

IBIE 2010 RETAIL BAKING SEMINARS

Sunday September 26	Monday September 27	Tuesday September 28	Wednesday September 29
Management Track 8:30 am - 9:30 am Understanding the Multigenerational Workforce	Management Track 8:30 am - 9:30 am Successful Mentoring Programs	Management Track 8:30 am - 9:30 am Trends in the Industry	Management Track 8:30 am - 10:00 am Labor and Employment Law Issues
9:45 am - 10:45 am Developing Managerial Skills in Today's Workforce	9:45 am - 10:45 am Developing Technical Skills	9:45 am - 11:30 am Leading Growth in a Changing World	10:15 am - 11:45 am Legislative & Regulatory Issues and Threats
11:00 am - 12:00 pm Social Networking—How to Connect	11:00 am - 12:00 pm Social Networking—How to Connect		
RBA Hands-On Sessions 8:30 am - 12:30 pm Cake Sculpting	RBA Hands-On Sessions 8:30 am - 12:30 pm Cake Sculpting	RBA Hands-On Sessions 8:30 am - 12:30 pm Cookie Decorating with Fondant & More	RBA Hands-On Sessions 8:30 am - 12:30 pm Airbrushing Class/ Demonstration
8:30 am - 12:30 pm Working with Sugar Veil	8:30 am - 12:30 pm Advanced Fondant	8:30 am - 12:30 pm Production Focused Cake Decorating	8:30 am - 12:30 pm Lifelike Gum Paste Flowers
8:30 am - 12:30 pm Fondant/ Modeling Chocolate	8:30 am - 12:30 pm Working with Fondant	8:30 am - 12:30 pm Jewels and Gems from Sugar	8:30 am - 12:30 pm Tired of Turnover? Tools for Finding & Retaining a Solid Staff—Hands-on Employee Training Session
Retail Bakers of America 8:30 am - 9:30 am Latest Wedding Cake Trends—Marketing to Today's Brides	Retail Bakers of America 8:30 am - 9:30 am Baking Healthy—Using Alternative Ingredients	Retail Bakers of America 8:30 am - 9:30 am Baking for a Clean Label	Retail Bakers of America 8:30 am - 9:30 am Cupcakes, Cupcakes, Cupcakes
9:45 am - 10:45 am Websites and Beyond—Online Advertising and Promotion using Constant Contact & Social Media	9:45 am - 10:45 am Wedding Cakes: Sales, Production and Delivery Issues	9:45 am - 10:45 am Theme Based Merchandising for Your Retail Bakery	9:45 am - 10:45 am Pricing for Profit in the Retail Bakery
11:00 am - 12:00 pm Troubleshooting Production Issues	11:00 am - 12:00 pm Adding a Deli to Your Bakery—Wise Investment or Extra Headaches?	11:00 am - 12:00 pm Sculpted Cakes: Marketing and Pricing Strategies	11:00 am - 12:00 pm Reformulating for a Trans Fat Free Bakery
	The Bread Bakers Guild of America 8:30 am - 11:30 am Part I: The Science and Application of Commercial Yeast Based Preferments	The Bread Bakers Guild of America 8:30 am - 11:30 am Part I: The Science and Application of Sourdough Based Preferments	The Bread Bakers Guild of America 8:30 am - 11:30 am Breakfast Breads & Pastries: An Artisan Approach



The 2010 IBIE Conference—where retail bakers come to excel. For complete SEMINAR INFORMATION AND TO REGISTER: WWW.IBIE2010.COM

