

Congress 2001- A Baking Odyssey

INSIDE

The music begins low and starts to build - da, da, da-naaaaa!. Ok, it may not have the impact of a strange obelisk from some distant moon, but from April 22nd-23rd, Congress 2001 at the Delta Pacific Hotel (for hotel reservations call 604.276.1166) in Vancouver BC will feature a unique look into the future of Canada's baking industry's during two jam-packed days.

How so? Well we begin with an exhibit area that will demonstrate some of today's leading equipment, technology and products to make your customers happy today and in the millennium to come.

You add to this a seminar program that features trade and education gurus who will enlighten you on everything from our future as an industry to what's in store for how we

do business. And that's just for starters.

On top of this there is our West Coast Welcome Boat Cruise and don't forget about the Magical Evening Co-Chairs dinner to make contact with all your future friends and business contacts.

Still not convinced? Remember that Congress 2001 is being held in Vancouver, where in April Spring has long since arrived and everyone's on the golf course while the rest of the country is still up to its shovels in snow. Vancouver is the perfect opportunity to enjoy Spring early! You can get more information on the attractions of Vancouver by contacting the Vancouver Visitors Bureau at Tel: 604.683.2000.

Congress 2001 is your West Coast introduction to exciting things to come. Turn the page and take a look!

Congress 2001

On the Show Floor

Schedule of Events

Smooth Operators

Specific Gravity: Controlling Quality and Cost

by Ed Fraser, CMB

Every baker knows the value of the thermometer, portion scale, and measuring cup. These devices help in the production of consistent, uniform food products. So what does this have to do with specific gravity? Specific gravity is simply another tool the professional uses to insure consistent, uniform results in preparation. So, how do you avoid coarse cake batter and rough icing?

We all know that a gallon of water weighs about eight pounds, a gallon of salad oil weighs about seven and one half pounds, and a gallon of corn syrup weighs about twelve pounds. These are examples of differences in specific gravity. Specific gravity relates to the density of a material compared to the density of water.

In the bake shop it is important to know if a cake batter is creamed properly and has the proper amount of air suspended in it. The amount of air in the batter relates directly to the volume and the

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assoccanada.com

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Mississauga, Ontario L5S 1V9

1-888-674-2253
Tel: (905) 405-0288
Fax: (905) 405-0993

Congress 2001

Conference Program

Saturday April 21, 2001

6:30 pm – 10:30 pm

Welcoming Cruise & Dinner

Join us as we kick off Congress 2001 with our Welcome Cruise and Dinner aboard the M.V. Sunset Bay II. With friends and colleagues you will experience a 4-hour cruise of the Inner harbour and Indian Arm while enjoying a sumptuous West Coast Buffet Dinner. Truly a great way to begin Congress 2001 and delight in the company of industry friends both local and from across the country. Tickets are limited so register early!

Sunday April 22, 2001

7:45 am – 8:30 am

Annual General Meeting & Breakfast

For BAC members only, this session will recap the Association's business of the previous year and plans for the future. Complimentary continental breakfast to be served.

9:00 am – 9:05 am

Official Welcome

9:05 am – 9:30 am

Perspectives on Canada's Baking Industry

So HOW are we doing? Gerrit Doruiter, General Manager, Bakery for Overwaitea Food Group will offer his insights and perspectives on the status of Canada's baking industry and what the future may hold.

9:30 am – 10:30 am

How to Manage your Business in the Millennium

Change is happening all around us, both in the old economy and new. How do we adjust? Through this fast paced, insightful program, Philip Ka-Ming Ho will explore the impact of today's market trends, global competition and strategic management on the way we manage our businesses while offering a reality check for the future.

10:30 am – 10:45 am

Break

10:45 am – 12 noon

Managing Today's Workers

What makes today's workers "tick"? What turns them on? And of course what turns them off? Norine Larson will offer practical ways to motivate your workforce and get results. Norine will show you common problems with solutions, how to make employees more committed to your business and what you can do to stem the "turn-over" tide. This program is a must for anyone with supervisory responsibility in today's marketplace.

