

# Upper Midwest Bakery Association Convention 2010

February 27 & 28, 2010 | Treasure Island Resort and Casino | Red Wing, MN

For all Bakers, Cake Decorators, Vendors and people interested in the baking industry for the Upper Midwest Region

## ONE OF A KIND SHOW – DEDICATED TO THE BAKING INDUSTRY

**As interactive game between vendors and participants gather Treasure coins from the vendors**

Enter into drawing for major gifts: One night free stay at the casino | Product from vendors | Cash prizes and other prizes

**Participate on the vendor floor to win big**

Baked Foods and Cake Decorating Contests | Educational Sessions on Decorating and Business  
Great Vendor Show | Activities for Children | Time to Socialize, talk bakery talk and relax  
Hand's On Workshop | Reduced Banquet price | Hall of Fame Inductees



## Features

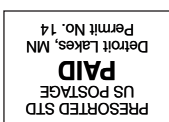
SUNDAY LUNCHEON  
PRESENTATION

**"Meet and Greet – Questions and Answers"  
with Randall McDaniel of the Minnesota Vikings**

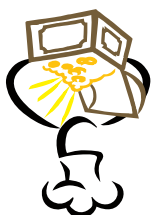
Regarded as one of the NFL's finest offensive lineman, 12 straight Pro Bowls (1989 – 2000), NFL Hall of Fame 2009. Unbelievable ability to overpower opponent with quickness and power. Involved in a variety of "Community Activities". Created and facilitates "Team McDaniel" a middle school program focuses on encouraging community service.

**Register today!**

Discover our Treasure  
90 Years of Legacy



Upper Midwest Bakery Association  
729 Park Avenue  
North Mankato, MN 56003



# INFORMATION FROM Treasure Island



Treasure Island Resort & Casino is an easy drive from the Twin Cities and other nearby locations. We also offer free transportation shuttles from a number of areas.

## FROM MINNEAPOLIS/ST. PAUL

Travel south on Hwy. 52, then east on Hwy. 55 to U.S. 61, or travel south on U.S. 61 all the way from the Twin Cities to Hastings. On the south side of Hastings travel south on Hwy. 316 to 200th St. Follow 200th St. for 8 miles and pass over the Etter Bridge.

## FROM MINNESOTA VALLEY SUBURBS

Travel east on County Road 42, then east on Hwy. 55 to Hastings. On the south side of Hastings travel south on Hwy. 316 to 200th St. Follow 200th St. for 8 miles and pass over the Etter Bridge.

## FROM ROCHESTER

Option No. 1: Travel north on U.S. 63 to U.S. 61. Travel north through Red Wing. Take County Road 18 north.

Option No. 2: Travel north on Hwy. 52 to Hampton. Take Hwy. 50 east. Take U.S. 61 south. Turn north on County Road 18 (east).

## FROM LA CROSSE, WI OR WINONA, MN

Travel north on U.S. 61 through Red Wing to County Road 18 north

**GUEST ROOMS:** To book your rooms please call 1-888-867-7829.

Rates: \$ 89.00 on Friday, February 26, 2010 | \$109.00 on Saturday, February 27, 2010 | \$69.00 on Sunday, February 28, 2010

Our tax rate is 9.875% on guest rooms. Our check in time is 4 PM. Check out time is 11 AM.

Complementary Valet parking included with the guest room rate.

Your guest room block will be held until February 5, 2010. Any guest rooms not taken by that date will be released.

Each room will received a \$25 bonus play coupon. The guest that signs in at the room will need to go to the Passport Club to get a Passport Card and have the coupon credited on the a Passport Card. Guests will be required to give their name, address and birth date to get a Passport Card. If a guest already has a Passport Card they will still need to go to the Passport Club to have the coupon credited to their card. Only one bonus play coupon will be credited per room.



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**Greg A. Wagner  
Territory Manager**

*Serving the Upper Midwest Bakes Alliance*

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Fax: 763-757-4486

E-mail: [greg.wagner@genmills.com](mailto:greg.wagner@genmills.com)

## Friday, February 26th

3:00 – 6:00 PM..... Pre Registration and Cake Drop Off..... Pre Function Area  
6:00 PM..... Social ..... TBA

## Saturday, February 27th

7:00 AM..... Registration..... Pre Function Area

8:00 AM – 2:00 PM..... Cake and Baked Foods Drop Off..... Pre Function Area

### 9:00 – 9:45 AM..... *Educational Sessions*

#### *Decorating..... Using the Circuit Machine ..... Barbados A*

With Gum Paste and Edible Image Sheets. Clayton Artibee, Techie Guru and Peggy Sanquist will demonstrate how you can use the Circuit to simplify and increase productivity on complicated cake designs using gumpaste and edible image sheets. They will also demonstrate how to use it to make stencils, for airbrushing, decorating cookies and even around your bakery sales area.

