

2023 Annual Report



2023 HBA Washington FACSE Baking STEAM Teacher Workshop,
Spokane, WA



Strategic Plan 2022-23

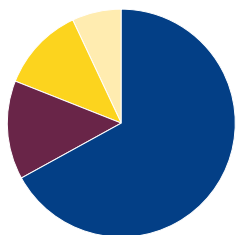


Vision Statement

Grow the practice of home baking.

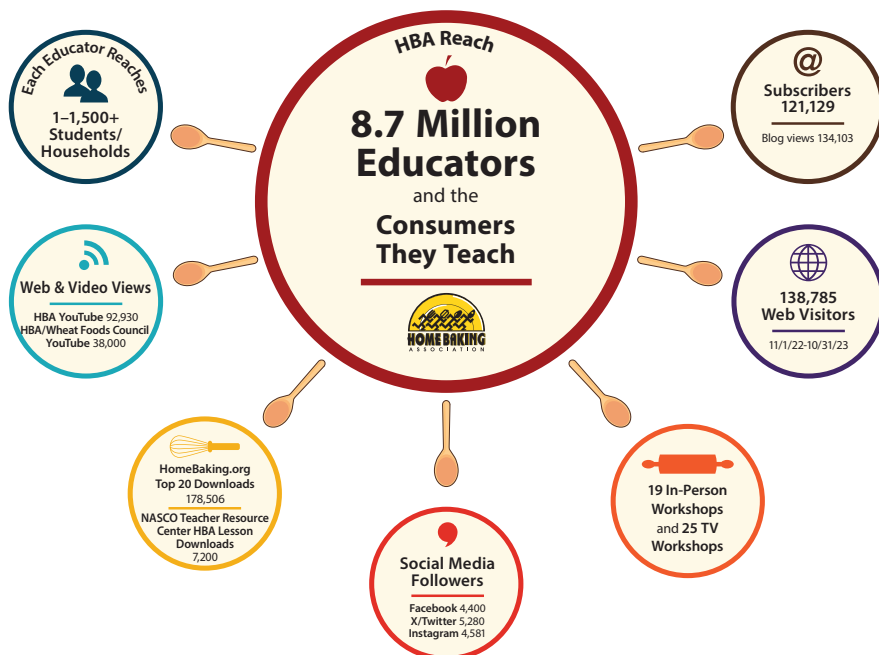
Mission Statement

Advocate for increased home baking by providing tools and knowledge to perpetuate generations of home bakers.



**FY23 budget
\$186,110**

- Program 67%
- Membership 14%
- Administrative 12%
- Meetings 7%



Target Audience

Home Baking Educators

- Anyone who teaches or fosters home baking skills
- Family and consumer sciences and culinary teachers in middle and secondary schools
- Family and consumer sciences and foods and nutrition extension educators
- After-school and community youth program educators
- Education trade media and social media influencers
- Any individual who shares baking skills and knowledge

Long-Term Marketing Objective

Increase the frequency and appreciation of home baking.

Communications Goal

Promote awareness and use of Home Baking Association and member educational materials.

Key Strategies

1. Identify, develop and support home baking educators.
2. Extend home baking education materials to community, classroom and home educators.
3. Maximize resources and state of the art technology to further the reach of the Home Baking Association.
4. Leverage existing member materials to educators and home bakers.
5. Promote the many benefits of home baking.
6. Advocate & promote safe home baking practices.
7. Teach, encourage and sustain home baking.
8. Advocate year-round baking.

Officers FY22

PRESIDENT

Eric Wall

Grain Craft

(Retired June 2023)

FIRST VP – PROGRAM

Robert Harper

Hopkinsville Milling

SECOND VP – MEMBERSHIP

Ileana Durand

American Sugar Refining

Board of Directors

END 2023

Colorado Wheat, Madison Andersen*

Ardent Mills, Kearly Fath

Grain Craft, Natalie Faulkner

Shawnee Milling Company, Sarah Steely

Texas Wheat Producers Board, Darby Campsey

END 2024

ThermoWorks, Kyle Halvorson

Hammons Black Walnuts, Kim Hammons

Hopkinsville Milling, Robert Harper*

Oklahoma Wheat Commission, Brent Bowers

North Dakota Mill, Mike Leddige*

END 2025

ADM, Paula LaBine*

American Sugar Refining, Ileana Durand*

Open Seat

Homegrown Family Foods, Keith Vine

The Sugar Association, Courtney Gaine*

*Executive Board

*Executive Board

Welcome & Partners

Message from the HBA First Vice President

The Home Baking Association has once again had an active year promoting baking in both home and culinary kitchens. As we come up on our 100th anniversary, we can all be proud of the work we are doing to promulgate baking skills in bakers of all ages.

