

WHAT YOU NEED TO KNOW WHEN VISITING THE CHARLESTON AREA



CHARLESTON, SOUTH CAROLINA



WEATHER

The Charleston area has a semi-tropical climate with typically mild winters and warm summers. In June the average high is 87° F, and the average low is 68° F. Our welcome reception and Friday theme dinner will be held near the water, so it may be breezy. A light jacket or wrap is recommended.

THE LAY OF THE LAND

Charleston's coast is surrounded by small islands which feature small towns, beaches and historical sites. Wild Dunes Resort is located on the north end of the Isle of Palms, only 15 miles from downtown Charleston. It is accessible via the new Arthur Ravenel Bridge (U.S. Highway 17) or via Interstate 526 from the airport. The Isle of Palms connector bridge (Highway 517) will help you avoid Sullivan's Island traffic.

GETTING HERE

For many members, Charleston is a drivable destination. Charleston International Airport is newly re-modeled and offers jet service from Delta & Delta Connection, Air Tran, Northwest, Comair, Atlantic Southeast, United Express, Continental and US Airways.

The address for Wild Dunes (for use in your GPS or for downloading online maps) is 5757 Palm Boulevard, Isle of Palms, SC 29451.

GETTING AROUND

We know you'll want to enjoy the many beaches, the downtown area and the plantations surrounding Charleston, so we recommend a rental car to take full advantage of your time in the area. Car rental is a breeze in Charleston as all cars are located within steps of baggage claim. If you don't wish to rent a car, the best transportation between the airport and the resort is cab service.

ACCOMMODATIONS AT WILD DUNES

Wild Dunes Resort has a variety of room types including hotel rooms at the Boardwalk Inn, and one, two and three bedroom condos in the Village. The resort also features beach homes. All are located within close proximity to the beach, pools, resort amenities and meeting space. Please book your accommodations as early as possible to make certain that you get the room style of your choice.

Full room descriptions can be found at www.wilddunes.com (click "accommodations").

HOTEL REGISTRATION DEADLINE
» MAY 30, 2010 «

To make reservations, call Wild Dunes at 1-800-845-8880. Please mention BEMA to receive our group rates. A one-night deposit is required at the time of reservation. This deposit is fully refundable if the reservation is cancelled more than 24 hours prior to the arrival date. Reservations received after May 30, 2010, will be accepted on a space available basis at the best available rate.

Room Rates

Hotel Room:	\$289
1-Bedroom Condo:	\$359
2-Bedroom Condo:	\$459
3-Bedroom Condo:	\$559
3-Bedroom Home:	\$700

DINNERS WITH SPEAKERS

As in the past, we ask that BEMA members not schedule dinners with speakers (bakers) on their own. BEMA will schedule dinners with speakers who make themselves available on select nights and will invite members to register for these dinners. Dinner registration will be conducted via email in late May.

HELPFUL WEBSITES

- www.bema.org
- » *schedules, registration information*
- www.wilddunes.com
- » *accommodations, activities, golf*
- www.charlestoncvb.com
- » *maps, visitor information, things to do, dining*
- www.iop.net
- » *City of Isle of Palms*



REGISTER FOR BEMA'S ANNUAL MEETING BY RETURNING
» THE ENCLOSED FORM OR AT WWW.BEMA.ORG «



come to
Carolina
BEMA ANNUAL MEETING
JUNE * 17-22 * 2010

BEMA'S ANNUAL MEETING — COME TO CAROLINA

This summer enjoy the best of both worlds – the business of baking and the beauty of Charleston. BEMA's Annual Meeting is your best opportunity to hear from inspiring speakers, network with customers, and talk with peers about the latest trends in the baking industry. In 2010 the meeting will be held at Wild Dunes, a beachside resort offering sun, sand, and loads of family activities. You'll also enjoy the history, shopping, and world-famous restaurants in nearby Charleston. Join BEMA, and come to Carolina.



COME TO CAROLINA FOR INDUSTRY INSIGHT

HEAR FROM TOP BAKERS

Each year, BEMA brings you insight from baking industry leaders. Panelists will join us for all networking events and will address BEMA members on Sunday morning. This year's panel features:



Paula Marshall
CEO
Bama Foods



Bill Paterakis
President & CEO
Northeast Foods



Richard Junge
Menu Management,
Food Innovation – Group
Manager Bakery
McDonald's Corporation

BIF BREAKFAST

BIF, the Baking Industry Forum – a group of bakers and suppliers who work together to address industry-wide issues – will present a sanitary design case study at breakfast on Friday, June 18.

BIF Bakers

- » **Rich Berger**, Director of Engineering, Sara Lee
- » **Rowdy Brixey**, Regional Vice President of Manufacturing, Bimbo Bakeries USA
- » **Jeff Dearduff**, Director of US Bakeries, East Balt, Inc.
- » **Dave Hipenbecker**, Divisional Engineering Manager – Bakery/Deli Group Engineering and Plant Services, The Kroger Company



INTERNATIONAL BAKER

Gerardo Sánchez Cervantes, Director of Corporate Operations, Bimbo Bakeries Mexico

INDUSTRY UPDATE

Leaders from the most influential organizations in baking share with us their activities and strategies for the future.



- » **Robb MacKie**, President, ABA
- » **Rowdy Brixey**, Chairman, ASB
- » **Jim Munyon**, President, AIB
- » **Judi Adams**, President, Grain Foods Foundation
- » **John Khoury**, President, Custom Foods

UNDERSTAND & INFLUENCE THE INDUSTRY

By participating in BEMA's committee meetings and general membership meeting, you contribute to our industry and influence our association. All attendees are encouraged to attend the committee meetings of their choice and to participate in the general membership meeting.

