



9:00 AM – 10:00 AM Employing Millennials: Today's Challenges with Tomorrow Leaders

Today's young workers are different. They have different experiences, perceptions and expectations about life and their working environment. So how do employers adapt themselves to this new labour pool? Our panel of baking industry members will share their thoughts and insights on merging the demands of a challenging bakery workplace with the new workers of today.

Panelists:

*Mary McKay, Head Baker and Co-Owner - Terra Breads
Jeffry Kahle, Pastry Chef - Fairmont Pacific Rim
Mark Burton, Pastry Chef - Four Seasons Vancouver*



10:00 AM – 11:00 AM Successful Retailing in Today's Bakery Market

With a global presence, COBS Bread is one of the most successful franchise bakery networks in the world and has today expanded its retail presence across Canada. This session will provide a unique insight on how one of Canada's most successful bakery retailers is focusing their approach via fresh and high quality products, marketing, community engagement and empowering entrepreneurs to be successful with ever changing consumer demands.

Presenter:

*Aaron Gillespie
President, COBS Bread*



6:00 PM – 10:00 PM An Evening at the Historic Terminal City Club



The BAC BC Chapter is delighted to once again present the premiere social and networking event of Bakery Congress. Just steps away from the Convention Centre, Vancouver's historic Terminal City Club will host an evening of food, music and industry friends. The Terminal City Club is known for its excellent food and grand ocean views and is a perfect site to wrap up the first day of Bakery Congress 2017.



MONDAY APRIL 24, 2017

**9:00 AM – 10:00 AM
What's Happening and
Where Do We Go From Here?**

The baking business and regulatory world is changing rapidly. Carbon taxes, Cap & Trade on top of new nutrition labeling, new food safety, new trans fat, new front of pack labelling are just the start. And from the U.S. comes their own GMO labelling rules and a new U.S administration with demands to rewrite trade rules. Put this all together and Canadian bakers may very well have their heads spinning. This program will help to put these requirements and new rules into perspective.

Presented by:

**Paul Hetherington, President & CEO - Baking Association of Canada
Johanne Trudeau, Director Food & Nutrition Policy - Baking Association of Canada**



**10:00 AM – 11:00 AM
Responding to the Changing Demands
of Today & Tomorrow**

The Canadian and indeed North American food marketplace is undergoing substantial change. Consumer and customers are demanding clean label, GMO free and reduced sugar, sodium and fat products. Environmental demands for reduced packaging and greater overall sustainability are also increasing. How are bakers handling the challenges of this evolving marketplace? Our baker panel will explore these topics and more!

Panelists:

**Louis Bontorin, VP Sales & Administration - Calgary Italian Bakery Ltd.
Mickey Zhao, Pastry Chef & President - Saint Germain Bakery
Mara Cosh, Bakery Associate Coordinator - Whole Foods Market,
Pacific Northwest Region**