- *Bake to Give Maddie Kruse Youth Award* is a new award highlighting youth who use baking skills to benefit their communities. Thank you to Maddie Kruse's family for allowing us to name this award after her.
- Presenting the Educator of the Year Award to one of the many educators creating innovative ways to teach baking skills.
- Developing new lesson plans from Educator entries.
- Baking and Milling Immersion Tour with FCCLA, multiple baking educator workshops, in-person and TV presentations and demonstrations to teach baking skills. Sharon and Charlene highlight your brands and direct participants to our websites for year-round baking information and recipes.
- Material sales – over \$15,000 worth of Baking Lab Manuals, DVDs and teaching resources sold this year, largely tied to the presentations.
- Website development, updates and visuals focusing on links to member websites, to make HomeBaking.org the best place for accurate information for home and culinary baking questions.
- Re-writing *A Baker's Dozen Labs* and editing the baking glossary. These are gold-standard materials for teaching baking skills for home and culinary kitchens and needed updating after several years.
- Observation of HBA's 100th anniversary. Special events are planned for our annual meeting.
- Hiring Chris Kirby as our new Administrative Executive Director.

Now a few words about Charlene Patton and Sharon Davis, both of whom are retiring after years of service to the HBA. Charlene and Sharon have done far more than I can mention in this letter and far more than any of us know, but here are a few highlights.

Sharon started with HBA in September 1995, and has written or co-edited the majority of our printed and online teaching materials. These materials provide a variety of lesson guides for teaching home and culinary baking skills for preschool to adult educators. These lesson plans, PowerPoint presentations and videos offer baking best practices, food safety and teaching methods—ranging from 5 minute lessons to multi-week plans—to suit home, community, classrooms and media. Sharon has also made more than 500 presentations for HBA, developing coast-to-coast fame in the Family and Consumer Sciences world. When Sharon's name appears on a program, the room is packed. In addition to teaching baking skills, she has helped develop and maintain HBA's membership.

Charlene started with HBA in November 1997 and has done an excellent job running the association. She has had responsibility for its finances, for implementing its programs, and for the logistics of all our meetings. She has planned 25 annual meetings, negotiating costs, arranging for food and space, setting up outside events, and procuring speakers. Under Charlene's leadership, we have had many meetings in memorable locations from coast to coast. She has always done a remarkable job at finding good value for us. In addition to running the business of the HBA, Charlene has also presented numerous times for us, in person, virtually, for video and on television. Like Sharon, when the name "Charlene Patton" appears on a program, it is standing room only for the presentation.

Please join me in thanking Sharon and Charlene for their years of dedication to the vision of the Home Baking Association: Growing the practice of home baking.

Robert

Robert Harper
President, Hopkinsville Milling Company

Baking Educator Partnerships

Partners provide HBA and its members research and standards-based foundation to our program offerings. They are our grass-roots connections with homes, communities, schools and out-of-school baking opportunities. With our partners' professional assistance, baking best-practices are taught, elevating HBA beyond just another online or social media baking post.

Partners are provided monthly updates with live links to baking resources, the baking calendar, enews, and features to share with their members and food educators.

A bonus is that many also launch career bakers into the industry. Each educator will teach – not just once, but week-over-week, year-over-year – one to thousands of consumer households, and share our resources exponentially with their peers. Thank you partners!



American Association of Family & Consumer Sciences (AAFCS) aafcs.org



National Extension Association of Family & Consumer Sciences (NEAFCS)
neafcs.org



Child and Adult Care Food Program (CACFP) cacfp.org



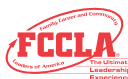
Wheat Foods Council
WheatFoods.org



The Family Dinner Project
thefamilydinnerproject.org



Whole Grains Council
WholeGrainsCouncil.org



Family, Career & Community Leaders of America (FCCLA) fcclainc.org

Getting the Flour in the Bowl...

Congratulations 2023 Educator Award Winners!

Home Baking Association Educator Award



First Place:

Amy Harkey

FACS Educator • Purdy, MO

Entry: Let's Sell Some Cupcakes!



Honorable Mention: Inspiring Summer Camp Baking

Carla Schaer, Sparland, IL

Entry: Baking Up Joy

Honorable Mention: Supporting Community Food Pantries

Delaine Stendahl, Whitehall, WI

Entry: Let's Not Waste~Bake!

