Home Baking Association
2010-2011

Vision Statement
Grow the practice of home baking.

Mission Statement
Promote home baking by providing tools and knowledge to perpetuate generations of home bakers.

Target Audience
Home Baking Educators
- Family and consumer sciences teachers in middle and senior high schools
- Family and consumer sciences extension educators
- After-school and community youth program educators
- Education trade media
- Anyone who teaches home baking

Long-Term Marketing Objective
Increase the frequency of home baking.

Communications Goal
Increase awareness and use of Home Baking Association and member educational materials.

Key Strategies
- Identify and develop home baking educators.
- Extend contemporary home baking education materials to classroom and community youth program educators working with youth ages 6-18.
- Leverage existing member materials.
- Promote the health benefits of home baking.
- Teach how to bake at home.
- Advocate year-round baking.

2010-2011 Home Baking Association Officers
President
Tom Payne, King Arthur Flour

First Vice President
Kent Symns, Farmer Direct Foods

Second Vice President
Keith Dierberg, ACH Food Companies

2010-2011 Board of Directors
END 2011
*ACH Food Companies
Keith Dierberg
*Cereal Food Processors
Eric Wall
Gold Medal Flour,
Pam Becker
Shawnee Milling Company
Sam Garlow
*The J.M. Smucker Company
Brenda Alten

END 2012
Cabot Creamery
Sara Wing
Hodgson Mill, Inc.
Ray Martin
House-Autry Mills
June Currin
*King Arthur Flour
Tom Payne
*Land O’Lakes, Inc.,w
Mary Sue Peterson
Melissa Alphin

END 2013
*Farmer Direct Foods
Kent Symns
*Rabbit Creek Products
Donna Cook
The Sugar Association
Cheryl Digges
California Raisin Marketing Board
Melinda McAllister
Ultragrain Whole Wheat Flour/ConAgra Mills
Dave Holmquist
*Executive Committee

Welcome New Members!
Voting Members
Domino Foods, Inc.,
Sokal and Company
With the close of our 2010-11 plan year on the horizon, I am pleased to say that the Home Baking Association has once again successfully fulfilled its mission—even surpassing expectations. Our organization is stronger than ever.

Not only have we retained 100% of our membership, we have added two new members, Domino Foods and Sokol Company. Thank you to all of our members for continuing to support the work of our fine organization. With the retention of existing members and growth in membership, the HBA remains financially sound and we have been able to fully execute our program. Here are a few highlights.

The Baking With Friends book, co-authored by HBA staff members Charlene Patton and Sharon Davis and produced with the support of the HBA, won a Benjamin Franklin Award from the Independent Book Publishers Association. IBPA is the largest not-for-profit trade association representing independent book publishers. The IBPA Benjamin Franklin Awards, which includes fifty-six categories recognizing excellence in both editorial and design, is regarded as one of the highest national honors in small and independent publishing. The award was given at the BookExpo America in New York City in May. Sharon and Charlene were on hand to accept the award and sign books at the Expo. Congratulations to them and to HBA for producing this award-winning baking education book.

In addition to the great exposure from the book award in broadcast, print and at book signings, our staff taped five baking segments on a PBS television show, taught and exhibited at the National Festival of Breads, kept our website up to date, Tweeted and posted to Facebook throughout the year.

Our web and social media reach continues to grow. As I write this, we have had 476,696 visitors to www.homebaking.org this year; 749 people are following us on Twitter and 353 on Facebook (287 of whom joined us in 2011 since we began increasing our Facebook outreach). Our email list has over 13,000 subscribers. The e-newsletter open rate has been averaging around 50%, which is astounding and indicates that we provide information that is truly valuable to educators. We set modest goals of improving all of our web metrics by 10% for the year. I’m thrilled to say we surpassed our goals for the year.

