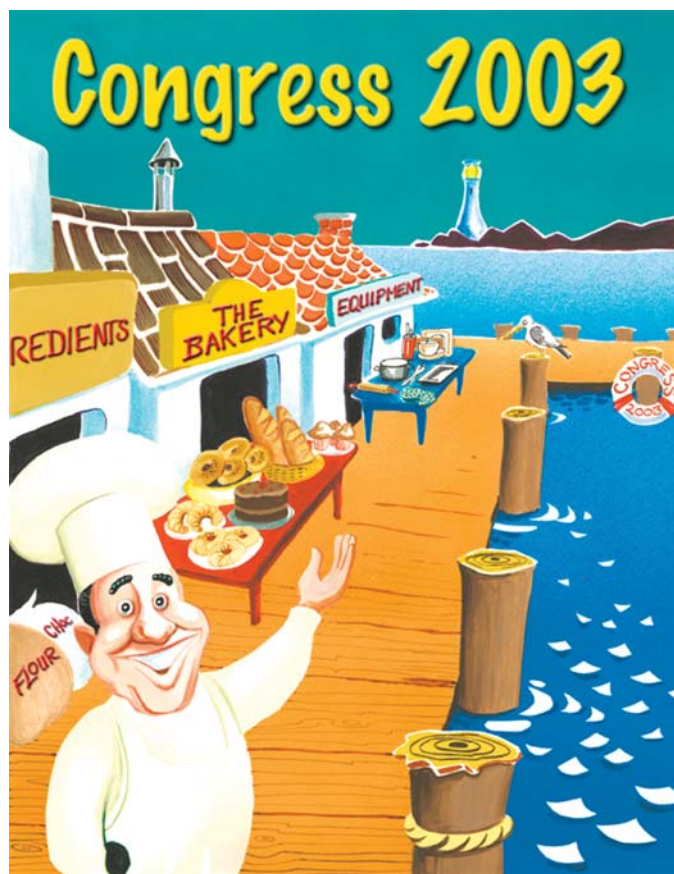


## Congress 2003 Program Announced

Halifax, its historic sites, breathtaking scenery, warm and friendly people and let's not forget seafood. It's also this year's host city for BAC's Congress 2003. According to Congress 2003 Committee Chair Stan Thomas, this year's event in Halifax has been produced by folding strong education and social programs around everything that the city and Atlantic Canada have to offer.



## NOTICE TO MEMBERS

### *BAC Annual General Meeting*

BAC's Annual General Meeting will take place during Congress 2003 in Halifax, N.S. The AGM will provide a review of the association's activities over the past year as well as direction for the future. All members are asked to join us on Sunday, June 22 from 8:00 am to 9:00 am at the Casino Nova Scotia Hotel.

For more information please contact Ann at the BAC office.

## INSIDE

### Congress 2003 Program

### BAC Call for Nominations

### New Food Safety Committee to be Formed

### Ontario Chapter May 13 Meeting Notice

### E-mail and Contact Info

General enquiries:  
info@baking.ca  
Web site: www.baking  
assoccanada.com

7895 Tranmere Drive Suite 202  
Mississauga, Ontario L5S 1V9

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

**Saturday, June 21**

### Pre-Event Optional Programs

We've organized a couple of activities for people arriving early on Saturday. Please review the inserts included with this registration kit. Separate registration is required to participate in these activities and most have a limited number of spots available so early registration is recommended.

#### Tour: City of Halifax and Peggy's Cove

1:00 pm – 4:30 pm

Bus tour through most of the key historical areas of Halifax followed by a trip to Peggy's Cove.

#### Tour: Historic Halifax By Boat

1:00 pm – 3:00 pm

Boat tour will allow you to see Halifax from the harbour side. Tour guide will talk about major points of interest as they are passed.

#### Golf Day at Glen Arbour Golf Course:

Tee off starts at 10:30 am

Join us for a friendly round of golf! Whether you're part of a group, couple or single, come on out and shoot a round with colleagues and friends.

#### Dine in Halifax

Looking to sample the local cuisine but not sure where to go? We've assembled a list of restaurants in the downtown area for you to choose from. Most require reservations so plan ahead to avoid disappointment.

### Welcome Reception

6:00 pm – 8:00 pm

Join us as we kick off Congress 2003 at the Maritime Museum of the Atlantic. Relax and enjoy the collection of artifacts, images, charts, plans and shipwrecks from 1850 to the present.