#### *Business 3:00 PM..... Pastries the Wave of the Future..... Barbados B*

Bradley M. Hempel, Certified Master Baker, a 2009 graduate of the science and technology course at AIB with Baking Technologist Certification. He has owned a retail bakery in Minneapolis, and worked in bakeries and fine dining restaurants in the Twin Cities. He will do a demo on French Pastry: how to make it fast, easy and have it taste great.

9:45-10:00 AM..... Break

### 10:00 – 10:45 AM..... *Educational Sessions*

#### *Decorating..... Cake Decorating Basics ..... Barbados A*

Michelle Pjiske, H.C. Brill, will focus on tips and techniques to make you more efficient and productive as a cake decorator. She will share fast and easy ideas for production cakes.

#### *Business ..... What is OSHA Consultation?..... Barbados B*

Peter Kuzj, Safety Consultant Principal, Minnesota Workplace Safety, will cover: What is OSHA Consultation, How is it different from OSHA Enforcement, What you can do to prepare and what are common safety and health issues in the baking industry.

### 11:00 AM– 4:30 PM ..... **Vendor Floor Open and Vendor Demo Stage**

### 12:00 – 3:45 PM..... *Educational Sessions*

#### *Decorating 12:00 – 12:45 PM ..... Sculpted Cakes..... Barbados A*

Cheryl Romanowski, Sweet Memories, Thorpe, WI, will demonstrate her sculpting techniques that resulted in her 2009 Ultimate Cake Decorating Competition win in the Halloween competition. She will show ideas for sculpting cakes that you can use in your bakery to take advantage of the new demand for sculpted cakes created by the Food Network and TLC Cake Challenges.

#### *Business 1:00 – 1:45 PM..... Bakers Most Important Ingredient MONEY..... Barbados B*

Daniel “Klecko” McGleno, CEO of St. Agnes Bakery, will lead an informal discussion that will cover topics like: Ancillary Sale Items, How to Recover Delinquent Sales, and numerous other tips that will help you achieve full monetary worth. All too often many bakers give primary focus to issues like: Quality Control, Product Development, OSHA and employee needs. All of these topics are essential, but if we are not careful, they can eclipse our bottom line which is money. If you know Klecko, you know this will not only be informative, but entertaining as well.

#### *Decorating 2:00 – 2:45 PM..... Dessert Ideas – Simple Steps ..... Barbados A*

Mary A. Robideaux, Premier Food Products, will demonstrate new products that you can add to your cake and dessert line. She will show ways to use basic mousse and pastry cream to make both full size cakes and individual dessert items in a variety of sizes.

#### *Business 3:00 – 3:45 PM ..... Barbados B*

How about “Achieving Sales Growth and Leverage Through Social Media in Today’s Bakery Marketplace.” Bob Beckerman will lead a discussion with other bakery professionals who will share their thoughts and ideas on how to take advantage of social media to enhance their business in today’s cyber marketplace. How they use that powerful medium to reach out and capture a greater market share for their business. Hear some innovative ideas. You will be invited to engage in the stimulating conversation and go away with a call to action.

**Continue of Schedule: Saturday, February 27th**

2:30 PM..... Judging of Contests  
 5:30-6:30 PM..... Reception ..... Pre Function Area  
 6:30 PM..... Banquet and Program..... Wacouta/Chief Wabasha



**Features**

**SATURDAY BANQUET PRESENTATION**

**“Blue Ribbon Baking” with Margorie Johnson**

Incredible baker and nationally recognized Her hilarious stories about her national attention are a riot. She is the First Lady of the Minnesota State Fair and America’s First lady of baking.