In July, HBA presented five workshops at the annual FCCLA conference in Anaheim, CA. Over 6,000 advisors and students attended the conference. Over 500 advisors and students attended our hands-on baking science workshops and an equal number stopped by the HBA exhibit. In addition we sold nearly $3,000 in educational materials during the three-day conference. All HBA members were represented in the resource packets and workshop materials. FCCLA is a nonprofit national career and technical student organization for young men and women in Family and Consumer Sciences Education in public and private schools through grade 12. The association reaches 225,000 classroom chapter members (85% bake) and 7,000 FCS teachers.

New promotional and educational material was developed this year (baking guide cards, order forms, Bake for Funds, Baking with Friends fundraiser, Portable Kitchen, and others) through which we spread the message and raise awareness of HBA. A Baker’s Dozen Labs continue to be popular with educators as are our video resources. We’re looking forward to developing new materials in the coming year, exploring the use of interactive mobile tables and web video, and looking for new avenues to reach baking educators wherever they are.

Our staff and volunteer leaders continue to be the greatest asset of our organization. Thank you to Charlene, Sharon, my fellow officers Kent Symns and Keith Dierberg, committee chairpersons, as well as the entire Board, for their support and dedication this year.

All the best,
Tom Payne
HBA President
Special Awards!

**Baking with Friends Recognized**

**Benjamin Franklin Award**
- Baking with Friends received first place in the Children’s/Young Adult category for originality in interior design by the Independent Book Publishers Association
- Award presented at the BookExpo America tradeshow in May; New York City, NY

**Kansas Notable Book**
- Baking with Friends was named a 2011 Kansas Notable Book during a presentation with Joanne Budler, Kansas State Librarian, and Mary Brownback, First Lady of Kansas, at the Kansas Book Festival in September, Topeka, KS. Kansas Notable Book List is an annual selection of 15 titles written by Kansans or about Kansas.

**Baking with Friends Events**

- **Topeka & Shawnee County Public Library**
  - 250 attended two-hour reception and book signing
  - Event featured family baking stations hosted by youth leaders to prepare Designer Cookie Mixes
  - Sixty books sold resulting in $1,200 in sales
  - Ten librarians attended and received complimentary books for school libraries from Goops Publishing.
  - Members attending: Kent Symns and Donna Cook

- Photographs from event posted on Facebook.

- **Indian Hills Elementary School, Topeka, KS**
  - Conducted pilot fundraising program during Scholastic Book Fair
  - Participated in USD 437 District School event at Barnes and Noble

- **NE Kansas Library Association**
  - Presentation and author table; 60 librarians attended at the Manhattan Public Library, Manhattan, KS

- **Television, Radio and Print Features**
  - Six television interviews: KAKE-TV Wichita, KS, reaching OK/MO/KS; WIBW-TV, Topeka, KS (8 minutes); Kansas Public Radio interview (10 minutes)
  - Electronic releases distributed to all Kansas daily and weekly papers

**Home Baking Association Educator Award**

- Established Baking with Friends Fundraising Program
- Presents a unique opportunity for selling Baking with Friends to raise funds and increase public awareness of family and consumer sciences programs and youth programs

**First Place Selection:**
- **Marla Prusa,** Family and Consumer Educator
- Howells Public Schools, Howells, Nebraska
- Entry: Cookie Capers

**Runner-up:**
- **Lois Stoll,** Family and Consumer Sciences Educator
- Benjamin Logan High School, Bellefontaine, Ohio
- Entry: Mama Mia, That’s a Healthy Pizza!
Web-site Report

Web-site traffic increased with 163,251 more visitors in 2011.