12:00 noon – 5:00 pm

Trade Exhibition

6:30 pm - 7:15 pm

Co-Chairs Reception

7:15 pm – 10:30 pm

"A Magical Evening" at BAC's Co-Chairs Dinner

They say all work and no play....so join with industry friends in welcoming BAC's incoming Co-Chair at this magical evening guaranteed to entertain. The feature highlight will be a dazzling presentation of magic and illusions - sure to mystify. Don't miss out - Tickets are limited!

Congress 2001

Conference Program

Monday April 23, 2001

9:00 am – 10:30 am

Creativity – The Essential to Great Customer Service

Do you deal with customers? If so this program is for you! This practical 90-minute session will feature customer service guru Margaret Hope focusing on the relationship between creativity and great customer service. She will explain the relationship between the two and demonstrate strategies in accessing your own creativity. Margaret will show you how to apply creative strategies to your particular challenges in customer service including determining your target audience, finding ways to provide what customers want without negatively impacting the bottom line, and creative solutions to offer proactive rather than reactive customer service.

10:30 am – 10:45 am

Break

10:45 am – 12:00 noon

Your Attitude Determines Your Altitude

“When the going gets tough... the tough get going.” Yet what is the association between our attitudes and our professional and/or personal successes? Award winning speaker Mel Cooper will explore this relationship through his own, sometimes-humorous perspective on the internal barriers we set for ourselves.

12:00 noon - 4:00 pm

Trade Exhibition

On the Show Floor

Over 70%
of exhibit
space sold!

Congress 2001 puts you face-to-face with the people who understand your business. You'll be exposed to everything from new products and services to technology and equipment in over 8,200 square feet of exhibit space. Currently over 70% of the exhibit space is sold! Below is a list of exhibitors as of January 17, 2001.

Alcan Foil Products
All Gold Imports
BakeMark Ingredients Canada
Bakers Journal Magazine
Baking Association of Canada
British Canadian Importers
Burnbrae Farms Ltd.
Calvin Boraas Foods/Diamalt
Canada Bread Company Ltd.
Canada Cases
Caravan Products Company Inc.
Chester Plastics/Peak Packaging
CSP Foods
Daminco Inc.
Drader Manufacturing

Ellison Milling Company
Embassy Food Specialties
Far-Met Importers
Fleischman's Yeast
Genpak LLC
Gourmet Baker
H C Brill Co Inc.
J J Marshall Inc.
Lallemand Yeast
M&R Plastics
Marsia Import Export
Nicholson Equipment Ltd.
North American Blueberry Council
Olaf Packaging Group
Puratos Canada Inc.

R F Bakery Equipment Systems
Ravensbergen Bakery Supplies
Reimelt (Canada) Limited
Rich Products of Canada
Robin Hood Multifoods Inc.
Rogers Foods Limited
Sandel Foods
Snow Cap Enterprises Ltd.
The Original Cakerie
Unifiller Systems Inc.
Vancouver Community College
Vega Mfg.
Weston Bakeries Ltd/Ready Bake
Foods

For more information on exhibiting or attending Congress 2001 contact the BAC office or visit our website www.bakingassoccanada.com

Congress 2001

April 22-23
Delta Pacific Hotel
Vancouver, BC

Registration Application

1 Badge Information

PLEASE COMPLETE SECTIONS 1 THROUGH 4
(PLEASE PRINT CLEARLY - COMPLETE A FORM FOR EACH REGISTRANT)

NAME (PLEASE CHECK) MR MS MRS

title _____

company _____

address _____

city _____ PROVINCE/STATE _____ POSTAL/ZIP CODE _____

country _____

telephone - - - - - fax - - - - -

e-mail address _____

2 BAC Member

- one
- Member
- Non-Member
- Not Sure
- YES I want to join BAC
(remember to apply the member rate to all registration fees)
- Send Membership Information

3 Registration Information

YOU MUST CHECK ONE IN EACH CATEGORY (UNLESS OTHERWISE INDICATED) TO RECEIVE AN ADMISSION BADGE.