Sponsored by:



### 2003 Contributing Sponsors

All Gold Imports  
Burnbrae Farms  
Danisco Canada

ED Smith  
Lallemand Yeast  
Lantic Sugar

### Retail & In-store Baker Program on Sunday

- Decorating seminars
- Supplier Table Top Expo

Bring your staff and join us on Sunday for a day of informative seminars and the Table Top Expo. Pre-registration for this special program is not required. Simply call the BAC office at 888-674-2253 and indicate how many Retail Baker Coupons you will need (one per person attending this program).

*Note: Attendance at the seminar is on a first come, first served basis*



**Sunday, June 22**

### Continental Breakfast

Sponsored by:



8:00 am – 9:00 am

### Walking Tour of Halifax – Optional Program

9:30 am – 11:30 am

Take a stroll with a tour guide through downtown Halifax.

### The Eating Edge – How To Use Food & Nutrition Trends To Build YOUR Business

9:00am – 10:15am (Keynote Presentation)

Global food and nutrition trends directly affect YOUR bottom line. Whether this effect is positive or negative depends on how quickly you learn about, understand and respond to these trends. This session will keep you current on trends like the weight epidemic, glycemic index, innovations in communicating about nutrition, shifting attitudes towards biotechnology and many more.

#### Attendees will learn:

- What Canadians want from their food and why
- What makes certain foods fly off supermarket shelves
- What is more important to consumers – information or time



**Presenter:** Lois Ferguson, RD and author of Canadian best-seller "Eating for Energy and Ecstasy"

### Refreshment Break

10:15am – 10:30am

Beverages & baked goods will be provided to seminar attendees

Sponsored by: **Dover Flour Mills**

### Consumer Challenges with Breads

10:30am – 12:00 noon (Breakout Seminar A)

Consumer consumption of breads and wheat flour in general has been declining in the US and stagnant in Canada. Are high protein diets and the glycemic index the culprits? Are acrylamides and trans fats on the consumers' radar screen or just the media's? These and other questions will be discussed, as well as promotional ideas for bringing consumers' back to breads and other grain foods.

#### Attendees will learn:

- To better understand the mindset of consumers about dieting and grain foods
- Why carbohydrate foods are taking the blame for the obesity crisis
- Promotional ideas for bakers to help bring consumers back to purchasing bread and other grain foods



**Presenter:** Judi Adams, MS, RD and President, Wheat Foods Council

### Don't Manage – Lead!

10:30am – 12:00 noon (Breakout Seminar B)

As an owner or manager in the bakery industry, you have high expectations of all your employees in order to succeed. The key however is to get your employees to buy into these expectations. This calls for the skills of leadership! Leaders are not born; they are made and found in successful businesses. The more you as a manager are willing to lead, the easier time your employees will have and the more success your business will experience.

Monday, June 23

**Attendees will learn:**

- The difference between managing and leadership
- The essential qualities for today's leaders
- The importance of communication – are you saying what you mean?



- The importance of delegating – how and why to do it!

**Presenter:** Norine Larson, author of "Feed Me I'm Yours" and co-author of "What's Your Point?"

### Decorating with Technology

10:30am – 11:15am

(Breakout Seminar C – Part I)

Decorating attracts customers and provides that creative flair that makes your bakery products attractive and even works of art. Learn how the latest technology can add more creative flair to your decorating department.



**Attendees will learn:**

- What are the latest decorating technologies
- How to apply these technologies to gain additional sales

**Presenter:** Sobey's Canada and L&M Bakers Supply

### Decorating with Chocolate

11:15am – 12:00noon

(Breakout Seminar C – Part II)

Throughout its three-thousand-year history, chocolate has deeply affected mankind... some even say it is Food From The Gods. This seminar will demonstrate how some simple chocolate techniques can help move more product out the door.



**Attendees will learn:**

- How to use chocolate to add value to your product line-up

**Presenter:** Didier Julien & Fredric Cordier, Julien's Pastry Shop  
Sponsored in part by: **Alcan Foil Products**

### Table Top Expo

12:00 noon – 3:00 pm

Tour the 66 booths to discover what new offerings participating companies have for bakers.



Registration area sponsors:



Fleischmann's Yeast

### BAC Co-Chair's Reception

6:30pm – 7:15pm

Relax and enjoy a drink before the "Maritime Mania" Party begins.