Each award winner received \$1,000 and a trip to the HBA 2023 Annual Meeting. The top entrants in the Bake to Give Maddie Kruse Award each received \$100 provided by HBA and Red Star Yeast to support their community baking project.

Bake to Give Maddie Kruse Youth Award



First Place:

Violet Gowdy

West Linn, OR

Entry: Baking for My Community



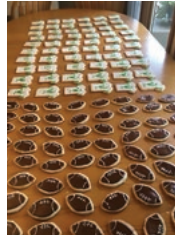
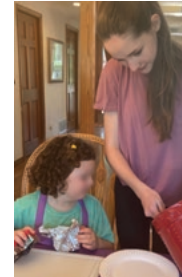
Honorable Mention:

Sharing Christmas with Families

Hannah Boyett, Battleground, WA

Entry: Bake Sale Fundraiser

homebaking.org/youthaward



In-Person Baking Professional Development

HBA's Sharon Davis provided baking education for Food and Culinary Educators with national and state FCS directors and HBA partners: 15-minute rotating round tables, 50-minute classroom sessions, or one- or two-day hands-on baking labs. Resources from HBA and members included **A Baker's Dozen Labs**, products, tools, and speakers. Each educator will teach an average of 150 student households and use the resources year after year.

Kim Hammons, Hammons Black Walnuts, assists, KS Baking STEAM.

Special note of thanks: Resources for all HBA workshops, labs and conferences were printed by the Kansas Wheat Innovation Center, representing all HBA members. Thank you Kansas Wheat for such a generous year-round service to HBA programs.

National Baking Education Professional Development

AAFCS Fall Leadership Conference, Sept. 30, Arlington, VA

Davis highlighted HBA's most current baking education resources and met with four national FCS partners and 29 state FCS leaders.

Baking & Milling Industry Immersion Tour with FCCLA, April 19-22, Kansas City, MO & Manhattan, KS

HBA and Family, Career, and Community Leaders of America (FCCLA) collaborated to provide immersion in the wheat, baking and milling consumer and career opportunities for 25 FCCLA staff, chapter advisers and students from eight states. HBA members co-sponsored speakers, meals and stops for the 2 ½ day tour. All HBA members were represented in the event.



The tour launched in the Kansas City metro area:

- Olathe West HS FCCLA and Culinary program
- Buffalo State Pizza baker/chef
- Marion Stone Milling owner/miller
- Tippins Pies
- Farm to Market Bread Co.
- Yellow Brick Bakery

Day two visits:

- Manhattan, KS, Grain Craft Quality & Innovations Lab
- Kansas Wheat Innovation Center

Sponsors with HBA and FCCLA

- Baker's National Education Fund
- Grain Craft
- Kansas Wheat Innovation Center
- Lesaffre Yeast
- North American Millers' Assn.
- Baker Bettie
- International Assn. of Operative Millers (IAOM)
- The Sugar Association



- Kansas State University (KSU) Baking Science labs and Hal Ross mill
 - KSU Kramer and Derby Food Services scratch bakery
 - Radina's Bakehouse
 - Manhattan Farmer's market meeting with Picallili Farm's baker chef
- Tour at-a-glance:** fcclainc.org/attend/industry-immersion/baking-milling

"The FCCLA Baking & Milling Industry Immersion Tour was one of the best learning experiences that I have had...an amazing educational professional development. HBA had the agenda packed with wonderful activities." -Mary Jane Grayson, Program Specialist, Okla. Dept. of Career and Technology Education



Child and Adult Care Food Program (CACFP) Virtual Summit, Aug. 16,

HBA provided Book and Bake to Build Math, Science and Literacy, a one hour virtual continuing education training for 438 CACFP child care professionals, with more accessing the recording.

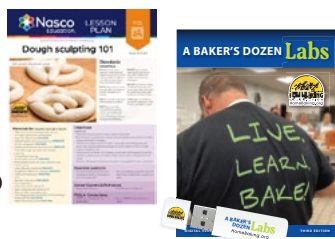
...Baking Educator Outreach, Workshops, Conferences



A Baker's Dozen Labs (Second Ed.), **Dough Sculpting 101** and **Lessons for Better Baking** are featured in the NASCO FCS catalogs sent 3x/year to 80,000 FCS teachers, curriculum leads, directors, culinary arts teachers, CTE directors, food/nutrition teachers, life skills teachers, and college-level culinary teachers

A Baker's Dozen Labs (Third Ed.) will be promoted in Nasco e-news to 18,000 FCS educators

Nasco Teacher Resource Center offers five free HBA Lesson Plans to its 5,000 daily visitors, nasco-education-blog.com/lesson-plans/dough-sculpting-101



"Nasco Education has the pleasure of catering to a unique audience of FCS teachers. These teachers provide students with critical life skills and prepare them for independent living and careers. We find ourselves with limited options to help support this unique audience. We are grateful HBA continues to supply very relevant topics our FCS audience is seeking."

