

Building Tomorrow's Bakers

Dedicated to baking education, the WBA fosters the education of future bakers, as well as practicing bakers through scholarship programs and workshops. To encourage baking careers, the WBA supports school-to-work programs and job shadowing to provide students with realistic insights into the world of baking.

The WBA and RBA, MATC-Milwaukee, and MATC-Madison have implemented diploma courses in commercial baking. In addition, the WBA endorses a certificate program in commercial baking at the Fox Valley Technical College in Appleton, Wisconsin.

The WBA currently sits on advisory committees for the baking programs at MATC-Milwaukee, MATC-Madison, Fox Valley Technical College, and Moraine Park Technical College, based in Fond du Lac, Wisconsin.



The association also added a student membership category to bring these future bakers into the fold.

Alleviating the current shortage of qualified bakers benefits the entire baking industry.



WBA executive director, Dave Schmidt, has been involved in the baking industry for more than 30 years and an active member of the Wisconsin Bakers Association for more than 15 years. A Certified Master Baker (CMB), he has experience in retail baking as well as the allied side of the industry. This includes supervisory positions in both sectors.

Experience in both segments of the industry gives Dave a deeper understanding regarding the viewpoints and needs of allied, as well as baker members. Both groups are needed to promote the industry and build a better future for all.

You are invited to join us in growing the WBA network—get involved!



Mail completed application form to:

Wisconsin Bakers Association
2514 S. 102nd St., Suite 100
West Allis, WI 53227

E-mail: info@wibakers.com

Phone: (414) 258-5552 or (800) 542-2688

Fax: (414) 258-5582

Website: www.wibakers.com

Wisconsin Bakers Association

Serving the Baking Industry since 1905

Allied Membership Application

A valuable link between bakery operators and the allied trades

The Wisconsin Bakers Association serves as the catalyst for bringing bakers and those in the allied trades together through special events such as workshops and conventions.

These events enable the allied to talk one-on-one with many bakers in one or two days — an efficient, cost-effective way to reach current and potential customers.

The bakery operator's point of view and concerns are also brought to the attention of the allied through WBA correspondence and the association's "Beyond Baking" newsletter.

Some of these concerns are shared by both, such as OSHA's ergonomics regulations. Other shared concerns include labeling, food safety, and equipment standards.

The association works with other industry organizations such as: the Retail Bakers of America (RBA), American Bakers Association, the Independent Bakers Association, and Small Business Administration, among others, on legislative issues affecting the industry. The allied can join us in these efforts.

Other Benefits

- **Visibility.** WBA members are aware of those allied firms that support the association through participation in workshops, conventions, through ads in "Beyond Baking," & contributions to scholarship funds.
- **Legislative directory** — federal and state
- **Member newsletter**, "Beyond Baking"
- **Informational** Web site www.wibakers.com
- **Baking Buzz**—advertise on the WBA's weekly news page on the Web
- **Member rates** for WBA events
- **Credit Card Program**
- **Hotline** (800) 542-2688 for answers to your questions or referrals

How is the WBA organized?

The WBA has an elected Board of Directors who represent bakers from all areas of Wisconsin and Upper Michigan. They set forth the objectives of the association.

Working closely with the WBA's Board of Directors, the executive director implements these objectives and coordinates the association's activities. A representative of the allied trades is included on the board at large, as well as the WBA Executive Committee.

Who belongs?

Organized in 1905, the Wisconsin Bakers Association is made up of retail and small wholesale bakeries, multi-unit operations, supermarket bakeries, and specialty shops. There are also special categories of membership for those who are in allied trades, for student members and for associate members.



Typical Tradeshow Scenes

ALLIED MEMBERSHIP APPLICATION

MEMBERSHIP DESCRIPTION	ANNUAL DUES	No.	AMOUNT
Each allied firm membership represented by one associate (main WBA contact)	\$100.00		
Each additional associate membership up to 5 people	\$15.00		
Each additional associate membership over 5 people	\$10.00		

TOTAL \$

Firm name : _____

Main WBA contact: _____
(Please print)

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Email: _____

Please list any additional associate members:
(If more space is needed, please use separate sheet)

Name: _____
(Please print)

Address: _____

Name: _____
(Please print)

Address: _____

Check, money order, or cash

Credit card (Master Card, Visa or Discover)

Credit card number _____ **Expiration date** _____

Sign: _____

Date: _____

Please make your checks payable to Wisconsin Bakers Assn. and mail completed form to: Wisconsin Bakers Assn., 2514 S. 102nd. St, Suite 100, West Allis, WI 53227.