RED, WHITE AND BEMA! USO ON THE USS YORKTOWN

Friday, June 18



Sailors called her “*The Fighting Lady*.” The historic *USS Yorktown* aircraft carrier will be the site of BEMA's theme dinner. You and your family will be treated to USO-style music performances, Southern cooking, and dancing. You can also see World War II planes on the flight deck and tour the Congressional Medal of Honor Museum. Then test your skills as a fighter pilot in the flight simulator! Red, White and Blue attire.

CHAIRMAN'S RECEPTION & DINNER

Sunday, June 20

This fun event is the finale to BEMA's year. Join Chairman Mark Ungashick as we pass the gavel and celebrate our accomplishments. Cocktail attire.

A SUNDAY MORNING LIKE NO OTHER

GOSPEL BREAKFAST & FATHER'S DAY SERVICE

8:00 a.m., Sunday, June 20

Features Charleston's famous Plantation Singers.

LEADING THROUGH TEAMWORK

REAR ADMIRAL TOM LYNCH, US NAVY, RETIRED

9:00 a.m., Sunday, June 20

Teamwork. It's the topic of Tom Lynch's leadership session for BEMA members and families. A Navy officer for 31 years, Lynch was chief of Navy Legislative Affairs, commanded the Eisenhower Battle Group during Operation Desert Shield, and served as superintendent of the U.S. Naval Academy. He and his wife, Kathy, have three children and ten grandchildren. In the Navy, in business, and in family matters, Lynch knows that teamwork makes things work.



TOURS BY LAND OR BY SEA > Saturday, June 19

CARRIAGES, DUNGEONS & FANTASTIC FOOD — THE BEST OF HISTORIC CHARLESTON

Travel through historic downtown Charleston in a horse-drawn carriage. Visit the 1825 antebellum *Edmondston-Alston House*. Explore Charleston's waterfront and *The Old Exchange* and *Provost Dungeon*, built in 1771. All this is included in your tour of Charleston, which culminates in a private luncheon at Magnolias, an upscale Southern restaurant.



FAMILY ADVENTURE ON CAPERS ISLAND

To explore the natural side of Charleston, tour Capers Island, an untouched barrier island off the Carolina coast. Naturalists will guide you through the Intracoastal Waterway and winding tidal creeks, where you might spy bottlenose dolphins, pelicans, and more. On the island, you'll have free time to kayak, fish, and play games on Boneyard Beach, followed by a seaside picnic.

>> TOUR REGISTRATION DEADLINE: JUNE 3, 2010 <<

BEMA GOLF AT WILD DUNES LINKS COURSE

Monday, June 21

Join customers and fellow BEMA members at this annual tournament that is perfect for all level of players. The Links Course, designed by Tom Fazio, is among the best in South Carolina. www.wilddunes.com (click golf).

PRELIMINARY SCHEDULE

THURSDAY, JUNE 17

TBD	Past Presidents & Chairmen
4:00 pm – 5:30 pm	Executive Committee Meeting
Noon – 6:00 pm	Registration
5:30 pm – 6:00 pm	First-time Attendee Orientation
6:00 pm – 7:30 pm	Welcome Reception
8:00 pm – 10:00 pm	Executive Committee & Past Presidents/Chairmen Dinner
8:00 pm – 10:00 pm	Dinner on your own
10:00 pm – Midnight	Afterglow

FRIDAY, JUNE 18

7:30 am – 3:00 pm	Registration
8:00 am – 10:00 am	Spouse/Guest/Children's Breakfast
8:30 am – 9:30 am	BIF Breakfast
9:40 am – 12:30 pm	Committee Meetings

Three 50-minute meetings are held concurrently in each of three time slots.

BEMA Standing Committees: Convention & Programs, Education & Scholarship, International, Marketing, Market Research, Membership, Safety & Sanitation, Trade Relations Roundtable

1:00 pm – 3:30 pm	Board of Directors Meeting [closed]
6:00 pm – 11:00 pm	<i>Red, White and BEMA</i> on the <i>USS Yorktown</i>
11:00 pm – 12:30 am	Afterglow

SATURDAY, JUNE 19

7:30 am – 9:30 am	Registration
7:30 am – 9:30 am	BIF Meeting (open to observation)
10:00 am – 3:00 pm	Group Tours
6:00 pm – 10:00 pm	Dinner on your own <i>OR</i> Small Group Dinners with Bakers*
10:00 pm – Midnight	Afterglow

SUNDAY, JUNE 20

8:00 am – 8:45 am	Gospel Breakfast & Father's Day Service
9:00 am – 9:30 am	Teamwork – Rear Admiral Tom Lynch, US Navy, Retired
9:45 am – 10:45 am	General Membership Meeting
	• Association Updates from AIB, GFF, ASB and ABA
11:00 am – 12:45 pm	Educational Session
	• International Baker
	• Customer Panel
6:30 pm – Midnight	Chairman's Reception & Dinner

MONDAY, JUNE 21

10:30 am – 4:00 pm	Golf Tournament - The Links at Wild Dunes
8:30 pm – 10:00 pm	Dinner on your own <i>OR</i> Small Group Dinners with Bakers*
10:00 pm – Midnight	Afterglow & Golf Awards

TUESDAY, JUNE 22

9:00 am – 6:00 pm	Convention Wrap Up and Optional Events
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* Registration is required for small group baker dinners. Registration occurs via email the last week of May.