



Process Control for Fermented and Snack Cracker Products

Wednesday, November 30, 2 – 3:00 pm ET
(1 pm CT, 12 pm MT, 11 am PT)

- *Process Control for Fermented and Snack Cracker Products* will cover all facets of the production of fermented and snack cracker products. It will explain the differences in how these two types of crackers are processed. Effective process control will be emphasized using the concept of "Do it right the first time – do it the same every time". The session will emphasize the importance of both attention to detail and cause and effect. The topics that will be explained in detail include:
- the function of the major ingredients
 - mixing procedures
 - dough machining issues
 - oven settings
 - finished product specifications

General Information...

➤ **What is a webinar?**

An interactive session conducted via audio teleconference and the internet and hosted by industry experts covering hot topics, best practices and subjects of special interest to our members.

➤ **Who can participate?**

This webinar is open to the employees of B&CMA member companies.

➤ **How does a webinar work?**

On the scheduled date and time, log onto the B&CMA web site (www.thebcma.org) to view the presentation online and simultaneously call in to hear the presenter, contribute to the discussion, and participate in the Q&A. To attend you must have one internet connection and one phone line. Instructions for accessing the webinar will be sent via email prior to the event.

➤ **What are the registration details?**

The registration **deadline is 1 pm ET, Tuesday, November 29**, and the fee is \$100.00 U.S. per login. Participants can register at the B&CMA website at www.thebcma.org or, participants may also complete the registration form at the end of the flyer and fax it to 443.259.0522.

➤ **When is the webinar?**

Wednesday, November 30, 2011, 2 pm – 3 pm ET, (1 pm CT, 12 pm MT, 11 am PT).

Meet the Presenter...

➤ **Terry Knabe, President, JMS Associates International**

Terry Knabe began in the baking business in 1970 in operations management. He progressed from management trainee to General Manager, working for Keebler Company, Arnold's Baking, President Baking, and Austin Foods.

He formed JMS Associates International and has been providing consulting services worldwide to several large baking companies since 1992. He has over thirty-nine years of successful experience in the baking industry in operations management.

B&CMA WEBINAR REGISTRATION FORM

Process Control for Fermented and Snack Cracker Products

**Wednesday, November 30, 2 – 3:00 pm ET (1 pm CT, 12 pm MT, 11 am PT)
(60 minute session)**

Price: \$100.00 U.S. per login (employees of B&CMA member companies only)

Deadline: Registrations will be taken until **1 pm ET, Tuesday, November 29, 2011.**
Payments must be made in advance.

Name Title

Company

Address

City/State/Zip OR City/Country/Postal Code

Email (**REQUIRED**)

Phone Fax

Payment: ____AX ____Visa ____MasterCard ____Discover (*Price - \$100.00 US*)

Credit Card Number

Expiration Date Security Code

Name on Credit Card

Credit Card address is the same as above; if different please complete following:

Mailing Address of Credit Card

City/State/Zip OR City/Country/Postal Code

- The **Registration Deadline** is **1 pm ET, Tuesday, November 29, 2011.** Payments must be made in advance.
- To **Register** online please go to www.thebcma.org.
- To **Register** by fax send it to 443.259.0522.
- For **Registration or Technical questions** please email to: thebcma@commmpartners.com.

Instructions on how to log into the webinar will be emailed to you with your confirmation prior to the event.