

Get to Know PMCA

An in-depth summary of association activities for 2014 | 2015



PMCA

Professional Manufacturing Confectioners Association

LEARN. CONNECT. GROW.



PMCA is an international association that enhances the companies and careers of confectionery and snack professionals through inspired learning and the building of long-term personal connections, which empowers our members to create products that bring people joy.



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Volunteerism at its Best: a Letter From Our President

As we end the 2015 fiscal year I would like to acknowledge a few of the accomplishments of our committees, achieved through the great work of our volunteer members.

2015 Production Conference

Our main event had very good reviews from attendees. Program Chair Judy Cooley, The Hershey Company, once again led this great team through another successful event. We all look forward to what's in store for 2016 as the committee works its magic to develop an insightful, educational and fun program.

Education and Learning Committee

Led by Peter Jamieson of Atlas Point Technical Services, the committee organized two successful short courses. The Caramel-Fudge-Toffee course was held in conjunction with The Warrell Classic Caramel Company and the Chocolate and Compound course with Wolfgang Candy Company. These host companies are to be commended for their willingness to open their doors for industry training. In addition, the course instructors have been more than generous with the time and expertise they offer to the course. The Education Committee is working on a plan to offer alternative training vehicles in addition to their traditional model.

Research Committee

After many years of following a traditional grant-in-aid project program, the committee chair Eric Schmoyer, Barry Callebaut and his members are thinking outside the box to bring members research information in a new or enhanced way. In the meantime, current project work is being completed and a new student has been named in honor of Allen Allured to conduct research under The Pennsylvania State University and PMCA perpetual fellowship program.

2015 Student Outreach Program

The program was again a "win" for both students of the program and for member companies. It provides an excellent opportunity for undergraduate and graduate students to get a taste of our industry while members gain access to potential future interns, employees and colleagues. Mark Freeman, Shank's Extracts does a great job chairing this enthusiastic committee which continues to grow and evolve.

Information and Technology Committee

Mike Allured, MC/Manufacturing Confectioner, continues to lead the committee through the challenging task of overseeing a total redesign of the PMCA website which includes the development of a back end administrative database. This has been no small feat, but we believe the new site will allow PMCA to grow both domestically and internationally and will add value to your PMCA membership.

Membership and Marketing Committee

The committee, chaired by Patrick Hurley, Spangler Candy Company, had its hands full this year working on a brand refresh and marketing plan development project in conjunction with an

outside consulting firm. There is still a lot of work to be done but the project is on track and has already yielded some important insights. In addition, this Year in Review summary was initiated by the committee to provide you, our members, with a report on the activities of your association.

Long Range Planning Committee

Under the leadership of Chair Adrian Timms, The Hershey Company is currently at work revising the 2016 – 2020 long range financial plan designed to monitor the stability and enhance the growth of the association. In addition, this committee periodically reviews committee progress on the association's five-year strategic plan. Patrick Huffman, retired from The Warrell Corporation passed the LRP chair torch to Adrian Timms after leading this committee for several years. Fortunately we will retain Patrick's expertise as a member of this committee and through other PMCA activities.

Legislative and Regulatory Committee

Rick Russell, previously with The Hershey Company, has started his own consulting firm and will continue to offer his expertise as chair.

Finance

Edward Minson, Natural American Foods (PMCA treasurer) and Edmund Wilson, retired AAK (PMCA vice president) continue to monitor the financial operations and investment activities of the association.

Nominations Committee

Led by George Shapiro, Del-Val Food Ingredients, the committee has had the very important role of bringing in all this great talent for association leadership positions.

I would like to provide special acknowledgment to our PMCA staff, Brandy Kresge, Rachel Halkias and Yvette Thomas for all that they do to run the day-to-day operations of the association and to keep all of us organized and on track.

In addition, I wish to thank every individual who plays even a small role in PMCA at some point throughout the year. Your input, contributions and participation help to ensure that PMCA offers all of you the best possible services to advance your companies, your employees and the industry as a whole.



Robert Huzinec,
The Hershey Company,
PMCA President



A Banner Year: a Letter From the Chair of the Board

I am honored and delighted to serve as PMCA Chair of the Board, an International Association of Confectioners. PMCA has had a banner year of success with many activities including but not limited to the 69th PMCA Production Conference highlighting vegetable oils and student outreach. We have also held multiple short courses to educate our industry to be a better manufacturer, supplier and customer in the confectionery world. The management group of PMCA is thoroughly engaged to assist its peers, students, academia and all sizes of confectionery manufacturers. Our strategy has served us well and I have no doubt this year's strong conference and educational activities are results from the strength of all involved and the actions that we have taken over the years. Officers within PMCA are volunteers following the bylaws of PMCA committed to sharing their knowledge and time. I have never ceased to be impressed by the enthusiasm, professionalism and dedication these individuals give to PMCA. They represent the confectionery industry's needs for education, research and information to help us gain knowledge and grow. I am very proud to serve and guide this organization and would like to thank all for their contributions.