1. Type of Organization

A. Complete this section ONLY if you are a baker

1. One:
- Retail (Store Front) Bakery
 - In-store Bakery
 - Foodservice/Institution Baker
 - Donut/Bagel/Muffin Baker
 - Wholesale Baker
 - Wholesale Grocer
2. All That Apply:
- Full Product Range:
 - Bread
 - Buns & Rolls
 - Bagels/Donuts
 - Croissants & Danish
 - Cakes/Pies
 - Pastries/Cookies
 - Ethnic-Oriented Products
 - Organic/Natural Foods
 - Other _____
3. One:
- Bakery
 - Deli
 - Restaurant
 - Caterer
 - Wholesaler
 - Other _____
4. One:
- Scratch Par-baked
 - Mix Scratch

B. Complete this section ONLY if you are an industry organization

1. One:
- Manufacturer
 - Distributor
 - Manufacturer & Distributor
 - Broker
 - Importer/Exporter
 - Service Provider
 - Government
 - Media
 - School
 - Association
 - Other _____
2. All That Apply:
- Ingredients
 - Decorations
 - Finished Products/ Frozen Dough
 - Equipment
 - Packaging
 - Transportation/Delivery
 - Maintenance/Sanitation
 - Services & Supplies
 - Other _____

2. Primary Job Function

- One:
- Owner/Partner/President
 - Vice President/Director
 - Manager/Supervisor
 - Baker/Chef/Cook/Decorator/Pastry Chef
 - Buyer/Merchandiser
 - Sales & Marketing
 - Technical Service Rep./R & D
 - Plant Operations/Engineering
 - Companion/Family
 - Student
 - Other _____

3. Company Structure

- A. One:
- Sole-proprietorship
 - Partnership
 - Corporation
 - Family-owned Business
 - Chain or Franchise

B. No. of stores operated _____

C. No. of employees _____

4. Purchase Role

- One:
- Final Decision
 - Influence Decision
 - Recommend
 - No Role

4 Registration Fees

BAC Members Save 20%

	pre-registration rate (valid until March 23)	regular registration (effective Mar 24)	amount (in Canadian Funds)
Day Pass (includes seminars & trade exhibition for one day) <input checked="" type="checkbox"/> one <input type="checkbox"/> Sunday <input type="checkbox"/> Monday	25	35	
2 Day Pass - Save 30% off individual day pass (includes seminars & trade exhibition for both Sunday & Monday) Offer good for one person only and cannot be transferred on 2nd day to another person	35	50	
Saturday Welcome Cruise	85	95	
Sunday BAC Co-Chair's Dinner	85	95	

5 Payment

- Payment enclosed (cheque)
- MasterCard Visa Expiry Date (M/Y) _____

Charge Card Number _____

Signature _____ Cardholder Name _____

*All Registrations will be confirmed in writing.
*REFUND POLICY: Written cancellation must be received no later than Friday, March 23.
A \$50 Service Charge will apply.

Cheques payable to: **Baking Association of Canada (BAC)**
Payment must be included with registration

Fax or Mail to: BAC, 7895 Tranmere Dr, Ste 202, Mississauga, ON L5S 1V9
Tel: 905-405-0288 or 888-674-BAKE Fax: 905-405-0993