Courtney McCaffery, Nasco Education

State Baking Professional Development

Workshops are funded by hosting organization and local HBA members. HBA staff coordinate and teach along with guest members.

KANSAS (Sponsors: Grain Craft, KS Wheat, KS FCS/CTE, KS Child Nutrition with products Domino Sugar, Hammons Black Walnuts, WR Flour, Jiffy, King Arthur Flour, Red Star Yeast and Thermoworks)



State 4-H and Youth Conference, Emporia • Baking: Home to Career, Best Practices, Heat is an Ingredient (80 educators, KSU Cooperative Extension state and county faculty)

Unified FACS Conference, Wichita (75 educators) • Baking Best Practices workshop, exhibit, five round tables



State Child Nutrition staff, Wichita (30 educators) • Baking with Wheat and GF Flours (session/demo)

"I loved all the ready-to-use hands-on resources from baking professionals. Best practices weren't just talked about—we were able to do and experience them."

KATFACS Superweek professional development 1-day workshop, Ottawa (22 educators) • Davis with Kim Hammons and Aaron Clanton (KSU BNEF Instructor) providing baking instruction

FCS/CTE Roundtables, Manhattan (30 educators)

NEBRASKA (Sponsors: NE Wheat, NE FCS/CTE Staff with products Domino Sugar, King Arthur Flour, Red Star Yeast and Thermoworks)

State FCS/FCCLA/CTE conference • Two 50-minute conference sessions (150 educators)

Full-day Baking STEAM training, Kearney HS (24 teachers/1 state director)



NORTH DAKOTA (Sponsors: ND Mill, ND Wheat, Sugar Association, ND FCS teacher registrations with products Domino Sugar, Red Star Yeast, ND Mill flour and Thermoworks; ND Wheat and ND Mill co-taught)

Two-day Baking STEAM teacher hands-on baking workshop, Bismarck (19 teachers/ND state FCS staff)

"The opportunity to engage teachers with baking methods, ask ingredient questions spanning from farm to oven and build classroom strategies that can be applied for careers as well as at home was extremely valuable."
Chelsey Greene, NE FCS/CTE/FCCLA

NEW and UPDATED for 2023! Professional Development Resources

A Baker's Dozen Labs, Third Edition, a 260 page essential home-to-career baking manual, homebaking.org/store

Baking Education Resource Guide, homebaking.org/wp-content/uploads/2023/09/HBA-Baking-Education-Resource-Guide-2023-FINAL.pdf

Visuals: Ready-to-Teach Infographics and PowerPoint presentations, homebaking.org/infographics

- Did You Know? Flour is a Raw Ingredient
- Baking Temperatures from ThermoWorks
- Red Star Yeast Resource Guide

Book and Bake: Pet Treats! homebaking.org/book-and-bake

Lesson Plan: Mozzarella Mash homebaking.org/lesson-plans

Glossary of Baking Terms and Techniques, 400+ entries and links, homebaking.org/glossary



OHIO (Sponsor: Lesaffre Yeast with products Anchor Hocking, Domino Sugar, KS Wheat, Jiffy, Red Star Yeast and Thermoworks)

Ohio Cooperative FACS Extension professionals, Columbus (50 educators averaging 10,000 households each) Build FCS Baking STEAM: Home, Community, Career and two breakout sessions

WASHINGTON (Sponsors: WA Wheat Foundation, WA FACSE with products C&H Sugar, Thermoworks, Stone-Buhr Flour, Red Star Yeast)

Two-day Baking STEAM classroom and baking labs, Spokane (28 teachers/1 state FACSE executive director)

Instructors included HBA Sharon Davis with New Tech HS Culinary teachers, Cynthia Monroe and Eric Cook

This workshop fills almost immediately upon offering it to the FACS and culinary educators.

"There is so much that I didn't know prior to this workshop. I'm excited to return to my school and use the lab manual to inspire my students to bake."



