



The B&CMA Entry Level Training Program: Training New Cookie and Cracker Employees

Monday, December 5, 2:00 – 3:15 pm ET
(1 pm CT, 12 pm MT, 11 am PT)

B&CMA is offering one complimentary webinar registration per B&CMA member facility. Additional enrollments are \$100 U.S. per log in.

- Human Resources Personnel, Trainers, Managers and Supervisors will benefit from learning about the B&CMA's introductory program to the Cookie and Cracker Industry – *The B&CMA Entry Level Training Program* in English or Spanish. Learn how this e-Learning program can reduce the amount of in-plant time spent on training new hires or department transfers and can effectively provide much needed cross-training. This program provides fundamental information in four lesson modules – **Ingredients, Mixing, Forming** and **Baking** and is applicable to all manufacturers' circumstances and environments.

Dennis Loalbo, B&CMA Technical Advisor will take you through the program explaining the lesson content, the built-in interactivity, and the approach to learning, which addresses the difference in student knowledge levels and interests.

Stacey Sharpless, President, B&CMA will review the various Administrator Tools that are built into the program, which make it easy to incorporate into any manufacturer's overall training plan and simple to manage.

➤ **Training Benefits**

- Reduces in-plant training time of new hires and new department transfers
- Provides needed consistency in the baseline information disseminated to employees, essential to a bakery operation
- E-Learning format allows employees to complete the program at any computer with Internet access
- Content presented in a logical manner – Ingredients, Mixing, Forming, Baking
- Information is layered so more inquisitive student can maximize learning
- Program addresses varying employee abilities and provides test out options when applicable
- Provides general information of specific responsibilities normally left to learn on the job over time
- Available in English and Spanish

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, Friday, December 2**, one free registration per member facility. The fee for additional registrations 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. **Please indicate your bakery or facility on your registration form.**

➤ **When is the webinar?**

Monday, December 5, 2011, 2 pm – 3:15 pm ET, (1 pm CT, 12 pm MT, 11 am PT).

Meet the Presenters...

➤ **Dennis Loalbo, Technical Advisor, The Biscuit & Cracker Manufacturers' Association**

Dennis Loalbo began his career in 1965 in a hometown retail bakery. He graduated AIB's 20-week Technical Baking Course in 1966, and earned Management Science credits from both Rutgers and Darden Universities. In 1968 Mr. Loalbo started with Sunshine Biscuits, LLC, where he worked two years in R&D and eight years in production. In 1978 he went to Thomas' English Muffins and worked two years in production. He joined Burry Biscuits in 1980, which became Interbake Foods LLC. Mr. Loalbo worked there for thirty years, with all that time spent in R&D, and has since retired.

In 2010, Mr. Loalbo became the Technical Advisor for the B&CMA.

➤ **Stacey Sharpless, President, The Biscuit & Cracker Manufacturers' Association**

Stacey Sharpless has been the President of the Biscuit and Cracker Manufacturers' Association (B&CMA) since 2005. Prior to this she served as the Association's Director of Education for eight years. She has overseen the development of many of the Association's educational programs including launching the web based version of the *Entry Level Training Program*, the Second Edition of the *Cookie and Cracker Manufacturing Course*, the Webinar series, the Day with the B&CMA Technical Advisor, and the Sustainability Working Group. As Director of Education, she worked with the Education Committee in developing the Technical Conference program. Prior to B&CMA Ms. Sharpless worked in association management for a variety of organizations. She received a B.A. in Communication from The American University.

B&CMA WEBINAR REGISTRATION FORM

Training Cookie & Cracker Employees: The B&CMA Entry Level Training Program

**Monday, December 5, 2:00 – 3:15 pm ET (1 pm CT, 12 pm MT, 11 am PT)
(60 minute session)**

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

Deadline: Registrations will be taken until **1 pm ET, Friday, December 2, 2011.**
Payments must be made in advance.

Name Title

Company

Address

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

Email (**REQUIRED**)

Phone Fax

Complimentary Registration (please check) Name and Location of Facility

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, Friday, December 2, 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.