Sub Total	
20% BAC Member Discount	
7% GST BN#887064798RT	
Total	

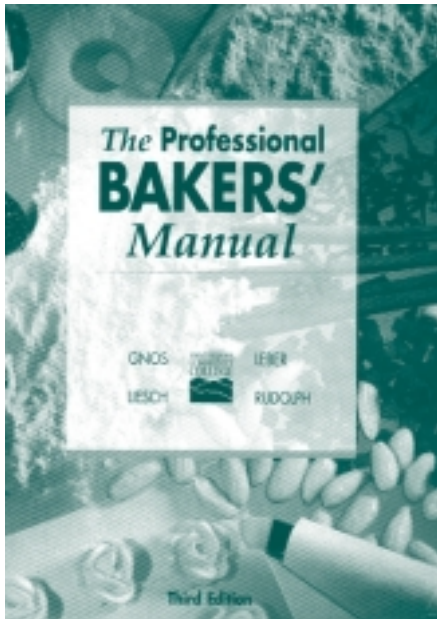
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RECD _____
DUE _____ IND _____
CO _____ BAL _____

ATTENTION MEMBERS!

5th ANNUAL GENERAL MEETING

Baking Association of Canada's 5th Annual General Meeting of the will be held at the Delta Pacific Hotel, Vancouver, B.C., on Sunday, April 22, 2001 at the hour of 7:45 a.m..



The Professional Bakers' Manual

Available from BAC

BAC Member \$42

Non-Member \$52

Name _____ Price: \$ _____ ea.

Title _____ Delivery _____ \$6 ea.

Company _____ 7% GST: _____

Address _____ Total Enclosed: _____

City, Province _____ Postal Code _____

Tel: _____ Fax: _____

Payment:: VISA MASTERCARD Cheque

Card # _____ Exp. Date _____

Cardholder Name _____

Signature _____

Please send cheques (payable to the Baking Association of Canada) to:
7895 Tranmere Drive, Suite 202, Mississauga, Ontario L5S 1V9
Tel: 905-405-0288 or 1-888-674-2253 Fax: 905-405-0993

Jewish Holidays in 2001

All holy days and religious days begin at sundown preceding the given date. Following are some suggested bakery related items that are popular during each holiday.

PURIM

March 9, 2001

This is a happy holiday. It commemorates the saving of the Jewish people through the intervention of Queen Esther. A three-cornered pastry is made for this occasion called Hamentashen. Fill them with lekvar, poppy butter, apricot or nut filling.

PASSOVER

April 7, 2001

After the Jewish New Year, this is the most observed holiday of the year. It commemorates the Jewish people being led by Moses out of slavery in Egypt. Popular items are sponge cake, honey cake, madel bread, assorted cookies and macaroons. Matzo meal should be used

instead of cake, pastry or bread flour. This holiday lasts eight days.

SHAVUOT

May 27, 2001

Or Feast of Weeks. Jewish Pentecost holy day. Celebrates giving of Torah (the Law) to Moses on Mount Sinai. Popular bakery items include Rounded Challah and a variety of cheese items such as cheesecake, cheese strudel, cherry cheese strudel, and Danish cheese pockets.

ROSH HASHANAH

September 18 - 19, 2001

This is the Jewish New Year. Make a Rounded Challah, either plain or with bleached raisins. Other popular bakery items are honey cake, mandel bread, coffee cakes, assorted kuchen, macaroons and strudel.

YOM KIPPUR

September 26, 2001

This is the Day of Atonement. It

is a solemn day of prayer and fasting when forgiveness is sought for any wrongdoing in the eyes of God and man. The bakery items are the same as those for Rosh Hashanah.

SUKKOT

October 2 - 9, 2001

This is the Festival of Tabernacles. Assorted pastries are made as well as Rounded Challah.

CHANUKAH

December 10 - 17, 2001

This is an eight-day Festival of Lights. This holiday marks the first recorded battle for religious freedom and victory of the Macabees over their foes. In Jewish homes, candles are lit for eight nights to commemorate the religious and historical significance of this holiday. There are no special baked goods attached to this holiday.

[Reprinted courtesy of RBA - The Retailer's Bakery Association]

Smooth Operators

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grain of the finished cake layer. Too much air creamed into the batter and the grain may be coarse, too little and the grain will be tight and the cake will have poor volume.