As we look to the coming year, we remember the very people that started PMCA, now in its 108th year, and the Production Conference, now in its 70th year. A lot has changed. We now have categories of people – millennials, trends that we must take into consideration when educating our industry, cultures around the world and of course sustainability for the long haul. What will we commit to in the coming years and what will our industry be in 2020? It is very exciting and mysterious at the same time. We all have to keep an open mind and take in as much knowledge as we can to keep getting better and serving each other well. The PMCA family will keep working towards sweet success!



Marlene Stauffer,
Blommer Chocolate Company,
Chair of the Board



Investing for the Future: Treasurer's Statement

I am pleased to report that the association's finances are in excellent condition, resulting from a combination of several factors. The PMCA Board of Directors had great insight in establishing and implementing an effective investment policy several years back, with a focus on longer-term proceeds for the association. In addition, this is an organization which manages its expenditures very cost-effectively.

The result is the ability to offer the highest caliber of conferences, training short courses and other services benefitting a wide audience throughout our member organizations.



Ed Minson, *Natural American Foods*, PMCA Treasurer

Making Great Confections, Building Great Connections

This first Year in Review document comes to you, our members, as we enter a time of mild evolution. After 108 years, PMCA continues to be not only a professional, progressive trade association for the industry but also a community, a family and a group of great friends.

In the spring of 2014, PMCA's leadership team came together with great enthusiasm and ideas to create the association's next five-year plan. While several programs continue to offer value in their existing format, some were ready to be redefined. In addition, it was time to take a look at the next generation of offerings and what is necessary to increase value for our members.

This review reminds us of what has been accomplished in just one year by our incredible community of association volunteers, program participants and dedicated staff as well as a glimpse of what to expect in the year ahead.

The PMCA community of professional confectioners is one that works together, learns from one another and shares knowledge with the next generation, setting an example of high standards, collaboration and the importance of the greater good. I am honored each day to be a part of this industry and this great association.

As we move into our 2015/2016 fiscal year we encourage your input in our quest to provide the highest quality technical information and build professional confectioner careers so we can continue to bring joy to the world with our products!