Sponsored by:



### Maritime Mania Co-Chair's Dinner Party

7:30pm

Forget the suit and tie, this is an old-fashioned maritime kitchen party. There will be food, fun and of course lots and lots of music. So get ready to experience how Maritimer's really celebrate!

Sponsored by:



### Risk Communication – Helping People Keep Risk in Perspective

9:00am – 10:30am (Breakout Seminar A)

To be effective, risk communication must be far more than just reactive damage control. And it must be more than just trying to make people think, and act, the way you want them to. This presentation will introduce you to the psychology of risk perception, the subconscious ways people "decide" what to be afraid of, "how afraid to be", and offer example of how those insights can empower more effective risk communication that talks to people in the emotional terms relevant to their concerns.

**Attendees will learn:**

- What characteristics of various risks make us more or less afraid
- How those characteristics bear on food industry issues
- Specific techniques for making your risk communications more effective
- Building and maintaining trust



**Presenter:** David Ropeik, Director of Risk Communication for Harvard Center for Risk Analysis

### Training Young Workers So They'll Want To Stay

9:00am – 10:30am (Break out Seminar B)

Staff turnover is an expensive problem every business deals with. This in turn generates the attitude... "Why should we train these young people, they're going to leave anyway!" Well it's the exact opposite – the more you train, the longer young people stay. Young people want to do a good job – and good training can make this happen!

**Attendees will learn:**

- Common staff problems – and how to solve them
- How to make employees more committed to your business
- What you can do to stem the "turn-over" tide



**Presenter:** Norine Larson, author of "Feed Me I'm Yours" and co-author of "What's Your Point?"

### Refreshment Break

10:30am – 10:45am

Beverages & baked goods will be provided to seminar attendees

Sponsored by: **Dover Flour Mills**

### The Future of Canadian Grocery Retailing

10:45am – 11:15am (Keynote Presentation)

Changing consumer demands, industry consolidation, technology, food safety or a host of other issues have resulted in major changes to the way Canadian grocery retailers are conducting business. And changes continue today. Learn what major retail challenges are on the horizon in order to prepare to meet the needs of this most important customer groups.



**Presenter:** Nick Jennery, President & CEO of Canadian Council of Grocery Distributors

### A Canadian's Perspective

11:15am – 12:00 noon (Keynote Presentation)

The Hon. Frank McKenna, P.C., Q.C. is the former Premier of New Brunswick (1987-1997) and currently Counsel with the Atlantic law firm of McInnes Cooper. He devotes his considerable energies to the law firm, numerous corporate directorships, volunteer activities and his long time passion – continued economic development of the Atlantic region.

One of Canada's most respected figures, Mr. McKenna will offer his unique perspective on our country today, and on the role of business within the Canadian community.



**Presenter:** Frank McKenna, P.C., Q.C., Counsel, McInnes Cooper and Former Premier of New Brunswick

Sponsored in part by:



## Congress 2003 - Schedule of Activities

Time	Saturday, June 21	Sunday, June 22	Monday, June 23	
8:00 am	<b>Pre-Event Options</b> Choice of: • Golf Day • Bus tour to Peggy's Cove • Halifax Harbour Boat Cruise	BAC Annual General Meeting & Continental Breakfast		
9:00 am		The Eating Edge – How To Use Food & Nutrition Trends To Build Your Business	Risk Communication – Helping People Keep Risk in Perspective	Training Young Workers So They'll Want To Stay
10:15 am		Coffee Break		
10:30 am		Consumer Challenges with Bread	Decorating with Technology	Don't Manage – Lead!
10:45 am			Decorating with Chocolate	
11:15 am		Coffee Break		
12:00 pm		The Future of Canadian Grocery Retailing		
3:00 pm		A Canadian's Perspective		
6:30 pm		Table Top Exhibits		
7:30 pm		Table Top Exhibits		
6:30 pm	Welcome Reception Maritime Museum of the Atlantic	Co-Chair's Reception		
7:30 pm		Maritime Mania Co-Chair's Dinner Party		

### Hotel Accommodation

#### Casino Nova Scotia Hotel

1919 Upper Water St, Halifax, NS B3J 3J5  
 Tel: 866-HALIFAX (425-4329) or 902-421-1700  
 Fax: 902-422-5805  
 E-Mail: reservehfx@casinonovascotia.com

#### Room Rate:

\$175.00 single/double  
 (BAC group rate) plus taxes  
 Cutoff date for special room rate  
 is May 20, 2003

### Notes:

- Hotel reservations should be made directly with the hotel
- When contacting the hotel, please ensure that you indicate you are attending Congress 2003 so that the proper rate will be quoted
- The hotel cannot guarantee the special BAC/Congress room rate after the May 20, 2003 cutoff date
- Book your rooms early! The hotel has advised that popular nights such as Saturday and Sunday fill up quickly.