MORE STATE CONFERENCES SERVED

- **Pennsylvania FACS/CTE Conference** (75 educators) **A Baker's Dozen Labs** USB; HBA and member resources
- **NJ FACS Conference** (150 educators) HBA resources, recorded presentation Domino Chef Eleonora Lahud, Celebrations Take Cake
- **Wisconsin FACS Education/DPI Child Care Conference** (200 educators) FCS and child care educators
- **Virginia FACS Conference** (125 educators) baking resources

Media Interviews and Features



**Wisconsin
Electric
Cooperative
Association**

Recipes shared with *Wisconsin Energy Cooperative News* print publications and website.

April 2023 – Bread Pudding with Lemon Sauce

(April print edition issuu.com/nationalcountrymarket/docs/wecn0423)

- wecmagazine.com/recipe/bread-pudding-with-lemon-sauce

July 2023 – Cherry Almond Dutch Baby Pancake, Cherry Almond Braid

(July print edition issuu.com/nationalcountrymarket/docs/wecn0723)

- wecmagazine.com/recipe/cherry-almond-dutch-baby-pancake
- wecmagazine.com/recipe/emilys-cherry-almond-braid

KVRN
880 Rural Radio

Chelsey Greene, Nebraska FCS/CTE/FCCLA state director, interview by Nebraska Wheat, featuring the HBA Baking STEAM workshop

Aired on KVRN radio during its weekly Wheat Reports radio show

nebraskawheat.com/wp-content/uploads/2023/06/06162023-ChelseyGreeneHBA.mp3



Television Appearances

WIBW – TV 13 (CBS), Topeka, KS

KOAM 7/FOX 14 – Pittsburg, KS
(serving KS, MO, AR, OK)

KAKE – TV 10 (ABC) Wichita, KS

February:

Bake for Family Fun Month



Early Morning News segments

Apricot Scones

Marble Chocolate Loaf

Mid-Day in Kansas segment

Surprise Chocolate Crunchy Clusters



Morning Show segments

Surprise Chocolate Crunchy Clusters

Strawberry Meringue Dessert

Apricot Scones

Marble Chocolate Loaf



Good Morning KAKEland segment

Apricot Scones

Marble Chocolate Loaf

KAKE News at 11 segment

Surprise Chocolate Crunchy Clusters

March: Bake and Take



Early Morning News segments

Banana Cupcakes with Soynut Butter Frosting

Nutty Owl Cookies

Mid-Day in Kansas segment

Apricot Lemon Bars



Morning Show segments

Banana Cupcakes with Soynut Butter Frosting

Leprechaun Rolls

Nutty Owl Cookies

Apricot Lemon Bars



Good Morning KAKEland segment

Banana Cupcakes with Soynut Butter Frosting

Nutty Owl Cookies

KAKE News at 11 segment

Apricot Lemon Bars



The Thrill of Skill: homebaking.org/wp-content/uploads/2019/07/print_thrillsofskill-3.pdf



July: Kids in the Kitchen



Early Morning News segment

Blueberry Loaded Muffins



Morning Show segments

Red, White and Blue Meringues

Brownie Triple Chocolate Bark

Blueberry Loaded Muffins



Good Morning KAKEland segment

Blueberry Loaded Muffins

Website & Social Media

← → 🏠 <http://www.homebaking.org> +

Website Annual Report – 2022-2023

Website Statistics Oct. 2022 to Sep. 2023

Website Traffic
Total Visitors: **138,785**

Duration of Visit
Average: 3:00 (National Avg=02:30-04:30)

Top Visited Pages

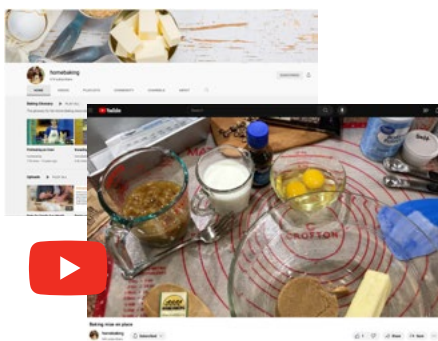
1. Youth Award
2. HBA Homepage
3. Lesson Plans
4. Blog
5. Educator Award
6. Baking Food Safety
7. Mealtime Solutions
8. Quick and Easy Steel Cut Oat Bread
9. Sourdough Bread
10. Baking Calendar

