’s Baking Co., and Morgan Murphy, Mother Murphy’s Labs, and staffed by Kelly Knowles, ABA Senior Director of Political Affairs.

On October 20-22, NextGenBaker will participate in ABA’s Fall Policy Conference in Washington, D.C. The NextGenBaker program will feature exciting sessions on executive leadership, an industry skills gap panel, a 2016 election outlook, training on how to represent your company when communicating with Congress, congressional lobbying visits, and much more!

GOT LEADERS?
Do you have a succession plan in place? Every ABA member company should have at least one representative at this important industry conference — will your company be represented?

INDUSTRY’S “RISING STARS” GET LEADERSHIP LESSONS AT 2014 POLICY CONFERENCE

In September 2014, NextGenBaker hosted a Public Policy Forum in Washington, D.C. The program agenda included congressional speakers, lobbying visits on Capitol Hill, industry trends analysis, and leadership training.

Join NextGenBaker today or assign a representative from your company to ensure the future leadership of your company!
GRAIN FOODS FOUNDATION SHEDS LIGHT ON HEALTHFULNESS OF GRAINS

During the ABA Convention’s All Membership Meeting session “Keeping Grains on the Plate: How Does the Industry Stay Relevant?” a panel of Grain Foods Foundation’s (GFF) Scientific Advisory Board members revealed research that dispels today’s bread-bashing media hype. In this eye-opening session moderated by ABA’s President & CEO Robb MacKie and GFF’s Executive Director Christine Cochran, the panel gave bakers good news about grains — and unlike most journalistic practices of late, all of it was based on sound science. This spirited discussion between the panel and ABA members opened dialogue for future research.

GFF TAKES HEALTHFUL GRAIN MESSAGE GLOBAL

From Boston to Milan, GFF has taken the message about the benefits of grains in the human diet across the globe over the past year. GFF has shared research at several conferences before scientists, researchers, academia, industry representatives, legislators, and other stakeholders. This has given GFF a platform and exposure to share research with those in the broader food industry, beyond the milling and baking industries and nutrition science communities.

DEBUNKING MYTHS

250,000+

Number of industry stakeholders reached by GFF research messaging

TO REVEAL TRUTHS
At the 2015 ABA Convention, a customer panel shared its thoughts on strategies that drive growth in the baking category to the benefit of retail and food service customers and wholesale bakers.
ABA PRESIDENT & CEO HONORED FOR 20 YEARS OF SERVICE
During the 2015 ABA Convention’s All Membership Meeting, ABA Chairman Rich Scalise recognized ABA President & CEO Robb MacKie for his 20 years of service to ABA and the baking industry. MacKie started with ABA in January 1995 as Vice President of Government Relations. In 2005, MacKie was elected by the ABA Board of Directors to be ABA’s President & CEO.

ABA PROFESSIONAL STAFF
Robb MacKie
President and CEO

Teresa Grant
Director of Finance

Cory Martin
Director of Government Relations

Arpine Baghdasarian
Member Programs & Communications Assistant

Matt Grogg
Director, Meetings and Education, and IBIE Housing and Transportation Mgr.

Lee Sanders, CAE
Senior Vice President, Government Relations and Public Affairs, and Corporate Secretary

Christina Donnelly
Assistant to the President and CEO for Special Projects

Kelly Knowles
Senior Director, Political Affairs

Chuck Wellard, CAE
Senior Vice President, Operations IBIE Assistant Secretary/Treasurer

Mike Goscinski
Manager, Government Relations and Public Affairs

Kelly Kotche
Director, Membership and Marketing, and IBIE Registration Manager

Rasma Zvaners
Policy Director
The ABA Board of Directors enjoyed a visit to the historical Mt. Vernon, home of our first president, George Washington, as part of the June 2015 Board Meeting.
WE’RE MOVING!

As of August 24, 2015, the ABA address will be:
601 Pennsylvania Avenue, NW • Suite 230
Washington, DC 20004