**Sunday, February 28th**

8:00 – 8:45 AM..... Business Meeting  
 8:00 – 12:00 noon ..... **Hands On Workshop – Barbados ..... Capri**  
 Peggy Tucker, Cakes by Peg will teach the basics of making gum paste flowers with just a few simple tools. Learn how to make some of the basic flowers like roses, lily and filler, flowers, leaves and how to dust them. This will be a fun-filled but fast paced class. Your class fee will include gum paste tools for you to use and take home. Class fee is \$80.00. (Class limited to 20 students)  
**9:00 – 11:45 AM..... Vendor Floor Open**  
**9:30 – 11:15 AM ..... Educational Sessions**  
**Decorating 9:30 – 10:15 ..... Upscale Cupcakes..... Barbados A**  
 Bridget Mistier, Bakery Crafts will demonstrate ways to take advantage of the craze for decorated cupcakes. She will show how you can use simple ideas and products to add bling to cupcakes that give them an upscaled and expensive look.  
**Business 10:30 – 11:15 ..... Fundamental Knowledge of Flour..... Barbados B**  
 Robert Smith, The King Arathur Flour Company will use his 40 years in the baking industry to share things that he has learned along the way. He will talk to the difference in flours, water, yeast, salt, temperature, costs and pre-ferments, etc. It is a Bakery 101 of what to and not to do.  
**12:00 – 1:00 PM..... Luncheon ..... Wacouta – Chief Wabasha**  
**Meet and Greet – Questions and Answers with Randall McDaniel – Minnesota Vikings**  
 1:00 PM..... Award Ceremony  
 2:00 PM..... Close of Show



**ONE OF A KIND SHOW – DEDICATED TO THE BAKING INDUSTRY**



**LIST OF VENDORS**

*As of Publication, December 2009*

- |                   |                 |                                  |                                   |
|-------------------|-----------------|----------------------------------|-----------------------------------|
| Bix Produce       | Pfeil & Holing  | Dawn Foods Products              | Hobart                            |
| Gregorys Foods    | ABE TECH        | AI - Art Institute International | Deco Pac                          |
| Instant Whip      | EnViromatic     | MN Restraunt Association         | Fiberich                          |
| Best Brands Corp. | Bakery Craft    | Red Star Yeast                   | Bake Mark                         |
| Horizon           | Practical Baker | General Mills                    | St. Paul College                  |
|                   |                 | Lawrence Foods                   | Nordic Ware                       |
|                   |                 | Lindar                           | King Arthur Flour                 |
|                   |                 | Hockenberg                       | Innovative Food Service Marketing |
|                   |                 | Food Service News                | Gold Coast Ingredients            |
|                   |                 | Fleishmans Yeast                 | Harvest Bakery Services, Inc.     |
|                   |                 | New French Bakery                | Trio Supply Company               |



# UMBA DECO CAKE sugar art contest

## divisions

Beginner/Student: Less than two years experience

Intermediate/Advanced: More than two years experience

## categories



**Fondant Wedding Cakes:** Cakes with two or more tiers-cake must be covered in Fondant. Decorations may be fondant, butter cream or chocolate.

**Novelty/Specialty:** Any cake with a theme such as: Birthday, Anniversary, Christmas, Easter, etc. Any sugar medium or technique may be used.

**Butter Cream Wedding Cakes:** Cakes with two or more tiers-cake must be covered in butter cream. Decorations may be butter cream, chocolate or any sugar medium except fondant.

## rules

No pre-registration required, however, on-site registration is required. Registrants are to be members of RBA/UMBA or UMBA. Cakes may be set up Friday February 26 between 3:00 - 6:00 and Saturday February 27 between 8:00 AM and 2:00 PM. Judging will take place at 2:30 PM. Any cakes delivered after 2:00 will not be judged but placed for display purposes only. Gold winners will be announced at the Saturday evening banquet. The remaining awards will be given out at the award ceremony, Sunday 1:00 PM. Entries may be real cake or Styrofoam, however, if Styrofoam is used it must be able to be duplicated in real cake. Entries must be exclusive work of the entrant. Cakes are judged on appearance, points will be given for neatness: originality, creativity, colors, and degree of difficulty. Decisions of the panel of judges is final. No business identifying marks, advertisements, or photos will be allowed until the completion of the judging, Saturday evening. After judging business cards may be placed by the cakes. Cakes must stay on display until the end of the awards ceremony on Sunday. Cakes are judged with a point system: Gold, Silver, and Bronze awards will be given in each category. All cakes with qualifying points will be awarded. Best of Show will be chosen by the judges, all cakes qualify for this award. People Choice will be awarded to the cake with the most votes. Voting for People Choice continues until Sunday at 11:00 AM. The winner will be announced at the award ceremony Sunday.

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# announcing UMBA Baked Foods Contest

two categories UPPER MIDWEST'S "BEST"  
ALMOND COFFEE CAKE and BROWNIE

Entrants in the "Almond Coffee Cake" contest are to submit two coffee cakes. Entrants in the "Brownie" contest are to submit 8 pieces for judging. Entrants can enter each category.