**Yvette Thomas, PMCA
Administrative Director**



**Brandy Kresge,
Assistant Project Manager**



**Rachel Halkias,
Administrative &
Marketing Assistant**

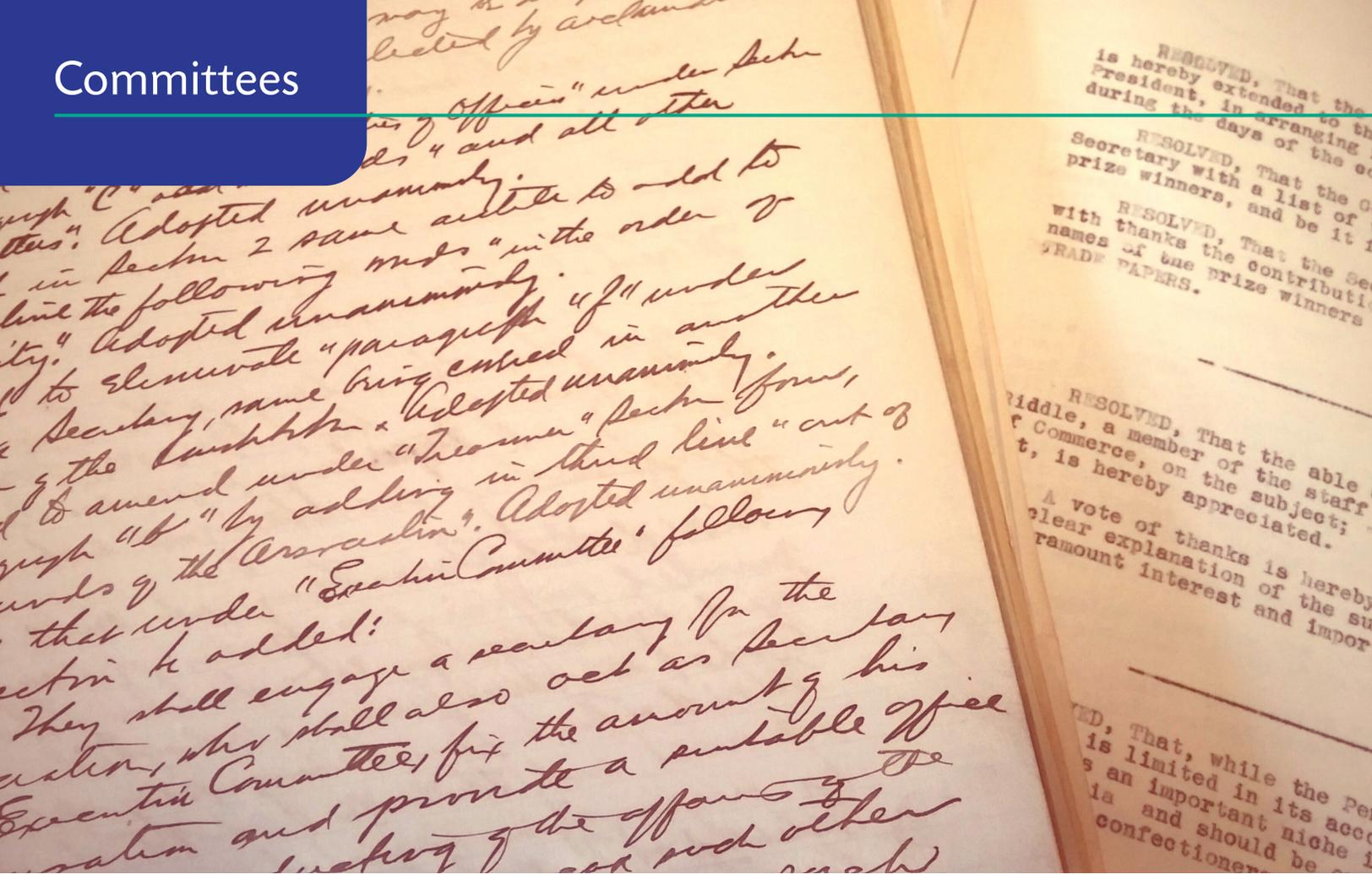




PMCA's Three-Fold Mission

Promote the long-term success of the confectionery industry by:

- Providing interactive forums for the open exchange of information
- Promoting and directing basic and applied scientific research
- Educating and training current and future confectionery technical and manufacturing personnel



Committees: Summaries and Future Plans

PMCA's committees work throughout the year to further the organization's many endeavors. They consist of volunteers with full-time jobs in the confectionery industry as well as retirees who remain active in the industry. Their efforts have fueled much progress over the past year.

“

The 'heart and soul' of PMCA are the committees. You can get someone who has a drive to do a particular thing for the organization; the committee structure is there to allow that to occur if someone has the time, the energy and the vision to be able to accomplish it.

”



Membership & Marketing Committee

PMCA membership continues to grow, with a net gain of seven new memberships this fiscal year.

Patrick Hurley of Spangler Candy Company serves as the committee chair and recently appointed Peggy Fyffe of the Almond Board of California as co-chair. The team has been working with the Merz Group, a brand consulting agency, to guide PMCA in its transition to embrace more contemporary practices while still retaining its traditional values. The findings from the group's research were shared with the committee in June and have proven valuable and will assist in the further direction of this project.

Once this initiative has been completed, PMCA looks forward to adding enhanced value to all members as well as an effective branding and communication plan for attracting new members.

The committee also plans to enact on-demand content and social media sub-committees to more extensively explore the possibilities around connecting interactively with current members as well as expand the organization's reach to others.



Production Conference Program Committee

The committee, chaired by Judy Cooley of The Hershey Company, develops the association's largest annual event.

The committee is comprised of more than 20 individuals from PMCA Active and Associate companies who dedicate their spare time to bring this educational forum to life.

2015's Production Conference highlighted consumers' growing interest in the crossover of sweet/savory/salty ingredients in confections and snacks including the trends that are driving these categories together.

Our Basics and Beyond program and Educational Exhibit featured fats and oils with several demonstrations, videos and live vegetable oil plants.

For the first time, the committee hosted a complimentary Monday lunch in the exhibit hall, which was applauded by exhibitors and attendees alike and fulfilled its mission of bringing attendees into the hall and keeping them there for supplier visits.

Planning for PMCA's 2016 Production Conference is well under way! Stay tuned for hints including "The Secret Life of Bees," and come prepared to participate in hands-on chocolate sessions! Mark your calendars now for April 11-13, 2016!



New people to the industry, the first time they ask, 'How do I get involved?' or 'How do I learn about the industry?' Go to the production conference. Talk to people. That is the way you learn a whole lot about our industry.





Education & Learning Committee

More than fifty individuals participated in the two hands-on courses hosted during the past year by PMCA's Education and Learning Committee, chaired by Peter Jamieson of Atlas Point Technical Services. Students of the courses represented a variety of small, medium and large size companies both domestic and international.

The Caramel-Fudge-Toffee course was held in York, PA and represented topics ranging from confectionery component and ingredient basics to processing fundamentals, sugar-free confection basics and troubleshooting. The Warrell Classic Caramel Company generously hosted the hands-on portion of the course. For two full days, students had the opportunity to prepare batches of caramel, fudge and toffee in small groups. Experimenting with several different recipes, students learned the effects of various ingredients on the resulting quality, color and texture of the product. Attentive instructors were always available to demonstrate techniques and answer questions. Each day after the hands-on portion of the course, students evaluated their finished product and discussed quality control issues. Students also had the opportunity to tour The Warrell Classic Caramel facility.

The Chocolate and Compound: From Bean to Bar and Everything in Between course was held in York, PA. Experienced industry professionals led the class through a series of presentations on topics ranging from the use of raw materials through processing finished product.

