

The WBA'S Involvement in Education

The WBA fosters the education of future bakers, as well as practicing bakers through scholarship programs and workshops. To date, more than \$21,000 in scholarships has been awarded to Wisconsin recipients through the WBA Scholarship fund. In 2005, the WBA awarded its first national scholarship through the Robert W. Hiller Scholarship Endowment Fund.

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, along with RBA, MATC-Milwaukee and MATC-Madison, have implemented diploma courses in commercial baking. Students who go through these programs usually have no problem finding jobs in the baking industry. In addition, the WBA endorses a certificate program in commercial baking at the Fox Valley Technical College in Appleton, WI as well as at the Moraine Park Technical College in Fond du Lac, WI



Sarah Hagen (MATC Baking Student) prepares product for the Bakers Best Seal of Excellence judging at EXPO in Milwaukee.



"Selling an extra pastry a day will pay your way to membership. HOW can you afford not to be a member?"

*—Dave Schmidt, CMB
WBA Executive Director*

Dave Schmidt has been involved in the baking industry for more than 40 years and an active member of the Wisconsin Bakers Association for more than 20 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.

As WBA executive director, his priorities include: promoting baking education, representing retail bakers on federal and state legislative and regulatory issues, and representing WBA members in various industry related organizations across the country. He also makes a point of visiting bakers in the field and is always willing to lend a friendly ear or provide advice when bakers consult him.

Since 1924, the WBA has also managed the Dairy Bakery, better known as the Cream Puff Operation at the Wisconsin State Fair. Schmidt has managed the bakery since 1999. Cream Puff records are broken annually, where Schmidt estimates an average of 35,000 cream puffs are sold per day, 2,139 per hour, 3-dozen per minute! Since then the number of cream puffs sold per person has steadily increased. For more information about the Wisconsin State Fair Cream Puff Operation visit our new website at www.originalcreampuffs.com and be sure to check out the history of the dairy bakery.



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Visit www.wibakers.com



MEMBERSHIP APPLICATION



Who Belongs?

Organized in 1905, the WBA is made up of retail and wholesale bakeries; multi-unit operators; supermarket bakeries; specialty shops; bakery suppliers; college bakery programs; manufacturers and associate members. There is also a student membership category to bring future members of the industry into the fold. The WBA actively participates thru partnerships with national organizations to keep you well informed on a daily basis! Visit our website to see the links to our national partners!

How Can I Benefit?

- Group business insurance programs
- Credit card program
- Information about developments in baking industry and alerting members to federal and state legislative matters affecting them
- Baking Buzz, the online industry news feature
- Member newsletter, "Beyond Baking"
- Legislative directories—federal and state
- Opportunities to take part in baking industry promotions
- Scholarship programs
- Workshops and conventions, including WBA Bakers Forums (networking events, pictured below).



The Wisconsin Bakers Association is a Non-Profit Organization Dedicated to:

- Promoting and protecting the welfare of its members
- Developing and maintaining high standards in the baking industry
- Promoting the baking industry to the public
- Helping members increase their baking and business knowledge
- Fostering the education & training of future bakers
- Keeping members informed about developments in the baking industry and legislative matters affecting them
- Representing members' interests at the state and federal governmental levels

How is the WBA Organized?

The WBA has an elected board of directors who represent bakers from all areas of Wisconsin and Upper Michigan. The board sets 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.

WBA Membership Application

Sign up for:	Annual Dues
<input type="checkbox"/> WBA Membership	\$125.00
<input type="checkbox"/> Wholesale, multiple unit, and supermarket operators of 5 or more outlets pay a flat fee	\$300.00
<input type="checkbox"/> Associate membership	\$ 75.00
<input type="checkbox"/> Student membership	\$ 50.00
Total dues for one year: \$	

Name of Bakery

Owner's Name

Address

Address

Address

Phone (area code)

Fax (area code)

E-mail address

- Check, money order, or cash
- Credit card (Master Card, Visa or Discover)

Credit card number

Expiration date

Please make all checks/money orders payable to "Wisconsin Bakers Association"

I certify that the information on this application is true and correct, and authorize the Wisconsin Bakers Association to verify the licensing of my business in the state in which I do business.

License Number

Signature

Date

Mail completed form to:

Wisconsin Bakers Association
2514 S. 102nd Street
West Allis, WI 53227

Phone: (414) 258-5552

Fax: (414) 258-5582

Email: info@wibakers.com