



2020 Virtual Home Baking Association Annual Membership Meeting

Annual Membership Meeting

October 19 & 20, 2020

Monday, October 19, 2020

9:00 AM to 11:00 AM CT Executive Board Meeting (Conference Call)

2:00 PM to 4:00 PM CT **Home Baking Association (HBA) Annual Membership Meeting** (Zoom)

Presiding: Courtney Gaine, The Sugar Association, HBA President

- HBA FY 20 Annual Program Report
HBA and Family & Consumer Sciences (FCS) Conferences
Videos: Baking in FCS Classrooms
2020 Educator Award
- HBA Member 2020 Pandemic Home Baking Impact Survey
- Board of Director Election
- FY 21 Program Plan/Budget

Speaker: *Nasco's Multi-Faceted Home Baking Association Partnership*

Jenny Kalvaitis, Assistant Product Manager,
Career Readiness, Nasco Education

Tuesday, October 20, 2020

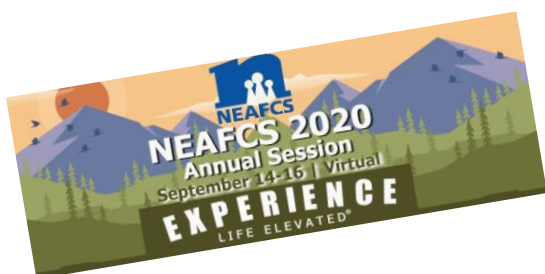
9:00 AM to 11:00 AM CT FY 20 and FY 21 Board of Director Meeting (Zoom)

2:00 PM to 4:00 PM CT **HBA Annual Membership Business Meeting** (Zoom)

- FY 21 Program Plan/Budget – VOTE
- HBA Annual Meeting, October 18-20, 2021
Inn and Spa at Loretto Santa Fe, New Mexico

Speaker: *Social Media Trends in Home Baking*

David Lockwood, Director Consulting, Mintel
Amber Wilcox, Consultant, Mintel



MEET THE FEATURED SPEAKERS

Nasco's Multi-Faceted Home Baking Association Partnership

The invaluable expertise of the Home Baking Association is an important part of Nasco Education's offerings to Culinary FCS Teachers. Jenny Kalvaitis of Nasco Education will review our partnership regarding sales, webinars, and lesson plans and then discuss current education trends and teacher needs. Nasco Education offers both hands on and virtual tools for teachers. As part of our Career Readiness Solution Division, we curate a selection of hospitality, design, and human development hands-on learning materials specifically for FCS and CTE teachers.



Jenny Kalvaitis, Assistant Product Manager,
Career Readiness, Nasco Education



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Social Media Trends in Home Baking

Mintel has been conducting research on The Home Baking Consumer with the HBA, and has just completed a new segment - *Social Media Trends in Home Baking*. Our social media analysts 'listen in' to online conversations around home baking and baked goods to identify themes in real-time conversation. We have quantified passion, positivity, engagement levels, volume, and growth, and of course will report on the activities of influencers.



Topics that we will talk about include baking habits prior to and since the beginning of the COVID-19 pandemic; how behavior changed in March-June, and what further changes in conversation since June suggest for 2021. We'll look broadly at what is being baked, and more narrowly at ingredients. We'll also listen to how education is happening online and offline, and discuss what this could mean for future education opportunities.



David Lockwood, Director Consulting, Mintel
Amber Wilcox, Consultant, Mintel



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