### Tourism Information

If you are planning on enjoying the sights and sounds of Halifax or Nova Scotia either before or after the event, you may find the following tourism contacts useful:

#### Halifax Regional Municipality

Web-Site: [www.halifaxinfo.com](http://www.halifaxinfo.com)

#### Nova Scotia Dept of Tourism

Tel: 800-565-0000  
 Web-Site: [www.explore.gov.ns.ca](http://www.explore.gov.ns.ca)

## Table Top Expo

### Partial Exhibitor List as of March 17

These companies want to meet you at the Congress 2003 Table Top Expo.

Acatris Inc  
 ADL Foods  
 Alcan Foil Products  
 All Gold Imports  
 BakeMark Canada  
 Bakers Journal  
 Baking Association of Canada  
 Canadian Dairy Commission  
 Caravan Products

Donini Chocolate  
 Dover Flour  
 Drader Bakery Equipment  
 Embassy Food Specialties  
 Fleischmann's Yeast  
 Fortress Technology  
 Genpak  
 L V Lomas  
 Lallemand

Nealanders International  
 Prime Pastries  
 Reimelt Ltd  
 Reiser (Canada) Ltd  
 Rondo Bakery Equipment  
 Scotian Food Equipment  
 Sun Bakery Equipment

For more information on exhibiting or attending Congress 2003, contact the BAC office or visit our web-site:  
[www.bakingassoccanada.com](http://www.bakingassoccanada.com).

(PLEASE PRINT CLEARLY - ONE FORM PER PERSON)

## STEP 1 BADGE INFORMATION

NAME  MR  MRS  MISS  MRS  
 FEMALE  CHECKED  MRS

first name \_\_\_\_\_ last name \_\_\_\_\_

title \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ province/state \_\_\_\_\_ postal/zip code \_\_\_\_\_

country \_\_\_\_\_ e-mail address \_\_\_\_\_

telephone \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ fax \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

## STEP 2 BAC MEMBER

Member  Non-Member  Not Sure  YES I want to join BAC - Send Membership Information

## STEP 3 REGISTRATION INFORMATION

You must check ONE in each category (unless otherwise indicated) to receive an admission badge.

### IF YOU ARE A BAKER

#### TYPE OF ORGANIZATION

- Circle One**
- 01 Retail (Store Front) Bakery
  - 02 Grocery In-store Bakery
  - 03 Foodservice/Institution Baker
  - 04 Donut/Bagel/Muffin Baker
  - 05 Commercial Baker/Manufacturer
  - 06 Grocery Distributor
  - 17 Other type of Baker

#### PRIMARY JOB FUNCTION

- Circle All That Apply**
- 01 Full product range or circle individual products below
  - 02 Bread
  - 03 Buns/Rolls
  - 04 Bagels/Donuts/Muffins
  - 05 Croissants/Danish
  - 06 Cakes/Pies
  - 07 Pastries/Cookies
  - 08 Ethnic-Oriented Products
  - 09 Organic/Natural Foods
  - 10 Other \_\_\_\_\_

## ALL OTHER COMPANIES

#### TYPE OF ORGANIZATION

- Circle One**
- 07 Non Baker Manufacturer
  - 08 Non Baker Distributor
  - 09 Non Baker Manufacturer & Distributor
  - 10 Broker
  - 11 Importer/Exporter
  - 12 Service Provider
  - 13 Government
  - 14 Media
  - 15 School
  - 16 Association
  - 17 Other \_\_\_\_\_

#### PRIMARY JOB FUNCTION

- Circle One**
- 01 Owner/Partner/President
  - 02 Vice President/Director
  - 03 Manager/Supervisor
  - 04 Baker/Chef/Cook/Decorator/Pâtissiers
  - 05 Buyer/Merchandiser
  - 06 Sales & Marketing
  - 07 Technical Service Rep
  - 08 Plant Operations/Engineering
  - 09 Company/Family
  - 10 Teacher/student
  - 17 Other \_\_\_\_\_