Instructors demonstrated and enhanced classroom material through videos, sensory activities and discussion of observations. Wolfgang Candy Company generously hosted the hands-on portion of the course. This year an artistry portion was added, during which students decorated moulds, created roses out of chocolate clay and decorated chocolate boxes. Students took their decorated moulds with them for the second day of hands-on work, where they had the opportunity to hand temper chocolate and use it to make clusters, molded items and hand-dipped centers. They also experimented with several different variables on a commercial enrober to gauge the effect each had on the resulting quality of the product. Students produced hollow bunnies, turkeys and other items on a commercial moulding line. Throughout the course, product evaluation and quality control were discussed. This course also afforded students the opportunity to tour Wolfgang Candy Company.

The Education Committee is busy planning traditional courses for the year ahead as well as alternative formats for its program offerings. With advancements in technology, the committee is exploring options for bringing more frequent and readily accessible learning opportunities to members around the world.

Short Course Program: 10-Year Summary

Program Year	Course Name	Location	Hands-on Host	# of Students	# of Instructors
2004/2005	Chewing and Bubble Gum Confections	Madison, WI	University of Wisconsin - Madison	29	7
2005/2006	Caramel-Fudge-Toffee	York, PA	The Warrell Classic Caramel Company	13	1
2005/2006	Panned Confections	Madison, WI	University of Wisconsin - Madison	27	11
2005/2006	Chocolate and Compound	York, PA	Wolfgang Candy Company	22	3
2007/2008	Premium Chocolate Centers	University Park, PA	The Pennsylvania State University	27	2
2008/2009	Chocolate and Compound	York, PA	Wolfgang Candy Company	30	5
2009/2010	Panned Confections	Skokie, IL	Georgia Nut	30	8
2009/2010	Chocolate and Compound	York, PA	Wolfgang Candy Company	30	4
2009/2010	Product Innovation for the Confectionery and Snack Market	Orlando, FL	Disney Institute	21	11
2010/2011	Panned Confections	Camp Hill, PA	The Warrell Corporation	29	10
2010/2011	Chocolate and Compound	York, PA	Wolfgang Candy Company	30	6
2011/2012	Functional Confectionery Workshop	Portland, OR	Bridgetown Bakery	21	9
2011/2012	Food Safety and Quality	Souderton, PA	Asher's Chocolates	28	9
2011/2012	Premium Chocolate Centers	Dunmore, PA	Gertrude Hawk Chocolates	20	2
2012/2013	Panned Confections	Camp Hill, PA	The Warrell Corporation	31	9
2012/2013	Chocolate and Compound	York, PA	Wolfgang Candy Company	27	7
2013/2014	Food Safety and Quality	Souderton, PA	Asher's Chocolates	19	12
2014/2015	Caramel-Fudge-Toffee	York, PA	The Warrell Classic Caramel Company	28	4
2014/2015	Chocolate and Compound	York, PA	Wolfgang Candy Company	26	6
			Total Participants	488	126



Research Committee

The PMCA Research Committee, chaired by Eric Schmoyer of Barry Callebaut, provides grant-in-aid funding for confectionery-related projects at leading colleges and universities.

One of the goals of this committee is to revamp the format of the current program and look at new offerings in order to address the evolving needs of the membership.

The committee spends a certain amount per year on a major project, whether the Pennsylvania State University Fellowship or a selected project. It also spends a smaller amount on a technical review every other year at the discretion of the committee members and based upon the results of our requests for proposal.

The 2015/16 fiscal year will see the PSU Fellowship, honoring Allen Allured, with funding fitting the previously mentioned guidelines. The student and topic have been chosen.

If the committee were to come across a particularly interesting project, members would give consideration to funding, or perhaps amend the current budget to accommodate a larger impact subject.

Research Projects: Past 10 Years

Type	Project Name	University	Researcher	Year
Technical Review	Filling Fats Used in Confectionery	Utah State University	Dr. Silvana Martini	2014/2015
Fellowship Project	Understanding the Mechanisms of Oral Astringency	The Pennsylvania State University	Dr. John Hayes and Erin Fleming	2013/2014
GIA Research Project	Improvement of Heat Stability, Textural Properties and Nutritional Quality of Gelatin-Based Gummy Confections	University of Wisconsin - Madison	Dr. Shinya Ikeda and Katie Henry	2013/2014
Technical Review	Food Structure and Textural Properties in Sugar-Based Confections	North Carolina State University	Dr. Hicran Koc	2012/2013
Fellowship Project	Tolerance for Bitterness in Chocolate is not Dependent on Detection Threshold	The Pennsylvania State University	Dr. John Hayes, Dr. Gregory Ziegler and Meriel Harwood	2011/2012
GIA Research Project	Bloom Formation on Chocolate Almond Bars	University of California - Davis	Dr. Shoemaker and Rebecca Kuehn	2011/2012
Technical Review	Current Advances in Chocolate Packaging and Quality	Rutgers University	Dr. Henryk Daun, Luni Shen and Spurti Ravi	2009/2010
Fellowship Project	Development of Water in Oil Emulsions for Application to Model Chocolate Products	The Pennsylvania State University	Dr. John Coupland and Lauren Killian	2009/2010
GIA Research Project	Chocolate Chips Baked in Cookies Do Not Bloom	University of Wisconsin - Madison	Dr. Richard Hartel and Ameila Frazier	2008/2009
Technical Review	Controlling Phase Transitions in Confections	University of Wisconsin - Madison	Dr. Richard Hartel and R. Ergun	2007/2008
Fellowship Project	Starch-Flavor Interactions	The Pennsylvania State University	Dr. Don Thompson and Lihe Yeo	2007/2008
GIA Research Project	Fundamental Mechanisms of Flavor Release in Confections	The Pennsylvania State University	Dr. Devin Peterson	2005/2006



