



B E N E F I T S

— at a —

G L A N C E

● **Could you use 12 million new bakers?**

Year in and year out, HBA reaches a growing audience. Our reach to 865,000 youth educators teaches *new baking skills* to 12 million youth in over 10 million households.

● **Reach new customers when it counts—at the entry level.**

Research confirms adult bakers are more likely to have enjoyed baking as children.

● **Make more than a good impression.**

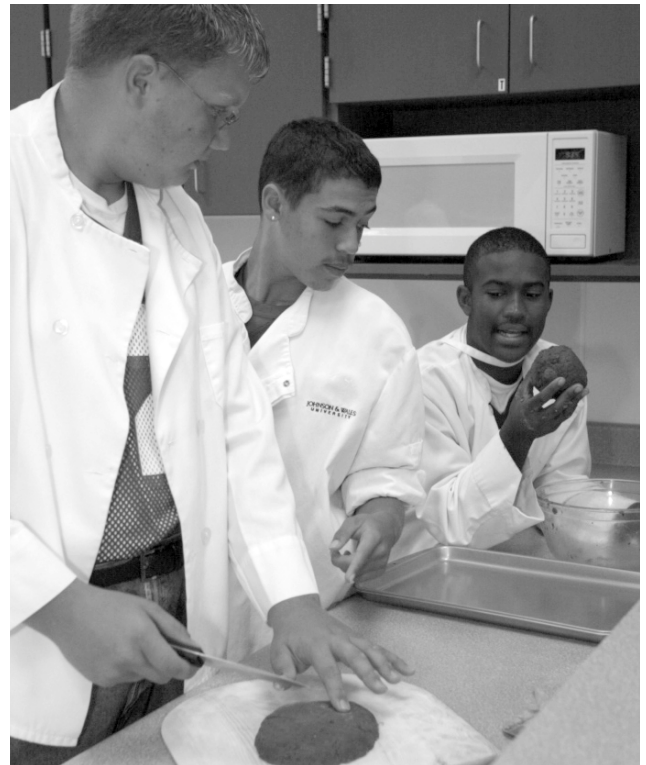
HBA's total impressions are over 23 million, but beyond impressions, **our audiences bake** (even in July). Through youth educators, HBA offers 12 million youth outcomes-based multi-skill building, and fun year-around baking activities in classrooms, after-school programs, clubs, camps, faith-groups and families.

● **Go where ads can't.**

HBA's non-profit status garners unique visibility and opportunities for its members, where their advertising dollars cannot take them. HBA generates top-down baking activity resources that require our members' products with our partners ... *Camp Fire USA, 4-H, Family, Career, and Community Leaders of America, Boys & Girls Clubs of America, Middle & High Schools, Scouts, After School Programs*

● **This could cost six or seven figures per member.**

But it doesn't. Your membership dollars, matched by other members, lowers the collective cost to 15 cents per educator and one cent per entry level baker.



● **Maximize your web-site investment.**

Our members link at www.homebaking.org. Over 17,500 unique monthly visitors value the HBA's Glossary, member links, Kids' Baking, Kitchen Science and award-winning lessons and activities.

● **Make home baking news.**

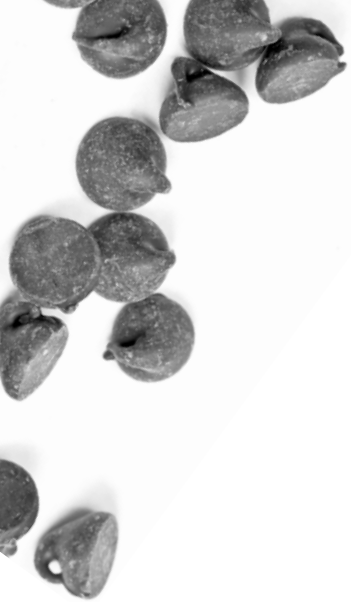
Our Baking E-news reaches 4,000 high-interest baking educators, writers and consumers with your branded recipes, features and new HBA resources. An added plus, HBA contributes features for a variety of youth educator trade publications.

