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**International Baking Seminar**  
October 14-15, 2008 - Manhattan, Kansas

Register NOW - class size is limited and all proceeds go the School of Baking Endowment Fund.



Featuring AIB's BS&T Graduates and others who have made significant contributions to International Baking.

AIB BS&T Graduates and Friends come join us in Manhattan, KS for an informative and entertaining two day seminar focused on global baking trends. Proceeds from this seminar will help support AIB's School of Baking Endowment Fund and Scholarship programs.

Minimum tuition price is \$500. Personal and company donations to the Endowment Fund are highly appreciated. AIB's Food Safety programs generates money for day to day operations of the School of Baking but this needs to be augmented. AIB has started a \$2.5 million School of Baking Endowment Fund to enable the School to continue its unparalleled service to the baking/allied industries. AIB Alumni, colleagues and friends of AIB are encouraged to take this opportunity to contribute to the Endowment Fund or AIB's annual scholarship fund.

While you are here, visit with Ken Embers to make contributions to these important fund raising efforts. If you can't make this seminar, you may still contribute by contacting Ken at [kembers@aibonline.org](mailto:kembers@aibonline.org) or by calling 1-800-633-5137 ext 179.



Guest Speakers - Hubert Chiron, David Krishock, Peter Yuen and Kuen-Ho Shih

Visit us on the web:  
[www.aibonline.org](http://www.aibonline.org)

## Where are They Now? Alumni News

Steve O'Donnell - AIB Alumni featured in July 2008 - Snack Food & Wholesale Bakery  
by Dan Malovany



Photo by Vito Palmisano

**Steve O'Donnell** is an AIB Alumni, class #127. Recently he and his partner David Nolan were featured in the July 2008 issue of *Snack Food & Wholesale Bakery*.

The article begins with a description of how Nolan and O'Donnell began their partnership.

*When David Nolan went to the International Baking Industry Exposition in 1997, he was searching to purchase some equipment for his burgeoning business. An accomplished chef who had run Nolan's Fine Dining in Midland, Texas, he had a knack for developing new products, tweaking formulas and combining multiple flavors and textures into upscale desserts.*

*What Nolan and Lea Crump, an investor in his fine-dining restaurant, found at the Baking Expo wasn't only the latest in new equipment, but a consultant named Steve O'Donnell who had previously served as general manager of a \$90 million sweet goods division for H.E. Butt Grocery Co. in San Antonio. Nolan and O'Donnell quickly discovered they were two of a kind whose experience in baking perfectly complemented each other.*

*"I had a background in the restaurant industry and an understanding of how the back of the house works and how product development works, and Steve's background is in manufacturing," Nolan recalls. "I asked him to show me some things about manufacturing and product*

*With its custom-designed desserts and service that's second to none, Hill Country Bakery has become the back of the house for many foodservice chains. In fact, the company has been so successful that it's investing millions to take its business to new heights.*

*development. We just became good friends, and in doing so, we thought 'Why not just become partners instead.'*"

The article then explains how Nolan and O'Donnell expanded their company called *Earth's Own Natural Ingredients* or *EONI* for short.

*"The spin for us is we're not going to be strictly a 'healthy' brand," Nolan says. "Rather, it's going to be a natural, earthy brand. It still may be a chocolate chip cookie, but instead of using white flour we're going to be using more whole grain flour and natural ingredients."*

The article concludes with where Hill Country Bakery is planning to go in the future.

*For years, O'Donnell has described Hill Country Bakery as "a small company with big attitude." With its new facility and ambitious plans for the near future, that is no longer the case.*

*"Now, we've gotten to the size where we are big," he says. "We've become a player in the industry."*

*And as a result, the company has become one of the kings of Hill Country.*

Full article can be found at the Hill Country Bakery web site:  
<http://www.hillcountrybakery.com/Flash/Article.html>  
or Snack Food & Wholesale Bakery at:  
<http://www.snackandbakery.com/CDA/Archives?issue=1863505>



### School of Baking Endowment Fund:

On behalf of the AIB School of Baking, we cordially invite you to attend the International Baking Seminar in Manhattan, Kansas, October 14-15, 2008 at AIB International.