Student Outreach Committee

PMCA's Student Outreach Program, chaired by Mark Freeman of Shank's Extracts, is now in its eighth year and saw the maximum number of students (40) participating again at the conference.

“

I have been hired as a full-time employee in QA at Kargher Chocolates, Hatfield, due to the contacts I built up at the PMCA conference. Hence, I really thank you and the PMCA team for giving students like me an opportunity to get in touch with people from the industry. Great work!

— Shaila Nayak, past SOP participant

”

Shank's Extracts hosted the Monday student tour. The PMCA board approved additional funding for travel assistantships for students of the program and designated the golf sponsorship program as a student benefit event. The committee continues to work on ways to keep students involved and engaged in the industry, including PMCA social media activities. Four previous SOP alumni served as mentors this year, with 14 colleges and universities being represented. Amy DeJong, SOP alumnus from 2011 and 2012 and University of Wisconsin Department of Food Science PhD candidate, presented her successful run of CBS's *The Amazing Race* to the students at the Tuesday lunch.

Since the program's inception, many students have acquired jobs in the confectionery industry through connections they have created.



Information & Communications Technology Committee

Committee Chair Mike Allured of MC/Manufacturing Confectioner and his members continue their challenging task of redesigning PMCA's website.

The project includes building a robust administrative database designed to improve back-office functions, provide more online capabilities for users and allow for in-depth reporting. It is expected to move into formal testing of the site by late summer with a fall launch.

The new site will allow for better committee collaboration, easier access to proceedings articles and easier online registration for PMCA events. The next phase will include closer integration with various social media options.



Investment & Finance Committee

Vice President and Chair of the Investment and Finance Committee Edmund Wilson, retired, AAK USA, reported that as of the last board meeting, the association is still in accordance with the LRP objectives.

A meeting was held in June to reevaluate the portfolio holdings to make sure they are in line with the continued LRP goals, which resulted in maintaining the current balanced portfolio but with a change of managers of the PMCA funds. When an Investment and Finance meeting is called, members comprising this committee consist of current officers, the Long Range Planning Committee chair and any director interested in the topic(s) to be discussed.



Long Range Planning Committee

The Long Range Planning Committee, chaired by Adrian Timms of The Hershey Company, continues to monitor and drive the goals of the association’s long-range strategic and financial plans.

Former chair Patrick Huffman of The Warrell Corporation recently passed the torch to Adrian Timms. The association sincerely thanks Pat Huffman for his many years of dedicated service to the association and the board in this role.

PMCA’s leadership, board of directors and committee heads refreshed and updated in March 2014 the association’s long range plan. Key 2020 goals were defined related to the following topics:

- PMCA relevance and value to its member base, with a refresh of brand perception and positioning.
- Membership growth and diversity. The Membership and Marketing Committee will be conducting targeted promotion campaigns to expand awareness of PMCA member benefits with key geographic and product segments of the confectionery snacks industry in the USA and beyond.
- “Next generation” evolutions of key services, such as enhanced Annual Conference, reinvented research program and expanded student outreach.
- New channels and media with which to stay relevant to how members increasingly seek to participate and interact.

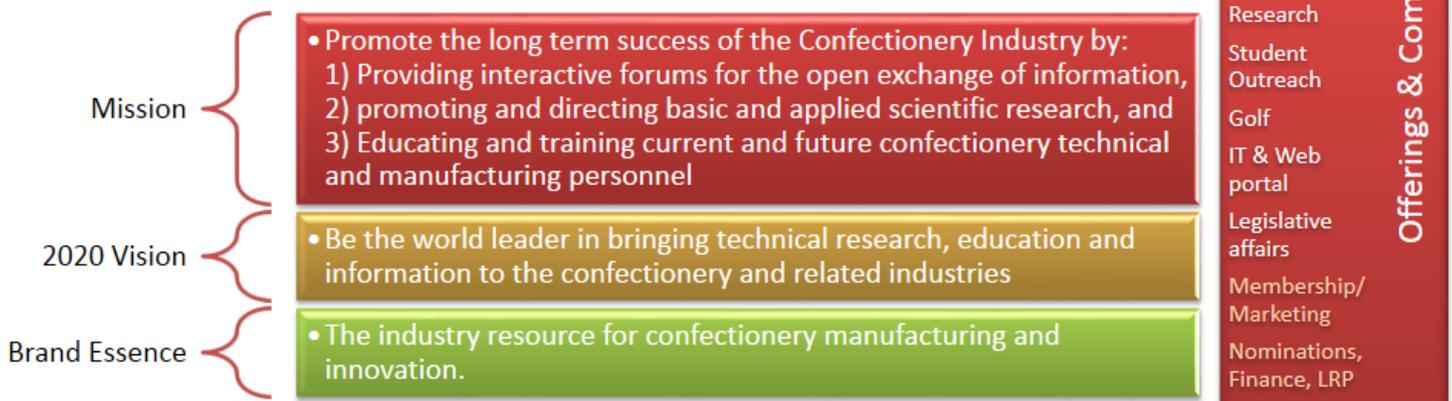
In pursuit of the 2020 LRP, the association is also progressing a series of special project initiatives, including:

- Refresh of PMCA brand identity and essence of its value for members.
- The roll-out of the first phase of a new web portal, to be followed by design of second phase evolution of web offerings.
- A “game plan,” guidelines and infrastructure to leverage and evolve social media channels for PMCA members interaction.
- A “game plan,” guidelines and infrastructure to expand PMCA offerings with various forms of value-added on-demand content and events.

These focused activities are active in 2015. Later on the planning horizon will be creation of a vision and action plan for definitively expanding PMCA’s international presence.

In summary, the Long Range Planning Committee is providing thought leadership and facilitation to operations and ad hoc special committees in pursuit of PMCA’s 2020 key goals and initiatives.

2014-2020 LRP on a page



Strategic Goals & Measures

- **Brand perception, repositioning and awareness**
 - Clear, relevant, easy to communicate value
 - Not just event, but community/resource
 - International, all products, all sizes, all sectors
- **Membership growth & diversity**
 - 50% USA mfg penetration by 2020
 - 2020 membership 5+% non-USA
- **Enhance formats, relevance of key offerings**
 - Broader, inclusive appeal
 - Relevant channels, media engage new generation

Key Initiatives/ Special Projects (Timing)

- **Brand** refresh and awareness campaign (15-16)
- **Web** Portal phase 2 and social media (15-16)
- **Online** events & on demand (16-19)
- **Membership** promotion drives:
 - USA Penetration (active members) - broaden segment (15-20)
 - International engagement (16-20)
- **Conference** next generation (15-17)
- **Research** next generation (15-17)
- Extend **student** outreach (15-17)

Meet the Officers



Marlene Stauffer, Chair of the Board

Marlene Stauffer graduated from The Pennsylvania State University with a food science degree in the College of Agriculture. She has been with Blommer Chocolate Company since 1982. Her role is in regulatory compliance, regional quality assurance and managing sustainability programs. She also offers support for all aspects of raw materials, manufacturing, quality systems, product development and technical assistance for customers. Certifications include Internal Auditor by SAI Global and Advanced International HACCP Alliance. Marlene has been an instructor at several NCA, PMCA and university classes and spoken at PMCA, BCMA, AACT and CASA events.

Marlene is a member of the PMCA Membership and Marketing, Long Range Planning and Education committees. She is also an active member of the Institute of Food Technologists, American Association of Candy Technologists, the NCA Chocolate and Regulatory and Health and Nutrition Committee, board member of FARRP (Food Allergy Resource and Research Program) and PA Food Industry Group. She is a past recipient of the Marie Kelso Award and past PMCA president .



Robert Huzinec, President

Bob is a principal scientist for The Hershey Company, located in Hershey, PA. He has 36 years of experience working with domestic and international product development, technical service and confectionery processing at Hershey, Leaf and American Chicle.

He also supports the various associations in the confectionery industry. He is past president of the National American Association of Candy Technologists (AACT) and is an advisor to the Rocky Mountain Section of the AACT.

Bob is a recipient of the AACT Stroud Jordan Award and was inducted into the Candy Hall of Fame. He received his BS degree in chemistry from St. Francis College in Brooklyn, New York and his MBA in marketing and management from Pace University in New York City.





Edmund Wilson, Vice President and Investment & Finance Committee Chair

Ed has 19 years of experience in technical sales and service functions at AarhusKarlshamn USA, Inc. in New Jersey. Prior to this he spent 15 years in chocolate and compound manufacturing. Ed majored in industrial management while attending The College of Philadelphia and Glassboro State University. He has participated in short courses sponsored by universities and trade organizations. Ed is currently active in associations such as PMCA, AACT, IFT, NCA and AOCS.



Edward Minson, Treasurer

Edward Minson is currently director of commercial business development for Natural American Foods. He previously held commercial and technology roles for Solazyme Roquette Nutritionals/Solazyme Inc., as well as Corn Products/SPI Polyols. His experience also includes a variety of commercial, technical and regulatory positions with Eskimo Pie Corp., Grace Cocoa/Ambrosia Chocolate and Ralston Purina. Ed is currently treasurer of PMCA and serves on the Production Conference Program Committee. He is a 2005 recipient of the Stroud Jordan Award. In addition, he was president of the American Association of Candy Technologists (AACT) 2001-2003. He holds a BS in food science from the University of Massachusetts-Amherst, an MS in food science from the University of Wisconsin-Madison, and an M.B.A. from Marquette University.