● **HBA meets face-to-face with those who teach bakers.**

HBA staff exhibit, deliver HBA and members' branded resources, and conduct "why and how" workshops at national youth educator conferences. This one benefit would cost individual members a large sum.

● **Access the only home baking network.**

Gain contacts, market insight and direct HBA programs at the HBA **annual meeting**. Receive the *Rising Times* newsletters reporting association action.



Home Baking Association Members



Full Voting Members

- ACH Food Companies, Inc.
- Argo Corn Starch
- Fleischmann's Yeast
- Karo Corn Syrup
- American Egg Board
- Bob's Red Mill Natural Foods
- Cereal Food Processors
- Chelsea Milling Company
- Clabber Girl
- Farmer Direct Foods, Inc.
- Gold Medal Flour
- Hodgson Mill, Inc.
- House-Autry Mills, Inc.
- ICL Performance Products LP
- King Arthur Flour Company
- Land O' Lakes, Inc.
- Lesaffre Yeast Corporation
- North American Millers' Association
- Rabbit Creek Gourmet Mixes
- Reynolds Consumer Products
- Shawnee Milling Company
- Stafford County Flour Mills Co.
- Stone-Buhr Flour Company
- The J.M. Smucker Company
- Washington Wheat Commission
- Wilkins-Rogers, Inc.

Associate Non-Profit Members

- Chocolate Manufacturers Association
- South Dakota Wheat Commission
- The Sugar Association
- Wheat Foods Council

The HBA Writer's Guild

- Nancy Baggett, www.KitchenLane.com
- Mary Gunderson, www.HistoryCooks.com
- Sarah Philips, www.baking911.com
- Glenna Vance, Bread Machines for Dummies
- Nicole Rees, Author/Baker





History Speaks

In 1923, the Soft Wheat Millers Association members producing self-rising flour recognized that together they could accomplish what none could do alone. As a not-for-profit 501(c) (6) corporation, HBA has made it their mission to examine and address the home baking issues of the day.

It was in 1989 that the association became The Home Baking Association, embracing all home baking ingredients, mixes and providers of baking tools and equipment. Through on-line www.homebaking.org, media and face-to-face educator training, HBA provides the resources so new generations will gain the benefits of baking in homes, classrooms, after-school and summer youth programs.

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.





MEMBERSHIP INTEREST FORM

I'd like to discuss membership in the Home Baking Association. Please provide:

CORPORATION NAME: _____ URL: _____

Contact Name & Title: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Ext: _____ E-mail: _____

Check the membership category you are interested in below.

Corporate Voting Membership

Brand(s) and/or products to be represented in program:

Non-Profit Association Voting Membership

Open to non-profit associations.

The flat rate dues are \$5,500 annually.

Non-Profit Association Non-Voting Membership

Open to non-profit and supporting members; non-voting.

The flat rate dues are \$1,575 annually.

The Home Baking Association Fiscal Year is November 1 to October 31.

The Home Baking Association is a 501(c) (6) non-profit association registered in Tennessee.

Mail, e-mail or fax to: Ms. Charlene Patton, HBA Administrator
2931 SW Gainsboro Rd, Topeka, KS 66614
T: 785-478-3283
F: 785-478-3024
E-mail: hbapatton@aol.com
URL: www.homebaking.org

Corporate Dues Estimate:

Based upon the sum of retail sales for each brand you would include in the program.

Dues	Total Sales of Brand(s)
\$ 1,575	up to \$8 million
\$ 2,750	\$8.1 - \$14 million
\$ 5,500	\$14.1 - \$28 million
\$ 7,500	\$28.1 - \$50 million
\$ 12,500	\$50.1 - \$80 million
\$ 17,500	\$80.1 - \$125 million
\$ 20,000	\$125 - \$200 million
\$ 25,000	over \$200 million

Dues confidentiality assured by CPA.