The pieces will be judged for: Uniqueness, Eye Appeal, Quality, Skill of Execution, Practical to Produce. Entries are to be delivered Saturday, February 27th, 8:00 AM-2:00 PM to the Pre Function Area. Judging will take place Saturday at 2:30 PM.

First place winner in the Almond Coffee Cake Contest will receive a gift from the American Almond Company. First place winners will be announced at the Saturday evening banquet. Remaining winners will be announced at the Award Ceremony, Sunday at 1:00 PM in the Barbados room.

Trophies will be awarded to first, second and third place winners. The remaining participants will receive certificates of participation. Product to stay on display until the end of the convention.

February 27 – 28, 2010 | Treasure Island, Red Wing, MN

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800-866-3300



**Note:** If registering with a credit card use PayPal process on UMBA website [www.uppermidwestbakery.net](http://www.uppermidwestbakery.net)

Company/Bakery Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

**Title**

- Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

**Type of Business**

- Retail/Full Line Bakery  Franchise Bakery  Super Market-In Store Bakery/Deli  Bread Shop  Cake Shop  
 Pastry Shop  Coffee Shop/Deli  Wholesale Plant  Educational Institution  Vendor/Distributor  
 Other \_\_\_\_\_

**RBA/UMBA OR UMBA ADULT MEMBERS - \$30.00 • NON-MEMBERS - \$50.00 • STUDENTS - \$10 • CHILDREN (UNDER 12) - FREE**  
**Convention Registration Fees**

Number of Adult Members \_\_\_\_\_ X \$30.00 = \$ \_\_\_\_\_  
 Number of Adult NON-Members \_\_\_\_\_ X \$50.00 = \$ \_\_\_\_\_  
 Number of Students \_\_\_\_\_ X \$10.00 = \$ \_\_\_\_\_  
 Number of Tickets to the Banquet: \_\_\_\_\_ X \$40.00 each = \$ \_\_\_\_\_  
 Number of Tickets to the Sunday Luncheon: \_\_\_\_\_ X \$20.00 each = \$ \_\_\_\_\_  
 Registration for the "Hands On Workshop" workshop Sunday AM: \_\_\_\_\_ X \$80.00 each = \$ \_\_\_\_\_  
**Total \$** \_\_\_\_\_

*Make Check Payable To:* Upper Midwest Bakery Association  
 Submit names and title of registrants, print this form and mail.

*Mail Directly To:* Curt Borchert CMB – UMBA Executive Director  
 729 Park Avenue • North Mankato, MN 56003

*For more information contact Curt at:* 320 493 7554 -or- [cjborche@hickorytech.net](mailto:cjborche@hickorytech.net)  
 To take out membership in UMBA or RBA/UMBA look under membership on website: [www.uppermidwestbakery.net](http://www.uppermidwestbakery.net)

**Additional Registrants Names:** *Choose a title that best describes each registrant.*

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

Name: \_\_\_\_\_ Phone/Cell \_\_\_\_\_ Email \_\_\_\_\_  
 Owner  Manager  Baker  Cake Decorator  Employee  Student  Vendor/Exhibitor

**Others:** *Name of Children under age of 12*

**Name(s) of participants in the American Baking Exposition Challenge:**

Convention Hotel: Treasure Island Resort and Casino Red Wing, MN  
 Registration is handled by calling: 1-800-222-7077 - Ask for convention rate. Rates listed on pg.2 of flier -

Discover our treasure

# *RBA Certification Test* american bakery expo challenge

Decorators have the opportunity to compete in the UMBA American Bakery Expo Challenge and/or take the RBA certification test at the same time. Decorators can choose to compete or be certified or do both. Compete at the 2010 Upper Midwest Bakery Convention in Red Wing and win a chance to represent the UMBA, September 26-29, 2010 in Las Vegas. Travel expenses and hotel accommodations will be provided by RBA and UMBA for the competition in Las Vegas. The contest will also be the hands on testing part of the RBA Certified Decorator process.

Decorators will compete in all the RBA categories at the state level including wedding cakes, sculpted cakes, floral design, fondant, seasonal design and creative categories.

Contestants will compete during a eight hour period on Saturday with the winner to be announced at the banquet on Saturday night. To be eligible to compete the decorator must have four years of professional cake decorating experience, submit a portfolio of their work and be employed by a bakery that is a RBA/UMBA member.

For more information, contact Lynn Schurman at 320-685-8681



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