Making buttercream icings and cream fillings uniformly demands a check of the specific gravity. Too little air incorporated into the icing will increase the cost per cake and alter the appearance of the finished icing. Too much air incorporated into the icing and it may appear rough and hard to work.

Cream fillings, such as those used to fill cakes and bismarcks, require specific gravity checks to insure cost control and accurate dispensing. A cream filling with too much air whipped into it may not pump properly in automated equipment. Too little air and the cost per unit will increase.

How do you test the specific gravity of a food product?

1. Find a convenient container (a paper cup will work).
2. Place the container on a scale and tare the scale to zero.
3. Fill the container with water to the very top and

record the weight.

4. Discard the water and fill the container with the cake batter or icing that you want to test.
5. Record the weight of the icing or cake batter.
6. Divide the weight of the cake batter by the weight of water. The result is the specific gravity of the batter or icing.

Example: A cup holds 10 oz. of water but the cake batter to fill the cup weighs only 7 1/2 oz. The specific gravity of the cake batter would be .750. For a cup of buttercream icing weighing 6.25 oz., the specific gravity would be .625.

If you have a favourite container that you use regularly, make a direct reading chart. Find out how much water the container will hold and make a chart to reflect the total weight of the container and sample with yields from .250 through 1.25. This chart will be satisfactory for almost any bakery item and will save lots of time.

Remember that specific gravity is your friend, it allows you to control quality and costs.

[Reprinted courtesy of RBA - The Retailer's Bakery Association]



ONTARIO CHAPTER
Presents
NIGHT AT THE RACES
March 8, 2001

WHERE: Post Parade Room
Woodbine Racetrack
555 Rexdale Blvd.

DATE: Thursday, March 8, 2001

TIME: Buffet Dinner begins at 6:30 p.m.
Racing Post Time is 7:40 p.m.

PRICE: \$40.00 per member (includes GST)
\$45.00 per non member (includes GST)



IMPORTANT NOTE: All Tickets Must Be Ordered on or before February 27, 2001

REGISTRATION INFORMATION

Name _____ Company _____

Address _____ City, Prov. _____ Postal Code _____

Tel: _____ Fax: _____ **TOTAL Enclosed:** \$ _____

BAC BN #887064798 RT

Visa

Master Card

Card #: _____ Expiry Date: _____

Card Holder's Name _____

Signature: _____

Congratulations To Our Most Recent Correspondence Course Grads!



Peter Kennedy,
Reuben Nelson,
Robert O'Reilly,

Aunt May's City Bakery
Stonemill Bakehouse
Eastern Bakeries

Bakery Technology I
Bakery Technology II
Operating a Successful Bakery

Congratulations to Antonio Horvath, Venice Bakery, for earning the Certified Baking Specialist designation.

For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CGS) program, please contact Glendene Saunders at the BAC office or check out our website at www.bakingassoccanada.com.

A warm welcome to our newest members

Ljiljana Petrovic, Coby's Cookie Inc.
Raimo Lintunen, Bakery Deluxe Company

For membership information, please contact Glendene Saunders at the BAC office.

Baking Association of Canada - Ontario Chapter 2001 Event Schedule

Tuesday, February 13th - Dave Forster of CanAmera speaking about "Oils"
Location: Rizzo Banquet Hall

Thursday, March 8th - Night at the Races
Location: Post Parade Room, Woodbine - Buffet Dinner 6:30 p.m.

Tuesday, May 8th - Key Note Speaker
Location: George Brown College

Tuesday, June 5th - Golf Tournament
Kleinburg Golf & Country Club

Friday, June 29th - Boat Cruise (tentative date)

Tuesday, September 18th - Golf Tournament
Glen Eagles Golf Club, Bolton

Tuesday, October 9th - Dinner Meeting - Guest Speaker
Rizzo Banquet Hall

Tuesday, November 13th - Dinner Meeting - Guest Speaker
Rizzo Banquet Hall

Mark these dates on your calendar.
For further information contact the BAC National office
Phone: (905) 405-0288