Pre-registration Deadline: May 23

## STEP 4 REGISTRATION FEES

	pre-registration rate (valid until May 23)	regular registration rate (effective May 23)	amount (in Canadian Funds)
<b>COMPLETE EVENT REGISTRATION PASS:</b> <i>(includes Welcome Reception, seminars on Sunday and Monday, Table Top Expo and Co-Chair's Dinner Party)</i>	370	395	
<b>SUNDAY SEMINAR PASS</b> <i>(includes admission to Table Top Expo)</i>	175	210	
<b>MONDAY SEMINAR PASS</b>	175	210	
<b>SUNDAY BAC CO-CHAIR'S DINNER PARTY</b>	115	130	
		<b>Sub Total</b>	
		<b>20% BAC Member Discount</b>	
		<b>15% HST</b>	
		<b>BN#887064798RT</b>	
		<b>Total</b>	

### NOTES:

- Separate Registration is required for the Golf Day and/or Optional Sightseeing Tours
- Retail & In-Store Bakers planning on attending the FREE program on Sunday do NOT need to complete a registration form. Simply call the BAC office at 888-674-2253 to request a Retail Baker coupon.

## STEP 5 PAYMENT

Registrations will not be processed without payment

Cheque (Payable to Baking Association of Canada)  MasterCard  Visa

Charge Card Number \_\_\_\_\_ Expiry Date (MM/YY) \_\_\_\_\_

Signature \_\_\_\_\_

Cardholder Name \_\_\_\_\_

\* All Registrations will be confirmed in writing.

\* REFUND POLICY: Written cancellation must be received no later than Friday, May 23. A \$50 Service Charge will apply.

Fax or Mail to: BAC, 7895 Trannere Dr, Ste 202, Mississauga, ON L5S 1V9

Tel: 905-405-0288 or 888-674-BAKE • Fax: 905-405-0993

E-mail: info@baking.ca

Web-site: www.bakingassoccanada.com

for BAC use: Ver. 1 MBR Y N

REC'D \_\_\_\_\_ DATE \_\_\_\_\_

DUE \_\_\_\_\_ CO \_\_\_\_\_

BAL \_\_\_\_\_ IND \_\_\_\_\_



# BAC Call for Nominations and/or Expressions of Interest

The Nominations Committee is interested in receiving nominations and/or expressions of interest for candidates who have sufficient experience, time and interest to serve the baking industry in the capacity as a Director on BAC's National Board.

Specifically, the Nominating Committee will seek to have regional representation and diversity of

membership types (ie: national and provincial baker/allied/trade) in compliance with the BAC By-Laws.

Should you have any questions regarding the nomination process or wish to receive a nominations form please contact Paul Hetherington at the BAC office 905-405-0288 x23 or toll free at 888-674-2253.

## New Food Safety Committee To Be Formed

As previously announced in our Bulletin Newsletter, BAC has established a new committee to address growing food safety concerns for the baking industry. The new Food Safety Committee will work through the Association's current Technical Committee to respond to Federal/Provincial regulatory initiatives affecting food safety and develop proactive measures or programs to promote food safety in Canada's commercial, retail and in-store bakery operations.

BAC would like to invite members to nominate representatives to the Food Safety Committee. Ideally, Committee members will have a background in food safety and be familiar with food safety programs such as HACCP, production and a sound understanding of the baking industry. It is anticipated the Committee will meet four to five times per year or on as needed basis. Members may participate at meetings either in person or via conference call therefore allowing for representation from across the country.

One of the first projects undertaken by the new Food Safety Committee will be the development of a bakery module as part of a new national retail food safety program (using HACCP principles) that can be used by in-store and retail bakeries. The program will be presented in a tool kit/work book format to facilitate on-site implementation by retailers, and will also include an on-line component to support the broad/diverse skills and knowledge levels of the industry.

If you would like more information about the Food Safety Committee please contact Paul Hetherington directly by telephone at 1-888-674-2253 ext. 23 or via email at [phetherington@baking.ca](mailto:phetherington@baking.ca).



