



Valley Bakers
COOPERATIVE ASSOCIATION



Valley Bakers/AIB Professional Training Sweet Goods Certification Program

Valley Bakers Cooperative Association (VBCA), along with the AIB School of Baking, is proud to offer professional educational seminars that will equip individuals interested in a career in the retail baking industry with the skills and confidence to innovate, to develop new products, and to troubleshoot production problems based on a curriculum that synthesizes science and baking tradition. The Valley Bakers/AIB educational seminars are open to Valley Bakers Cooperative Association Members and Customers, along with their present and future employees.

The Sweet Goods Certification Program will be offered in spring 2012. It consists of five (5) two-day modules. Students must complete all five modules to receive AIB's Sweet Goods certification certificate. Students are not required to complete all five modules in the same year and may participate in individual modules/seminars without receiving certification. These seminars will be conducted by the highly qualified team of instructors from the AIB School of Baking and will be held in the R.W. Hiller Bakery Technical Center at Valley Bakers Cooperative Association in Greenville, WI.



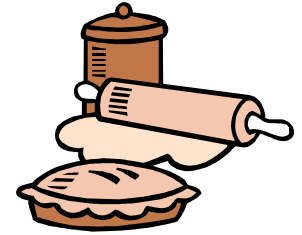
*2011 Graduating Class of the Bread & Rolls
Certification Program*

Certificate Program

Sweet Goods Certification Program

- **Module 1: Laminated and Sweet Dough Production**
 - Dates: February 20-21, 2012 (Monday & Tuesday – 8:00 AM to 5:15 PM)
 - Instructor: Stephen Sollner
 - Laminated and Sweet Dough Production provides an intense, hands-on investigation of these high-profit baked foods. The course provides a thorough review of ingredient selection and functionality, mixing, processing and finishing of sweet dough, croissants, Danish and puff pastries.

- **Module 2: Batter Cake Production**
 - Dates: March 5-6, 2012 (Monday & Tuesday – 8:00 AM to 5:15 PM)
 - Instructor: Stephen Sollner
 - Batter Cake Production guides students through hands-on investigations of the function of ingredients, temperature control, cake mixing and processing, and develops problem solving skills with immediate on-the-job applications.



- **Module 3: Pies and Foam Cakes**
 - Dates: March 26-27, 2012 (Monday & Tuesday – 8:00 AM to 5:15 PM)
 - Instructor: Tim Sieloff
 - Pies is a training module where the focus is on how to approach the ingredients you use and the pies you make. Whatever type of pie producer you may be, this module will help you make informed choices about ingredients, fillings, formulations and production methods. We will also be learning about Foam Cakes in this module through a hands-on investigation of function of ingredients, process control and quality control points. Included in this Foam Cake section of the module will be Angel Food Cakes, Chiffon Cakes and Sponge Cakes.

- **Module 4: Doughnuts and Donuts**
 - Dates: April 23-24, 2012 (Monday & Tuesday – 8:00 AM to 5:15 PM)
 - Instructor: Stephen Sollner
 - Doughnuts and Donuts teaches you how to make doughnuts that are fresh, light, moist and with the right amount of fat absorption, the right balance of icing, glaze and product to tempt even the healthiest eater to forget their diet and indulge in a sweet treat. The module will use a careful mix of lecture and hands-on learning that will provide each participant an understanding of doughnut ingredient functionality and how to troubleshoot production problems. Both Cake and Yeast-Raised Doughnuts will be covered.

- **Module 5: Production Management**
 - Dates: May 14-15, 2012 (Monday & Tuesday – 8:00 AM to 5:15 PM)
 - Instructor: Kirk O'Donnell
 - Production Management will discuss problems experienced in Sweet Good Production. To train the participant on how to address these issues, they will learn about ingredient specifications, in-process production adjustments, control of the baking process, Sweet Good process flows, bakery layout concepts, product costing and shelf life extension. Better Production Management will contribute to more profits for your organizations.

