

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.



Tracy Paulson

Victus Ars

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Tracy is a senior R&D project manager at Victus Ars, a Chicago-based confectionery consulting firm, bringing more than 20 years of industry experience to her role. Her foundation was built at The French Pastry School of Chicago and Valrhona's Ecole du Grand Chocolat in France, launching a career that has spanned some of the most recognized names in confectionery, including Ferrero USA, Georgia Nut Company, Affy Tapple, Vosges Haut-Chocolat and Chocolate Potpourri Ltd.



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 led the Beyond the Basics Subcommittee for several years, which planned the opening day program for PMCA's Annual Production Conference and is now leading the Technology Tuesday Subcommittee for the 2026 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 and was inducted into the Candy Hall of Fame in October of 2025.



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.

Course Assistant



Faith Shuck
Bellis Food Solutions
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Faith Shuck's path to food science began with an unexpected foundation in cosmetology, where her fascination with the chemistry behind color and product quality drove her toward a deeper scientific pursuit. She went on to earn a degree in chemistry from Millikin University, and it was during this time that she began working in the laboratory at Bellis Food Solutions – discovering both food science and a passion for confectionery production.

Faith has been an integral part of Bellis Food Solutions' panning team, dedicating significant time to refining and mastering the craft. Upon completing her degree, she joined Bellis Food Solutions as a food scientist, where she continues to develop confections and bakery products for the company's customers.

PMCA Staff



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