## RETAIL BAKER INTRODUCTORY OFFER

Join BAC now and your first year membership is only: **\$75.00**

**Your BAC membership includes:**

- FREE Subscription to Bakers Journal!
- FREE Membership to Retailers Bakery Association (RBA)
- FREE Access to our Educational Video Library
- Member Discounts at Conventions and Chapter Meetings
- Discounts at Seminars & on Correspondence Courses
- Savings on Travel, Car Rentals, Vehicle Maintenance and more!
- Protecting your Interests with Government
- Information Services including our website, member hotline and more

**Over \$300.00 in member benefits!**



Virtues of Hemp in Baking

Chapter Meeting
Tuesday
May 13th, 2003

Valhalla Inn
1 Valhalla Inn Road, Toronto
416-239-2391

Cocktails: 5:00 p.m.
Dinner: 6:00 p.m.
Presentation: 7:00 p.m.

CASH BAR
PRE-REGISTER FOR THIS
IMPORTANT EVENT AND
SAVE!

Register before May 9th
and pay only
\$25.00 per member
\$30.00 per non-member.

Register at the door and pay
\$30.00 per member
\$35.00 per non-member.

When paying at the door please note that
Visa, MasterCard or Cheque payable to
Baking Association of Canada will be
preferred

FEATURED SPEAKER: Greg Herriott,
President & Co-founder of Hempola Inc.
Find out why HEMP is gaining prominence as an
important baking ingredient...

- ◆ HEMP - the new nutritional powerhouse and an amazing source of protein and Omega essential fatty acids
◆ A brief history of HEMP in Canada
◆ How HEMP has made its way back into Canadian industry
◆ The HEMP food industry in Canada today
◆ Opportunities in a rapidly emerging market

Don't miss this unique opportunity to meet North America's leading
dedicated developer and marketer of hempseed derivative products!

Please note all registrations received after May 9th will require a credit card
payment. No refunds will be given.

Please list names of all attendees: (attach a separate sheet if necessary)

Name: \_\_\_\_\_
Name: \_\_\_\_\_
Name: \_\_\_\_\_
Company: \_\_\_\_\_
Address: \_\_\_\_\_
City, Prov: \_\_\_\_\_ Postal: \_\_\_\_\_
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Are you a New Member? Are you new to our meetings? Please check the box
below and let us know!
[ ] YES I am new to BAC!

ATTENDANCE COSTS

BAC Members # of attendees x \$25.00 = \$
Non-Members: # of attendees x \$30.00 = \$
Subtotal \$
7% GST \$
Total Enclosed \$

PAYMENT METHOD

[ ] Cheque (Payable to Baking Association of Canada)
[ ] VISA
[ ] Mastercard
charge card number expiry (mm/yy)
cardholder name signature
phone # of cardholder

Mail or Fax completed form and payment to:
Baking Association of Canada, 7895 Tranmere Dr., Suite 202, Mississauga, ON L5S 1V9
Tel: 905-405-0288 ♦ Toll Free: 1-888-674-2253 ♦ Fax: 905-405-0993

# Congratulations to Our Most Recent Correspondence Course Grads!



Diane Harding  
Vasilache Simona, Canada Bread

Operating A Successful Bakery  
Bakery Technology I

*For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CBS) program, please contact ext. 21 at the BAC office or check out our web site at [www.bakingassoccanada.com](http://www.bakingassoccanada.com).*

## A warm welcome to our newest members

Siegfried Bressmer  
Shiraz Nathoo  
Gerard Haggett  
Greg Guenther

Bun Man Bakery  
Gerry's Pastry and Bake Shop  
Guenther's Bakery

Rose Marra  
Wayne Bryant  
Michael Siu  
Pierre Matthee

Norseman Plastics Limited  
Reiser Canada Ltd.  
Swiss Bakery  
Westlynn Bakery Ltd.

*For membership information, please contact ext. 21 at the BAC office*

## BAKING ASSOCIATION OF CANADA UPCOMING EVENTS

### Ontario Chapter

Business Meeting, Tuesday, May 13  
Spring Golf Tournament, Tuesday, June 3  
Fall Golf Tournament, Tuesday, Sept 9

### Congress 2003

June 22-23, 2003  
Casino Nova Scotia  
Hotel  
Halifax, NS

### Bakery Showcase 2004

May 16-18, 2004  
Toronto Congress Centre  
Toronto, ON