To reduce the time spent in class, a homework assignment will be sent to class participants 1-2 weeks prior to the start of each module. All modules will include a course exam.

Criteria

Applicants for the AIB Seminars **MUST MEET** the following criteria:

- ✓ Applicants must be an employee or nominee of a VBCA Member in good standing.
- ✓ Applicants must be pursuing a career in the retail baking industry.
- ✓ Applicants must fill out the attached Application Form and return it to Laura Rockel at Valley Bakers by **January 6th** to be eligible for the spring 2012 Sweet Goods Certification Program.

Fees

Applicants who are accepted into each module will receive tuition, lunch each day and hotel accommodations for one night (for all attendees traveling over 30 miles). A registration fee of **\$150** is required for **each** module selected (**\$750** for all 5 modules). This amount represents approximately 10% of the full value of the AIB certification. **Receipt of payment is due within one week of acceptance into the program.** Upon receipt of payment, this registration fee becomes non-refundable.

Cancellation Policy

Valley Bakers and AIB reserve the right to cancel this program in the event of insufficient registration, or to reschedule individual modules due to unforeseen circumstances.

Valley Bakers/AIB Professional Training Application Form

Sweet Goods Certification Program

Name (First, Middle, Last): _____
(Please print)

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email Address: _____

EDUCATION:

High School: _____ Highest Level Completed: _____

Other Schools (name, location, semesters completed): _____

CURRENT POSITION:

Job Title: _____ Company: _____

Company Mailing Address: _____

Company Phone Number: _____ Starting Date: _____

Name and Title of Immediate Supervisor: _____

Job Description and Responsibilities: _____

Total number of years of bakery experience: _____

Nominating VBCA Member/Customer: _____

Signature of Nominating VBCA Member/Customer: _____

Please explain your future goals and reasons for taking course(s):

I wish to apply for the following seminars during the 2012 spring session (check all seminars you are making a commitment to attend):

Sweet Goods Certification Program

- Module 1: Laminated and Sweet Dough Production (February 20-21, 2012)**
- Module 2: Batter Cake Production (March 5-6, 2012)**
- Module 3: Pies and Foam Cakes (March 26-27, 2012)**
- Module 4: Doughnuts (April 23-24, 2012)**
- Module 5: Production Management (May 14-15, 2012)**

For future planning, please indicate your intentions below:

- I plan to complete all (5) modules in 2012 to receive the Sweet Goods certificate.**
- I am not able to take all (5) modules in one year, but would like to work towards certification.**
- I do not plan to take all (5) modules, but wish to take individual seminar(s) for additional training in specific area(s).**

Signature: _____ Date: _____

Please mail, email or fax your completed VBCA/AIB Training Application Form no later than January 6, 2012 to:

Valley Bakers Cooperative Association
Attn: Laura Rockel
W6470 Quality Drive
P.O. Box 437
Greenville, WI 54942-0437
laurar@valleybakers.com
1-920-560-3199 (fax)



All applications will be reviewed by the Scholarship Committee, and applicants will receive notification of awards by **January 20, 2012**.

The **non-refundable** registration fee of **\$150 for each module**, or **\$750 for all 5 modules**, is due within one week of acceptance into the program. Checks can be made out to Valley Bakers Cooperative Association. Each module is limited to 20 students.

Questions? Call Laura Rockel at 920-560-3200.

For additional information on **Valley Bakers Cooperative Association**, and to view complete course agendas, please visit our web site at www.valleybakers.com.

For additional information on the **AIB School of Baking**, please visit their web site at www.aibonline.org.