More information on the seminar is on the front page of this newsletter and at the AIB web site - [www.aibonline.org](http://www.aibonline.org).

We hope that you will join the BS&T Graduates and friends in Manhattan, Kansas for an informative and entertaining two-day seminar. We will also enjoy a fun evening on Tuesday, October 14 at Bobby T's. Bobby T himself will personally host attendees for a steak cookout on the patio.

All proceeds will go to the School of Baking's Endowment Fund. As successful AIB alumni, you know the value of the AIB experience. This seminar will assist us in upgrading and updating our faculty's knowledge base, as well as our Pilot Plant and classroom facilities.

We at AIB's School of Baking know that these opportunities would not be possible; we could not continue to be relevant; nor could we fulfill our mission without the active involvement of alumni like you. We thank you for your ongoing commitment to the School of Baking and hope that we will be able to again enjoy your company at the International Baking Seminar in October.

Thank you for your consideration.

Kirk O'Donnell  
Vice President, Education  
AIB International

# NEW DEAL

## AIB, Hyejeon extend and expand 7-year relationship

AIB International signed a new memorandum of agreement July 11 with Hyejeon College in Hongsong, Korea, that will expand a relationship of seven years.

The existing agreement licensed the college to sell AIB's Applied Baking Technology correspondence course through the Hyejeon baking school. The college translated that course into Korean and typically sells about 50 each year as part of its baking curriculum and to individual bakers in Korea.

Under the new agreement, AIB and the college will expand their relationship to include food safety material from AIB, including the recently published AIB GMP and Prerequisite Guide and AIB's Consolidated Standards for Food Safety that will both be translated into Korean.

AIB will update the correspondence course and provide new illustrations. The updated course will eventually replace the course now being sold.

Also, AIB will send an instructor to the college each year to work with its instructors "and show them the newest technology, products, and ideas — what's new each year," said Dr. Kirk O'Donnell, Vice President, Education. O'Donnell said he will be that instructor in 2009.

O'Donnell said there are several baking schools in Korea and that Hyejeon College intends to use this new relationship with AIB to set itself apart from the other schools.

Ken Embers, AIB Manager, Career Development, has been AIB's liaison with the college and has traveled to Korea several times. He said the baking industry there is highly developed.

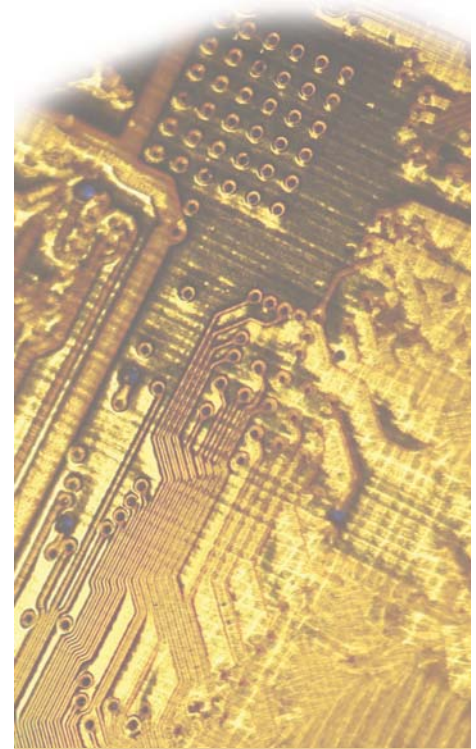
"There are many retail outlets that are influenced by the French and most resemble the patisseries you'll see in France. All their pastries in Korea are very European and very consistent. The individual products are beautiful. The quality of the product is like you would see in Paris."

Embers said that the Korean bakers were very much influenced by Raymond Calvel, the renowned French baker and educator who was active in Asia in the 1940s and 1950s.

