New Jersey Bakers Board of Trade, Inc.

THE INSIDE SCOOP

Reminder the NJBBT Winter Workshop is this Monday March 9th.
There are a couple of seats still open.
But I need to have your RSVP confirmed by Thursday at noon.
Please email info@njbbt.org

RSVP REQUIRED Click here to RSVP

Help US help YOU with our new website!
www.njbbt.org

Need help?
Looking for a job?
Need equipment?
Selling equipment?

email info to info@njbbt.org and I will post for FREE!

TURNING TEAM MEMBERS INTO BRAND AMBASSADORS

You've gone through the hiring process and have selected the best candidate to join your team. You spend hours showing your new employee how to do things to your standards and design, but how do you keep them motivated and engaged? How do you turn new employees into brand

NEW JERSEY BAKERS BOARD OF TRADE, INC.
Fresh Baked
QUALITY BAKERY PRODUCTS
EST. 1918

James Usilton
President
Atlantic Cape Community College

Dale A. Biles
1st VP
Barry's Gourmet Brownies

Patricia Philbin
2nd VP
Hunterdon County Polytech Career Academy

Linda Xanthos
3rd VP
Food Circus Supermarket

Eric Littenberg
Treasurer
Immediate Past President
Guttenplan's Frozen Dough

ambassadors?

Brand ambassadors are employees who are engaged, connected and committed. They feel a connection to your company brand, and understand their role in turning your brand aspirations into reality. If you aren't inspiring your talent to be brand ambassadors, you are missing out. As a leader, you must educate your team on your brand and live the brand so that they can learn by example.

Take a personal with corporate view rather than the personal vs corporate view. In other words, take a personal interest in your employees. Ask them questions such as, "What was their best day at work and what made it that way?" This will show them that you are interested in them and what makes them tick and you gain insight into what motivates and engages your employee. By using this type of approach to employee relations, you lower your turnover rate and retain happier, more produc

tive and efficient workers.

Invest in your employees, take them to a trade show or workshop. Keep them learning by seeing and doing new things. Train them on the current trends and techniques. Give incentives of educational classes that teaches them and then let them come back and train other team members on what they have earned. This will keep your business strong and advancing forward even when economic

Margaret Tamburri
Secretary

Patty Delaney
Social Media

Jay Yucht
Administrator

Contact Us:
732-618-8963
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times turn hard. Allow your brand ambassadors to help pave the way for everyone's success!

A strong brand requires employee engagement, which is driven by integrating the personal brands of your people. They are the greatest existing resource within any organization.

OUR FEBRUARY MEETING HOSTED BY INSPIRED FOODS

Our February meeting was

hosted by our friends at Inspired Foods. Owner and long time Bakery Industry supporter, Mitch DiMatteo, graciously opened the doors of his company and hosted our meeting. As we finalized the Winter Workshop that will be held at Harrah's Marina Hotel in Atlantic City, New Jersey on March 9, 2015, Mitch and his staff prepared a delicious array of dishes and desserts to please our palates. The New Jersey Bakers Board of Trade Board members would like to Thank Mitch and his staff for their continued support of the Baking Industry and their hospitality!

Pictured: Dale Biles 1st Vice President, Eric Littenberg treasurer, Mitch DiMatteo Owner, James Usilton President, Linda Xanthos 3rd Vice President, Margaret Tamburri Secretary, Ken Downey Interim Administrator and NJBBT members George Delaney and Donella Edwards.

NATIONAL BAKING HOLIDAYS
MARCH - APRIL - MAY

March is National Flour Month

2nd- National Banana Cream Pie Day

4th- National Pound Cake Day
6th- National White Chocolate Cheesecake Day
14th- National "Pi" Day
17th- St. Patrick's Day
18th- National Oatmeal Cookie Day
21st- National French Bread Day
25th- National Pecan Day
28th- National Black Forest Cake Day

APRIL

National Bake Week begins on the first Monday of the month.
Passover begins Friday, April 3rd until Saturday, April 11th.
Easter is Sunday, April 5th
1st- National Sourdough Bread Day
3rd- National Hot Cross Bun Day
7th- National Coffee Cake Day
10th- National Croissant Day
20th- National Pineapple Upside Down Cake

Day
23rd- National Cherry Cheesecake Day
28th- National Blueberry Pie Day
30th- National Raisin Day

May

May is National Strawberry Month
The first week of May is National Raisin Bread Week
3rd- Raspberry Tart Day
5th- Cinco De Mayo
8th- National Coconut Cream Pie Day
15th- National Chocolate Chip Cookie Day
17th- National Cherry Cobbler Day
19th- National Devil's Food Cake Day
26th- National Blueberry Cheesecake Day
31st- National Macaroon Day
These Holidays are a great way to increase sales. Start planning your promotions!

NJBBT

If you have any questions, feel free to contact us at info@njbbt.org or call 732.618.8963.

Keep up with all the latest baking trends, news and events by "Liking" us on Facebook. It's easy, just click below!

Click on logo to "Like" us on Facebook!

www.njbbt.org

732.618.8963

ask for Jay

info@njbbt.org

The NJBBT, our mission is your success!

Help us help you. Come join in! Get involved so we can be the best we can be.