

AGENDA

Wheat Foods Council – Annual Board Meeting February 6 – 8, 2024

Hotel Valencia Riverwalk, 150 E Houston St, San Antonio, TX 78205
(855) 596-3387



Contact information for WFC Staff:

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February 6		
8:00 am – 9:00 am	Breakfast Valencia	All Invited, registration required
9:00 am – 5:00 pm	Communicators Workshop Valencia	All Invited, registration required
3:00 pm – 5:00 pm	Executive Committee meeting Executive Boardroom	Officers & WFC staff
6:00 pm – 8:00 pm	Welcome Reception Rotunda	Everyone Welcome!
February 7		
8:00 am – 9:00 am	Breakfast Valencia	Everyone Welcome
9:00 am – 5:00 pm	Annual Meeting Valencia	Registration required Members & guests are welcome; dress is business casual (for everything!)
9:00 am - 9:15 am	Call to order/welcome/self-introductions	Ron Suppes, Chair
9:15 am - 9:30 am	Anti-Trust Policy Approval of 2023 Summer meeting minutes	Suppes
9:30 am – 9:45 am	Financial Report	Britany Hurst Marchant, Sec./Treas. & Tim O'Connor, WFC President
9:45 am – 10:15 am	President's Report	O'Connor
10:15 am – 10:30 am <i>break</i>		
10:30 am – 11:30 am	Program review of first half of FY 2023-24 Marketing program Looking ahead to second half of FY 2023-24 Marketing program	Laurel Muir & Amy Shipley, SRG
11:30 am – 12:00 pm	Bold Baking Network	Kevin Kurtz & Gemma Stafford (by Zoom)

12:00 pm - 1:15 pm	Annual Meeting Lunch Naranja/Rotunda	Everyone Welcome
1:15 pm – 1:45 pm	Discussion on Marketing program	
1:45 pm - 2:45 pm	Old Business: Annual Report FY 2022-23	Suppes
	E.C. Election ballot results; Announcement of new officers	Suppes
	New Business: Summer meeting – Manhattan, KS, June 4-6, 2024 Annual meeting – 2025	Suppes
	Other Business	Suppes
2:45 pm – 4:00 pm	Member Organization Presentations	
	HBA Update	Chris Kirby (by Zoom)
	NAMA	Jane DeMarchi (by Zoom)
	USW	Ralph Loos
4:15 pm	Wrap up and adjourn	
6:00 pm – 9:00 pm	Reception & Dinner	Bliss 926 S Presa St.
February 8		
8:45 am	Meet in hotel lobby to form groups	
9:00 am – 11:00 am	Visit Bakeries in the Pearl Brewing area	Walk/Uber to The Pearl
11:00 am	Tour Culinary Institute of America San Antonio Campus Lunch at the CIA Café	
6:00 pm – 8:00 pm	Closing Happy Hour Reception Rotunda	Everyone Welcome