Korea also has a large, active baking industry that resembles the baking industry in the United States and it produces a wide variety of baked products. Embers said many AIB graduates work in the Korean wholesale baking industry.



**COLLEGE AGREEMENT**—Officials from Hyejeon College, Hongsong, Korea, signed a new agreement to extend a relationship with AIB that's already spanned seven years. The new agreement will include food safety training and education products in addition to baking materials. From left: Dr. Kirk O'Donnell, Vice President, Education; Dr. Nam Ji Cho, Hyejeon College Head of Academic Affairs; Brian Soddy, Vice President Marketing and Sales; Dr. Jae-Ho Lee, President, Hyejeon College; Paul Klover, Vice President, Administration; Jim Munyon, President and CEO; William Pursley, Vice President, Food Safety Education; Ken Embers, Manager, Career Development.



### Baking Science & Technology Class #173

On Monday, August 11, AIB welcomed BST class 173. We have a total of 42 students. They have come to us from the following countries: United States (21), Japan (9), Korea (2), Mexico (2). 1 each from Canada, China, Australia, Singapore, Philippines, Indonesia, India, and Okinawa. BST Class #173 will graduate on Friday, December 12, 2008.

### Maintenance Engineering Class #43

On Tuesday, September 2, AIB welcomed ME class 43, with a total of 10 students. The students have come to us from Flowers Foods, Inc., Interstate Brands Corp., IBC-Nissen, IBC - Dolly Madison, Yamazaki Baking Company, Ltd., and Shikishima Baking Company. There are also two self-sponsored students. ME Class #43 will graduate on Friday, November 7, 2008.



## AIB Upcoming Seminars

### **October 2008**

- October 7-9 - Developing and Implementing - Ontario, CA
- October 8-10 - Food Defense Coordinator - Louisville, KY
- October 14-15 - International Baking - Manhattan, KS
- October 14-15 - GMP Workshop for packaging Suppliers - Manhattan, KS
- October 16-17 - HACCP Workshop for Packaging Suppliers - Manhattan, KS
- October 20-24 - Practical Pizza Production Technology - Manhattan, KS
- October 21-22 - Food Plant GMP/Sanitation Workshop - Chicago, IL
- October 21-23 - Food Defense Coordinator - Ontario, CA
- October 21-22 - Advanced HACCP Workshop - Harrisburg, PA
- October 23-24 - HACCP Workshop - Chicago (Schiller Park), IL
- October 27-29 - Tortilla Operations Management - Santa Ana, CA
- October 28-29 - Principles of Inspecting and Auditing Food Plants - Atlanta, GA

### **November 2008**

- November 10-14 - Maintenance Management for Food Plants - Manhattan, KS
- November 11-12 - Food Plant GMP/Sanitation Workshop - Hershey, PA
- November 13-14 - HACCP Workshop - Hershey, PA
- November 17-18 - Labeling of FDA Regulated Food Products - Kansas City, MO

### **December 2008**

- December 2 -5 - Hamburger Bun Production - Manhattan, KS
- December 9 -11 - An Integrated Quality System for the Food Industry - San Jose, CA

### **January 2009**

- January 5-9 - Applied Baking Science - Manhattan, KS
- January 12-16 - Production/Operations Management - Manhattan, KS
- January 12-16 - Principles of Bread and Roll Production - Manhattan, KS
- January 19-23 - Technology of Bread and Roll Production - Manhattan, KS
- January 19-22 - Gourmet Cookie Production - Manhattan, KS
- January 26-30 - Advanced Bread and Roll Production - Manhattan, KS
- January 26-29 - Food Safety and Sanitation for Food Plants - Manhattan, KS
- January 27-30 - Doughnut & Donuts - Manhattan, KS
- January 27-29 - Maintenance Fundamentals - Atlanta, GA
- January 29 - May 20 - Baking Science and Technology Resident Course #174 - Manhattan, KS**

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