Web-site Traffic

<table>
<thead>
<tr>
<th>NUMBER OF VISITORS</th>
</tr>
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<tr>
<td>2011</td>
</tr>
<tr>
<td>476,696</td>
</tr>
<tr>
<td>2010</td>
</tr>
<tr>
<td>313,445</td>
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<tr>
<td>2009</td>
</tr>
<tr>
<td>277,387</td>
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</tbody>
</table>

Web-site Statistics
Average page views per visit: 5.75
Average Time: 00:06:15
% New Visitors: 34%

Online Monthly New Releases
Generated 18 million headline impressions

E-newsletter
23% increase 13,010

Top Referring Web-sites
1. Google.com
2. direct – no link or referring site
3. Facebook.com
4. breadworld.com
5. Yahoo.com
6. homecooking.about.com
7. atouchofbusiness.com
8. thegoops.com
9. aol.com
10. ask.com

Top Search Terms
1. baking
2. home baking
3. baking with friends
4. baking activities
5. home baking association
6. baking recipes
7. homebaking.org
8. homebaking
9. baking lesson plans
10. baking lessons

Top Pages Visited
1. recipes
2. Homepage
3. foreducators
4. bakingtips
5. bakingbook.php
6. sitessearch
7. hbamembers
8. aboutbha
9. hbamembers
10. foreducators

Top Teacher Resource Requests
1. Measuring
2. Temperatures
3. Quick breads
4. Whole grain baking
5. Pastry methods
6. Cake methods
7. Substitutions
8. Costing
9. Portioning/scaling
10. Baking fundraisers

www.eNASCO.com/fcs Lessons
- Created two lessons using excerpts from A Baker’s Dozen Lab
- Middle School: Whole Grain Baking
- High School: Baking for Special Needs
- NASCO’s Food and Culinary lessons received 2,478 page views and 80 PDF downloads
- NASCO printed lesson plans and distributed through NASCO exhibits

Creative Living, KENW-TV with Sheryl Borden
Portales, NM; April 2011
- Recorded five segments featuring Baking with Friends resulting in 48 minutes of video

Baking Glossary
More than 100 new entries were added and now includes more than 300+ terms and definitions for baking.

Top Teacher Resource Requests
- 112 PBS stations will air segments starting September 2011 in 40 states
- Web-site links and resources included with coupon incentive for viewers to purchase book

Kentucky Extension FCS Educators Workshop
Lexington, KY; October 2011
- Living Well: the DIY Home Baking Edition Event
- Educator Training Workshop and Consumer Program

Baking Resources Provided to:
- National Association of Agricultural County Agents
- National FCCLA Adviser Meeting
- FCCLA Capital Event
- State conferences California Home Economics Careers
- Georgia FCS and FCCLA
- Nebraska FCCLA
- Kansas Unified Educator and FCS
- Illinois FCS and FACSTA
- Nebraska FCCLA
- Wisconsin FCS

Writer’s Guild
Nancy Baggett, Author, contributing writer for educational resources
FCCLA National Leadership Conference
Anaheim, CA – July 2011
• A record 6,693 family and consumer science educators and students attended
• More than 550 students and advisors attended five A Baker’s Dozen Science and Service workshops
• Distributed 650 baking resource packets
• Survey results:
  89% of teachers who teach culinary/foods teach baking
  85% of students bake 2 to 4 times per month
  82% teach ingredient purchasing and storage
  24% of students teach others to bake
• Mailing addresses for 788 FCS educator attendees provided to HBA members

Member support: Kansas Wheat, King Arthur Flour and Share Our Strength

“I am always surprised when my students have never eaten homemade food – cookies, pies, cakes – or even realized that THEY could make something homemade themselves. I love to see their confidence grow with each recipe.”

Susie Barber, Culinary Arts Teacher
Marianna High School
Marianna, FL

National Festival of Breads
www.nfob.com
National baking contest with finals conducted in Wichita, KS
• Two HBA baking sessions with 130 attendees each session
• Exhibit with baking resources and HBA materials
• Sold 40 Baking with Friends books and donated $200 on-site to the Great American Bake Sale
• 97 surveys completed

“'I have never baked in my life. This is a great thing!'”

