



Bulletin

Serving the Baking Industry Since 1897

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Chairman Deese Kicks Off "Best Ever" ELDC Meeting – 32 Industry Leaders Hone Skills, Promote ABA Policies



ABA Chairman George Deese addressing the ELDC attendees.

"You are the future of the baking industry and I thank you for coming to our nation's capital and for participating in ABA and the public policy process," said ABA Chairman George Deese, President & COO, Flowers Foods, in welcoming over 30 baking industry representatives to the Executive Leadership Development Committee (ELDC) Public Policy Forum. "Those who recognize and embrace change will be well positioned to benefit from change, especially in the baking industry," Chairman Deese informed the group during his remarks.

The Forum held September 23-25 in Washington, D.C., featured a number of excellent presentations on a variety of key topics. Highlighting the Forum was Barry Jackson, Deputy Assistant to the President and Director, Office of Strategic Initiatives at the White House. Mr. Jackson talked about the honor and privilege of working at the White House, particularly after the tragic events of September 11th. He briefed the group on his role in coordinating and planning objectives in order to achieve the President's long-range policy initiatives.

"Top to bottom, this was the best ever Public Policy Forum," said ELDC Co-Chair John Lee, Sara Lee Bakery Group. "We worked extremely hard but learned an enormous amount about negotiating skills and being more involved in the Washington and local political scene."

The Forum included a half-day seminar on negotiating skills led by Bill Harvey of the Corporate Performance Institute. Attendees honed their negotiating skills based on Mr. Harvey's extensive experiences in the automotive and real estate industries. The group was treated to a very insightful overview of the baking industry and consumer trends by the President of Milling and Baking News, Mark Sabo. He highlighted some of the challenges currently facing the industry.

"As a second generation Chair of ELDC, it is enormously satisfying to see the tremendous support of the baking industry for developing future leaders," said ELDC Co-Chair Tom McCurry, Manildra Milling. "To continue the outstanding programs and attendance speaks volumes about the vitality of our industry."

Also on the agenda for the Forum were presentations on grassroots lobbying by Gloria Dittus, Dittus



Barry Jackson, Deputy Asst. to the President and Dir., Office of Strategic Initiatives at the White House.

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ABA FTRAC Committee Holds Successful Meeting - FDA Official Addresses Food Security, Trans Labeling and Imported Honey Issues



Dr. Bob Brackett, FDA Center for Food Safety and Applied Nutrition, discussing food security legislation.

Additionally, Maureen Olewnik, AIB's Vice President for Research and Technical Services, provided an update on acrylamide activities, followed by a presentation by Sarah Taylor, Covington & Burling, summarizing the food security legislation, allergen legislation and first amendment issues related to nutrient content claims.

The Committee also discussed several issues during the course of the meeting--biotechnology, shelf-stable bakery products, newly introduced obesity legislation (IMPACT bill) and planning of the 2003 ABA-USDA Agricultural Research Service Annual meeting on wheat, flour and end product quality issues. The Committee also agreed that it would like to meet with the Centers for Disease Control (CDC) to learn more about its food safety research activities.



FTRAC attendees at its recent meeting held in Washington, D.C.

On September 26, ABA's Food Technical Regulatory Affairs Committee (FTRAC) met in Washington, D.C., to discuss several timely issues. The group received a briefing from Dr. Bob Brackett, FDA Center for Food Safety and Applied Nutrition (CFSAN)'s Director for Food Safety Initiatives. Dr. Brackett briefed the group on the agency's decision-making process for the pending food security rulemaking. FDA is expected to issue proposed rules in the areas of facility registration, records access, prior notice and detention authority in late 2002 or early 2003. Dr. Brackett also provided updates on the pending trans labeling proposal, allergen policy and imported honey.



Maureen Olewnik, AIB, making a presentation on acrylamide activities.



Sarah Taylor, Covington Burling, giving a summary on food security and allergen legislation.

"The Committee discussion was very productive. We made excellent progress on several timely issues and will continue to aggressively work together for the betterment of the baking industry," said ABA FTRAC Chairman Len Heflich, Director Corp. Quality Assurance, George Weston Bakeries. 🍞

Remember...the ABA Web Site is a Valuable Resource - www.americanbakers.org

Timely Issues to Look For:

EPA Information on Refrigerants, CFCs/HCFCs/HFCs
http://www.americanbakers.org/news/CFC_info_web_links.htm

Food Security Documents on the World Wide Web
http://www.americanbakers.org/news/Food_Security_links.htm

HR Meeting Wrap-Up - now on the Web!
<http://www.americanbakers.org/committee/hr.htm> (see the Members-Only info.)

ELDC Meeting Wrap-UP - now on the Web!
http://www.americanbakers.org/memonly/ELDC/Sept_2002_meeting.htm

Always on the Web:

- ✓ *Past Issues of Bulletin*
- ✓ *Press Releases*
- ✓ *Committee Information*
- ✓ *Current Meeting Schedule*
- ✓ *Environmental Monthly Mailing*

For the Members-Only section username and password, call the ABA office or e-mail kkoche@americanbakers.org.

