

Meet the Instructors



Michelle Frame, Course Lead

Victus Ars

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Michelle Frame founded Victus Ars in 2014 and has 30+ years in the sweet snacking and OTC chewables industries. She was inducted into the Candy Hall of Fame in 2021. She has CPG and ingredient experience with progressive roles with M&M/Mars, Just Born, Colony Brands, Mantrose, FONA, CSM and Kerry Ingredients. Michelle is dedicated to the idea we can save lives and minimize pain using sweet-based chewable delivery systems for critical pediatric medications and believes in the happiness sweet snacks bring to the world.



Michael Gordon

Arway/Long Grove Confectionery Group

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Mike has been involved in the candy industry most of his life, beginning at age five when his mom started a small candy company in the basement of their family home. Growing up surrounded by chocolate, he learned the artisanal aspects of confectionery manufacturing making fresh cream chocolate truffles and English toffee, servicing the pastry chefs in high-end hotels across the country.

After earning a Bachelor of Science in marketing at NIU with a minor in manufacturing engineering technology, Mike joined the family business full time. He was active in sales, marketing, product development and production management.

In 2006, he joined the Georgia Nut Company as their product development manager, developing roasted nuts, snack mixes and confections in the areas of chocolate enrobing, vacuum-expanded sugar and chocolate, hard and hot panning.

In 2012, Mike joined Capol LLC, eventually leading US sales, operations and a team of confectionery professionals dedicated to assisting confectioners across North America with their confectionery manufacturing and finishing needs.

Today he is the head of research and development for the Arway/Long Grove Confectionery Group, working as part of the company's leadership team to take the company onto its next stage of growth.



AJ Khoury

Capol

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AJ Khoury serves as the director of technical sales for Capol, focusing on confections and emerging sectors. Prior to Capol, AJ developed his technical skills as a food technologist across many product categories including sauces, beverages, bakery, frozen food and confections. AJ is a Certified Food Scientist and holds a bachelor's degree in food science as well as a Master of Jurisprudence in global food law from Michigan State University.



Eric Schmoyer
IRCA Group Americas
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Eric Schmoyer joined IRCA Group Americas in 2024 as technical innovation director. Previously, he was technical services manager with Barry Callebaut since 2007, where he worked with internal and external customers solving production issues.

Prior to joining Barry Callebaut, Eric was with the R.M. Palmer Company for almost 20 years. Starting in the moulding 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 included ideation and new item prototype development, plant scale-ups, on-line troubleshooting, production of sales samples and managing the QA libraries.

Eric has instructed and 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 co-chair of the Education & Learning Committee, chair of the Nominations Committee and is active on the Long Range Planning and Student Outreach committees. He also leads the Beyond the Basics Subcommittee, which plans the Monday morning program for PMCA’s Annual Production Conference. Eric is past president of the American Association of Candy Technologists as well as Philadelphia Chairperson. He was the 2020 recipient of AACT’s Stroud Jordan Award.



Michelle Schwenk
Bellis Food Solutions
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Michelle is the current president of AACT. She works as the president of Bellis Food Solutions, a product development company for the food and confections industry helping companies develop products and tackle technical challenges.

Michelle is an active member of the candy industry, teaching, speaking and advocating. She has spoken many times at PMCA and AACT, usually about her favorite subject: carbohydrates. She has taught at University of Wisconsin-Madison’s candy school for the past 20 years, has several publications in Manufacturing Confectioner Magazine and holds several patents. Michelle is the 2024 recipient of AACT’s Stroud Jordan Award.

Previously, Michelle was the group director of Carbohydrates and Wellness at ADM, where she led teams creating new ingredients and supporting corn sweeteners, polyols, starches and fiber ingredients as well as the wellness portfolio. Before working at ADM, Michelle worked at Tate & Lyle for 19 years. She has also served on the board of the Calorie Control Council.

Michelle has a Ph.D. in food science from the University of Illinois where she looked at the effects of temperature on various sugars.

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