Manuel, Puerto Rico

National Extension Association of Family and Consumer Sciences
www.learningandlivingwell.org
NEAFCS is located in all 50 states and reaches 35.7 million households

Annual Conference
Albuquerque, NM – September 2011
• 750 baking resource packets provided
• Each contact reaches an average of 250 to thousands of households annually with the benefits of enjoying home baked foods.

“I have never baked in my life. This is a great thing!”

Manuel, Puerto Rico
Youth Educator Programs

Parents As Teachers
www.parentsasteachers.org
Targets early childhood education professionals reaching 258,000 households in 50 states

Annual Conference
St. Louis, MO – November 2010
• 350 packets distributed
• Survey results:
  69% had not used HBA resources
  44% bake 2 or more times weekly
  34% bake from scratch
  70% bake cakes/cookies/bars/cupcakes
  46% bake quick breads
  29% bake yeast breads
  45% bake with whole grains
  50% want to learn to bake with whole grain

Other HBA Partners

Boys and Girls Clubs of America
www.bgca.org
Reaches 4,000 club locations, 4.8 million youth and 49,000 trained staff
• Developed Portable Kitchen concept and blueprint to expand food skill building opportunities in clubs without kitchens

Camp Fire USA
www.campfireusa.org
Reaches more than 125 councils/750,000 youth providing more than 22 million program hours to children and youth annually.
• Resource packets provided to 55 Councils and Camp Directors at GROW Conference
• Connections e-newsletter

Wheat Foods Council
www.wheatfoods.org
• Reciprocal membership
• WFC Network, www.wheatfoods.org, launched September 2011, provides multiple grain food information channels, including home baking
• WFC features HBA’s Baking with Friends with live links to related resources at www.homebaking.org
• WFC exhibits extended Home Baking Association resources to educators attending American Dietetic Association, Society for Nutrition Education and All Things Baking

Healthy Kids Challenge
www.healthykidschallenge.com
Reach is 375,000 students
• HBA logo/web-site appear on Stirring Up Health Recipe Contest flyers to 15,000 educators
• Media: e-newsletter reaches 8,000 followers, 250 wire media outlets (2.9 million impressions),
• 1,842 middle school entries
• Four winning baked entries will be featured on HBA web-site

NEW MATERIALS:
• A Baker’s Dozen Labs
  Updated to include member resources, ingredient information and on-line assistance for culinary educators. According to surveys 89% of the teachers who teach culinary or foods will teach baking. The lab manual addresses the top ten requests for teaching resources.
• New Baking Resources:
  Pan Substitution Guide Card
  Ingredient Substitution Guide Card
  Bake for Funds
  Educator Award Card
  Portable Kitchens

REVISED 2011
2010-2011 Membership
FULL VOTING MEMBERS
Argo Corn Starch
Bob's Red Mill
C & H Sugar
Cabot Creamery
California Raisin Marketing Board
Cereal Food Processors
Chelsea Milling Company
Clabber Girl
Domino Foods, Inc.
Dromedary Cake Mixes
Farmer Direct Foods, Inc.
Fleischmann’s Yeast
Gold Medal Flour
Hodgson Mill, Inc.
Hopkinsville Milling Company
House-Autry Mills, Inc.
Kansas Wheat
Karo Corn Syrup
King Arthur Flour Company
Land O’ Lakes, Inc.
Lesaffre Yeast Corporation
North American Millers’ Association
Rabbit Creek Gourmet Mixes
Shawnee Milling Company
Sokol and Company
Stafford County Flour Mills Company
Stone-Buhr Flour Company
The J.M. Smucker Company
The Sugar Association
Ultragrain Whole Wheat Flour/ConAgra Mills
Washington Grain Commission

ASSOCIATE NON-PROFIT MEMBERS
Colorado Wheat
Share our Strength
South Dakota Wheat Commission
Wheat Foods Council

STAFF MEMBERS
Charlene Patton,
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Family Consumer Sciences in Foods and Nutrition & Business

Sharon Davis,
Program Development/Membership
Family & Consumer Sciences Education
Junior High FCS Teacher