ELDC Meeting

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Communications; a panel on corporate ethics with Al Garesche, House Subcommittee on Oversight and Investigations and Andrew Hruska, Senior Counsel to the Deputy Attorney General of the United States; a preview of the 2002 Elections by Steven Schmidt, Director of Communications for the National Republican Congressional Committee. ABA Vice Presidents Anne Giesecke, Ph.D., Robb MacKie, and Lee Sanders provided an update on ABA's top legislative priorities as well as tips for successful lobbying.

"From the work sessions to the social events, the ELDC is an excellent opportunity to network with industry colleagues," said ELDC Program Co-Chair Tyler Cook, Vista Baking Company. "We don't often have the chance to interact and develop relationships within the industry."




ELDC Co-Chairs (from L to R): Mike Monea, D.Thomas & Assoc.; Tom McCurry, Manildra Group USA; John Lee, Sara Lee Bakery Group; and Tyler Cook, Vista Baking Company.

The Forum attendees traveled to Capitol Hill to lobby lawmakers on issues ranging from allergen labeling, so-called Clean Skies legislation, water and ergonomics regulations. Attendees met with over 25 lawmakers and staff to promote the baking industry's concerns.

"One of the things the ELDC group thoroughly enjoys is assisting the ABA in promoting its agenda on Capitol Hill," said ELDC Program Co-Chair Mike Monea, D. Thomas & Associates. "It is an eye opening experience to see the multitude of issues on which the ABA is protecting the baking industry."

Chairman Deese succinctly captured the essence of the industry and the ELDC when he remarked, "It's all about the relationships that you develop during your career in the baking industry."

Mr. Cook and Mr. Monea will succeed Mr. Lee and Mr. McCurry as Co-Chairs of the ELDC and the group will select new Program Co-Chairs at its planning meeting scheduled for March 23, 2003 during the ABA Convention at the Breakers in Palm Beach, Florida. 



ELDC attendees in Negotiating breakout session (from L to R): Paul Treaux, Pepperidge Farm; John Lee, Sara Lee Bakery Group; Dean Crafton, Pliant Corporation; and Bob Marcucci, Gonnella Baking Company.

ELDC Goes to Capitol Hill

One of the highlights of the ELDC meeting was a day spent on Capitol Hill lobbying Congress on behalf of the baking industry. Seventeen ELDC attendees and five ABA staff members visited 25 congressional offices. The goal was to discuss pending legislation on ergonomics, Clear Skies, food allergen labeling, and water. This fast-paced environment provided an opportunity for the attendees to make their case to Congress members and their staffs. Dave

Caucutt of Baker & Baker Inc. noted, "The experience was both eye-opening and beneficial as we had the opportunity to participate in the legislative process."

ABA cannot stress enough the importance and influence of constituents lobbying their congressional representatives. Congressional visits are always one of the most anticipated and informative events scheduled for ELDC attendees.

Safety Committee Meeting Reminder:

October 29-30
Wyndham Norhtwest Chicago
Chicago, IL

Fleet Committee Meeting Reminder:

November 7-8
Marriott Courtyard
Chattanooga, TN

For registration information on either of these meetings, please contact Carol McDougall at 202-789-0300 or e-mail cmcdougall@americanbakers.org.

ABA Fleet & Distribution Committee Plans Tray Theft and Loss Prevention Strategy


Representatives of ABA member companies in the Chicago area and other wholesale bakers met to discuss the loss and theft of baking industry trays, baskets and dollies which has reached epidemic proportions. The group met with Dupage County Assistant, State's Attorney Neal Thompson, to discuss the perspective of local law enforcement toward prosecuting theft of the containers. In addition, the group agreed to several action items designed to address tray theft and loss nationally and are calling the effort The Bakers Against Tray Theft and Lost Equipment (BATTLE).

"We had a tremendous gathering of bakers working together to find solutions to the loss of trays which is costing the industry tens of millions of dollars," said ABA Vice President Government Relations Robb MacKie. "The industry is attacking the loss in a multi-pronged effort involving education, cooperation, research, and where necessary, law enforcement."

The group, under the leadership of the ABA Fleet and Distribution Committee, will be presenting a plan to revitalize educational materials from the successful 1980's COM-BAT program. These materials will be geared toward route sales representatives as well as baking industry customers.

The new ABA BATTLE Group is also developing a statement of principles that senior industry management can sign off on to assist in the exchange of trays and other cooperative efforts. Part of this effort will include model legislation for baking companies to take to their state legislators to implement or strengthen container laws. The ABA BATTLE Group will be surveying the wholesale baking industry to determine the precise costs and losses to the industry to assist in educating legislators and customers. The ABA BATTLE Group has established an online discussion group to assist in the exchange of information among bakers.

"We are off to a good start and hope to see some impact in the near term," said Mr. MacKie. "With costs to the industry rising, this is one area where we should be able to put something back on the bottom line."

The Fleet and Distribution Committee will be following up on the action items from the September 19 meeting during its next meeting scheduled for November 6-8, 2002, in Chattanooga, Tennessee. That meeting also will include a joint meeting with transportation professionals from McKee Foods and a meeting with the distribution specialists at US Express. For information on the upcoming meeting, contact Robb MacKie at the ABA. 

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