Top Referring Websites

1. Google.com
2. Facebook.com
3. Youtube.com
4. Mailchimp.com
5. Twitter
6. Instagram
7. PRLog.com
8. NationalFestival ofBreads.com
9. eNasco
10. Yelp.com

Top Search Terms

1. HomeBaking.org
2. Baking Awards
3. Cake Recipes
4. Baking Education
5. Baking Recipes
6. Baking
7. Breakfast Recipes
8. Gluten-Free Baking
9. Baking Books
10. Family and Consumer Science



YouTube

New Video Views: 92,930
New Videos Posted This Year: 12
(90 videos since the channel was created)

Top Videos

- Bread in a Bag
- Double Knot Rolls
- Alligator Tutorial
- How to Make a Braided Loaf
- Oven Safety and Use



X (Twitter)

Total Followers: 5,280 • Posts this year: 230



Instagram

Total Followers: 4,581
Posts this year: 235



Facebook

Total Followers: 4,400
Posts this year: 276



NEWSLETTER

Home Baking Association Newsletter Archive

HBA eNewsletter, delivering timely features and recipes straight to Inboxes
Subscribers: 121,105
Open Rate: 23%

HBA Blog

Views: 134,103
Blog Entries: 42



Bake For Family Fun Month

Every member and partner included in the annual February BFFFM program.
Monthly traffic increased by 3,200 visitors. 100+ links to weekly features with baking activities, lessons videos, recipes.

Weekly themes: *Let's Get Started Baking, Bake for My Valentine, Baking History and Traditions, Baking for Others*



HBA Members

ADM Milling Company
American Sugar Refining, Inc.
Anchor Hocking
Ardent Mills
Chelsea Milling Company
Colorado Wheat
Grain Craft
Hammons Black Walnuts
Homegrown Family Foods
Hopkinsville Milling Company
Kansas State Bakery Science Program
Kansas Wheat Commission
King Arthur Baking Company
Lesaffre Yeast Corporation

Nebraska Wheat Board
North Dakota Mill
North Dakota Wheat Commission
Oklahoma Wheat Commission
Rodelle
Shawnee Milling Company
South Dakota Wheat Commission
Stone-Buhr Flour Company
Texas Wheat Producers Board
The Sugar Association, Inc.
The Uhlmann Company
ThermoWorks
Washington Wheat Foundation

Associate Non-Voting Members

Baker Bettie - Kristin Hoffman
Bigger Bolder Baking - Gemma Stafford

HBA Supporters

International Association of
Operative Millers
North American Millers' Association

Welcome new HBA Member



Charlene Patton and Sharon Davis



2022 HBA Annual Membership Meeting in Stowe, VT

Baking is such a dynamic part of my life! More than 60 years of baking and more to come. Its benefits are so many, both personally and professionally. I can only say I'm a very blessed professional to teach and promote what I love, from my farm roots to ovens at home, in schools, libraries, camps, TV studios, radio stations, botanical gardens and hotels, we have baked on! All this is made so rich by working with so many wonderful directors, teachers like Connie Nieman, and two of the best: Charlene Patton and Nick Beatty. "I can no other answer make but thanks, and thanks, and ever thanks." (William Shakespeare) Please stay in touch!

Sharon Davis

It has been a blessing to be a part of the Home Baking Association since 1997 serving as your executive director. Baking has always been a family affair with my grandmothers, mother, four daughters and now nine grandchildren! The opportunity to combine my love for baking and sharing its many benefits with others across the country has truly been a joy. It's inspiring to work with dedicated officers, board of directors, members and the amazing talented staff—Sharon Davis and Nick Beatty—to extend the mission of this 100 year association. I am thankful to have been a part of this tremendous organization and wish success for the next 100 years as the Home Baking Association continues to impact future generations.

Charlene Patton

Committees

Program & Strategic Planning

Robert Harper, Chair
Darby Campsey
Alison Swietek
Keith Vine

Educator Award

Kim Hammons, Chair
Cindy Falk
Sarah Steely

Digital/Website

Madison Andersen, Chair
Keary Fath
Natalie Faulkner
Kevin Kurtz

Membership

Ileana Durand, Chair
Courtney Gaine
Paula LaBine
Mike Leddige

Annual Meeting

Mike Ledigge, Chair
Robert Harper
Andy Fiske

HBA Staff

Charlene Patton, Executive Director
Family and Consumer Sciences
Foods and Nutrition in Business

Sharon Davis, Director
Program and Membership Development
Family and Consumer Sciences Education
Nicholas Beatty, Webmaster