Meet the Committee Chairs



Mike Allured, Information and Technology Committee Chair

Mike Allured is publisher and editor-in-chief of the Manufacturing Confectioner magazine. He is currently the chair of the Information and Technology Committee of the PMCA. He previously served on the PMCA board of directors. He is the treasurer of the AACT and previously served as the assistant secretary of the AACT. He was the recipient of the Stroud Jordan award in 2014. Allured has worked at the Manufacturing Confectioner since 1986 in various capacities.



Judy Cooley, Production Conference Program Committee Chair

Judy Cooley is currently a principal scientist with The Hershey Company and works in the product development group for snacks and grocery. Prior to this she was a director of confectionery R&D with Leaf, Inc. She has also worked as a senior food technologist for Brady Enterprises, a quality assurance manager for Schrafft Candies, a QA and R&D supervisor for School House Candies, a product development intern for A.E. Staley Company and a technologist for the Paul F. Beich Company. Her current project scope frequently takes her to Ghana where she supports Hershey's partnership with Project Peanut Butter, producing food to save children from dying of malnutrition.

Judy began her confectionery career more than 35 years ago and has always been an advocate of education, research and cooperation within the confectionery industry. Her volunteer activities are vast and include several roles within the PMCA, National Confectioner's Association (NCA) and the American Association of Candy Technologists where she is currently President. Judy holds two patents, was the recipient of the AACT's 2009 Stroud Jordan Award and a nominee for Candy Industry's Kettle Award in 2007 and 2010. She was inducted into the Candy Hall of Fame in 2012.

Judy holds an MBA with high honors from the Lake Forest Graduate School of Management, a BS in nutrition/dietetics with a minor in chemistry from Illinois State University and a certificate in international management from Georgetown University.



Mark Freeman, Student Outreach Committee Chair

Now in his third year as chair of the Student Outreach Committee, Mark has enjoyed the interaction with the committee and the participating students. Mark has an undergraduate degree in economics from Gustavus Adolphus College and an MBA from the University of Iowa. He started his career in commodity merchandising with Cargill in 1987 and spent his first five years with the company working with the sugar industry in Asia and lived in Manila, Philippines. He joined the Cargill Cocoa & Chocolate group in 1992 and continued in this division until 2007 in various sales roles. In April 2007, he joined Barry Callebaut as vice president of sales. In December 2013, he joined Shank's Extracts in Lancaster, PA, as vice president of sales. Mark, his wife Chris and their four children live nearby in Lititz, PA.



Patrick Hurley, Membership and Marketing Committee Chair

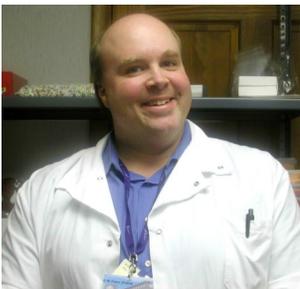
Pat Hurley is currently the director of technical services/international sales at Spangler Candy Company. In addition to chairing the Membership and Marketing Committee, he is a current member of the Production Conference Program Committee. He has held leadership roles with PMCA as a past board member, IFT, America Society of Quality, AACT, the NCA Technical Committee and NCA's ISM Steering Committee.

He is a recipient of the Stroud Jordan Award and Kettle Award and was inducted into the Candy Hall of Fame in 2003.



Peter Jamieson, Education and Learning Committee Chair

Peter Jamieson is a lead food scientist for Atlas Point Technical Services. Over the past 17 years in the food industry Pete has acquired extensive working knowledge and expertise in value-added ingredient formulation and processes covering a wide variety of confectionery applications. Although his food science education from the University of Delaware was mostly theoretical and chemistry based, he has developed a great appreciation for the "art" within the industry. Subsequently he has become very involved with the PMCA at all levels – as a student, instructor, author and committee member – to not only learn, but also help the organization's continuing effort to bring the "science" and "hands-on" understanding together.



Eric Schmoyer, Research Committee Chair

Eric Schmoyer is an R&D project manager at Barry Callebaut since 2007, where he works on new product development for regional customers as well as sales and marketing, periodically dabbling in technical services. Eric has R&D responsibilities for the Mona Lisa decorations facility in Hendersonville, NC and the BC chocolate factory in Robinson, IL. He was also involved in setting up, equipping, staffing and starting up the pilot facility in Pennsauken, NJ.

Prior to joining Barry Callebaut, Eric was with the R.M. Palmer Company for almost 20 years. Starting in the molding department and moving to tech services, he worked with raw materials, formulation and processing as well as standard QA duties. In 1998 he was named R&D lab manager, where his duties represented ideation and new item prototype development, plant scale-ups, on-line troubleshooting, production of sales samples and managing the QA libraries.

He has attended several PMCA courses as well as the NCA Confectionery Residency course in Madison, WI.

