

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](mailto:info@njbbt.org)**

**RSVP REQUIRED [Click here to RSVP](#)**

**Help US help YOU with our new website!  
[www.njbbt.org](http://www.njbbt.org)**

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

**[email info to info@njbbt.org](mailto: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**



**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 productive 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  
[info@njbbt.org](mailto:info@njbbt.org)

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!

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# NJB BT

If you have any questions, feel free to  
contact us at [info@njbbt.org](mailto: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](http://www.njbbt.org)

732.618.8963

ask for Jay

[info@njbbt.org](mailto: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.**

