

**PROFESSIONAL BAKING ADVISORY COMMITTEE**

**MEETING MINUTES**

**Tuesday, February 25th, 2020 \* 2:30-4:00 p.m.**

**GHL 213 (Gaiser Hall – Ellis F. Dunn Community Room)**

**Members Present**; Tim Briare, Westco Bakemark; Jesse Dodson, New Seasons Central Bakery, Haley Smith, Bakery Manager Trifecta Tavern; Joshua Svenhard, Eurobake Bakery

**Members Absent**: Bonnie Brasure, Bleu Door Bakery, Chris Frazier, Little T American Baker; Lisa Withers, Food Blogger,

**Clark College**: Alison Dolder, Professional Baking Department Head & Instructor; Melanie Hendry, Instructor, Armetta Burney, Interim Dean of WPTE; SueAnn McWattters, Program Specialist – Advisory Committees

Committee member Tim Briare called the meeting to order at 2:43 p.m. and the committee members introduced themselves.

**MINUTES OF THE PREVIOUS MEETING**

*As a quorum was not present, the minutes of April 16, 2019 were sent for electronic approval, as of March 18th, 2020, the minutes have been approved.*

**NEXT MEETING DATE**

The committee will next meet on **Tuesday, June 2nd, 2020 at 2:30pm.**

**ELECTION FOR NEW CHAIR/VICE CHAIR**

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Tabled to the next meeting as there was not quorum.

**Action Item:**

* **SueAnn will send out an email with a vote for the minutes.**

**OFFICE OF INSTRUCTION MEETING ANNOUNCEMENTS**

Armetta Burney spoke on the college naming the new president. Dr. Karin Edwards will be the new President of Clark College. She comes from Portland Community College.

The challenging news is that the enrollment continues to decline and the college is in a budget crisis at the moment. We will have a $5.8 million reduction in the new academic year. We are in the process of figuring out where those reductions are going to come from. Tim Briare questioned if this type of news is normal. Armetta confirmed that it is a national issue.

**NEW ADVISORY MEMBERS**

This advisory needs new advisory members. Alison Dolder spoke on alumni that are now working in the industry that would be great to have on the committee.

**Action Item:**

* **SueAnn will also add in a call for new members. Try to provide some wordage and information about getting involved.**

**GUEST SPEAKERS FROM INDUSTRY**

Alison Dolder and Melanie Hendry spoke on summer quarter in the second year (Applied Professional Development). An idea was brought up to start going out on more field trips, bringing in different careers in the industry to speak about their roles, and seeing the other outlets. Melanie Hendry explained that there’s not just one pathway and it would be great for the students to see all the different walks of the industry. Many students just don’t get out enough to really see what careers are out there, but rely on the faculty.

The program has been more focused on getting things up and running these past three years. Now that things are a bit smoother, it’s time to start getting students out to see what their “office” would like.

Joshua Svenhard agreed that it would be beneficial for them to see and understand the different types of roles of the industry.

If there are any suggestions that the students need to hear from, Alison would be happy to hear from them and get them scheduled to come in.

**NEEDS IN AN EMPLOYEE**

The program wants to make sure that they are keeping the students current. Haley Smith mentioned previously that skills seem secondary to education.

What is evolving and changing in the industry?

* Communication
  + Public speaking
* Showing up
* Interview (3 phases)
  + Do they know anything?
  + How do they communicate?
    - What makes you, you? Do they fit into the company culture?
  + How do they follow up?
* Lot tracking (FSMA – Food Safety Modification Act)
* Inventory
* Sanitation logs

**INDUSTRY UPDATES**

Joshua Svenhard reiterated the issue of the communication and the lot tracking. There is a lot of consolidation of big businesses owning the smaller businesses. Smaller ideas and how they are selling are what’s popular.

Jesse Dodson spoke on how to sell less for more money. Marketing and packing is very important. Ingredients and labor is costing more and more. He has found that many manufacturers are serving less or looking at the perceived value of what you’re getting (packaging, the advertisement, etc.).

Tim Briare talked about the local market the many shops that have closed in the last 3-5 years.

Alison Dolder shared that Melanie Hendry is starting a deal with using reusable containers. She is also starting a cup exchange so that the bakery can to do their part to help eliminate waste.

Melanie Hendry spoke on internship opportunities. Joshua Svenhard and Jesse Dodson both offered up their businesses, however haven’t seen anything from students recently. Melanie explained that some of the students are very particular about where they would like to do their internships.

Meeting adjourned at 4:05pm.

Prepared by SueAnn McWatters