A member of PMCA for a long, long time, Eric is chair of the PMCA Research Committee and is active on the Long Range Planning and Student Outreach committees. He is also past president of the American Association of Candy Technologists as well as past Philadelphia Chairperson.



Adrian Timms, Long Range Planning Committee Chair

Adrian Timms is a principal scientist at the Hershey Company, where he leads technology development initiatives in the Chocolate Process Research department of Global R&D.

Adrian has experience in almost every facet of both the technical and consumer business sides of innovation, product and process development, strategy and open innovation. He is also a leader across the confectionery industry. Adrian has won awards and recognition from industry peers for his leadership of PMCA. He is currently chair of the Long Range Planning committee, is a board member, and serves on the Marketing and Membership Committee. Adrian previously has served PMCA as president and chair, and also chaired the Research Committee for several years.

Adrian's 36+ years in the confectionery industry includes various roles with Hershey and previously with Cadbury USA, and before that Cadbury Schweppes plc based in the UK, working with multiple brands in several snack and food product categories.



Membership, Conference and Student Outreach Program Statistics

Numbers tell a story. Counting, tracking, categorizing and analyzing the data gathered from year to year allows PMCA to grow and improve based upon the evolving needs of the membership. These numbers represent each and every one of you, our members.

“

Everybody involved in the organization has a passion. It is a wonderful organization, with wonderful people. They are so open.

”

Membership

Total Domestic Member Companies: 282

Total Foreign Member Companies: 15

Total Individual Participants: 801

Domestic Participants by State

CA - 37	IA - 12	ME - 3	NV - 1	TX - 1
CO - 2	IL - 97	MI - 12	NY - 33	UT - 1
CT - 14	IN - 6	MN - 8	OH - 19	VA - 13
DC - 6	KS - 7	MO - 14	PA - 215	VT - 1
DE - 9	KY - 5	NC - 12	RI - 2	WA - 4
FL - 21	MA - 14	NH - 7	SC - 5	WI - 46
GA - 17	MD - 23	NJ - 90	TN - 12	

Foreign Participants by Region

Australia - 1	Mexico - 2
Austria - 1	Netherlands - 1
Canada - 10	New Zealand - 1
Denmark - 1	Philippines - 1
Germany - 11	United Kingdom - 2
Korea - 1	

Participants: includes all individuals currently representing a PMCA member company



69th Production Conference

Total Number of Registered Attendees: 714

Total Number of Exhibitors: 147

First Time Exhibitors: 18

25+ Year Exhibitors: 29

“

We teach
each other.

”



Student Outreach Program

204 individual students have participated in the program.

Students can participate up to three times. **44** have participated more than once.

2009 was the first year a program just for students was incorporated into the Annual Production Conference, allowing more students from a wider pool of universities to take part in the experience.



University Participation: 2007-2015

University	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
Auburn University			2							2
Brigham Young University			3	2				1	2	8
California Polytechnic State University		1					3			4
Cornell University		1	3	1	4	3	5		3	20
Delaware Valley College				1	5	2	3	3	6	20
Drexel University		2	3	3	7	5	3	9	4	36
Framingham University									1	1
Illinois State University			1							1
North Carolina University	1		1		3					5
The Pennsylvania State University	2	1	5	4	7	5	8	5	4	41
Purdue University								1	1	2
Rutgers University				1	2	2	2	4	4	15
Ryerson University									1	1
Swiss Federal Institute of Technology				1						1
University of California-Davis				2	3		1	2		8
University of Florida								1		1
University of Georgia			2							2
University of Idaho					1	1				2
University of Illinois Urbana-Champaign			1	1			1			3
University of Massachusetts-Amherst	1	2	1	1					2	7
University of Michigan								1		1
University of Nebraska		1	1	1	2					5
University of Ohio							2	1	2	5
University of Oregon							1	1	3	5
University of Tennessee				4	1					5
University of Toledo						1				1
University of Washington					1	2	1			4
University of Wisconsin-Madison	2	1	3	4	4	5	8	10	3	40
Utah University									2	2
Virginia Tech									1	1
Worcester Polytechnic								3		3
World Cocoa Foundation Borlaug Fellow(s)			2	2		1	1	1	1	8
	6	9	28	28	40	27	39	43	40	-

Connections is a key facet of PMCA.

PMCA offers multiple connecting points:

- Conference
- Short Courses
- Member interactions/networking
- Exhibitor contacts
- Consultant access
- PMCA home office expertise
- Library/textbooks/research
- Industry links
- Access to other industry experts
- Searchable online database
- Webinars
- Student outreach/mentorship
- Newsletter
- Social media
- Career contacts
- Interactive forums





We are always updating our schedule of events. Please visit the PMCA website or contact the office for more information, to ask a question or just to say hello.

Upcoming Events to Date:

70th Annual Production Conference

April 11-13, 2016
Lancaster, PA

Premium Chocolate Centers Short Course

June 2016
Gertrude Hawk Chocolates
Dunmore, PA

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