Valley Bakers/AIB Professional Training

Sweet Goods Certification Program

- **Module 1: Laminated and Sweet Dough Production**

- Dates: February 20-21, 2012 (Monday & Tuesday – 8:00 AM to 5:00 PM)
 - Instructor: Stephen Sollner

Day One	
8:00 – 8:15	Welcome, Introductions and Orientation (review pre-work material)
8:15 – 9:00	Sweet Dough Ingredient Functionality, Formulation and Processing
9:00 – 10:00	Danish Dough Ingredient Functionality, Formulation and Processing
10:00 – 10:15	Break
10:15 – 11:15	Croissant Ingredient Functionality, Formulation and Processing
11:15 – 12:00	Puff Pastry Ingredient Functionality, Formulation and Processing
12:00 – 12:30	Lunch Break
12:30 – 5:00	Sweet Dough Lab Danish, Puff Pastry and Croissant Dough Preparation Lab
Day Two	
8:00 – 8:30	Evaluation of Sweet Dough Products from Previous Day's Lab
8:30 – 9:15	Icing/Glazes and Fillings
9:15 – 10:30	Danish Lab -- Danish Make-Up
10:30 – 10:45	Break
10:45 – 12:00	Croissant Lab -- Croissant Make-Up
12:00 – 1:00	Lunch Break
1:00 – 2:15	Puff Pastry Lab -- Puff Pastry Make-Up
2:15 – 3:15	Danish, Croissant and Puff Pastry Lab
3:15 – 4:00	Evaluation of Danish, Croissant and Puff Pastry Products
4:00 – 4:30	Course Exam
4:30 – 5:00	Course Exam Review, Course Evaluation and Adjournment

- **Module 2: Batter Cake Production**

- Dates: March 5-6, 2012 (Monday & Tuesday – 8:00 AM to 5:00 PM)
 - Instructor: Stephen Sollner

Day One	
8:00 – 8:15	Welcome, Introductions and Orientation (review pre-work material)
8:15 – 8:30	Baker's Math and Temperature Control
8:30 – 10:00	Function of Ingredients in Batter Cakes
10:00 – 10:15	Break
10:15 – 12:00	Cake Mixing and Processing
12:00 – 1:00	Lunch Break
1:00 – 5:00	Batter Cake Production Lab - Ingredient Variations with Yellow Cakes

Day Two	
8:00 – 9:00	Evaluation of Batter Cakes from Previous Day's Lab
9:00 – 10:30	Pound Cakes, Quick Breads and Muffins
10:30 – 10:45	Break
10:45 – 12:00	Cake Icings
12:00 – 1:00	Lunch Break
1:00 – 4:00	Pound Cake, Quick Bread and Muffin Production Lab White and Chocolate/Devil's Food Batter Cake Production Lab
4:00 – 4:30	Course Exam
4:30 – 5:00	Course Exam Review, Course Evaluation and Adjournment

- **Module 3: Pies and Foam Cakes**

- Dates: March 26-27, 2012 (Monday & Tuesday – 8:00 AM to 5:00 PM)
 - Instructor: Tim Sieloff

Day One	
8:00 – 8:15	Welcome, Introductions and Orientation (review pre-work material)
8:15 – 10:15	Angel Food and Chiffon Cakes Formulation and Processing
10:15 – 10:30	Break
10:30 – 12:00	Sponge Cakes Formulation and Processing
12:00 – 1:00	Lunch Break
1:00 – 5:00	Angel Food, Chiffon and Sponge Cake Production Lab Pie Dough Preparation for Next Day's Pie Production Lab
Day Two	
8:00 – 9:00	Evaluation of Angel Food, Chiffon and Sponge Cakes from Previous Day's Lab
9:00 – 10:30	Pie Dough and Fruit Pies -- Ingredients and Processing
10:30 – 10:45	Break
10:45 – 12:00	Soft Pies -- Ingredients and Processing
12:00 – 12:30	Lunch Break
12:30 – 4:00	Pie Dough, Fruit Pie and Soft Pie Production Lab
4:00 – 4:30	Course Exam
4:30 – 5:00	Course Exam Review, Course Evaluation and Adjournment

- **Module 4: Doughnuts and Donuts**

- Dates: April 23-24, 2012 (Monday & Tuesday – 8:00 AM to 5:00 PM)
 - Instructor: Stephen Sollner

Day One	
8:00 – 8:15	Welcome, Introductions and Orientation (review pre-work material)
8:15 – 10:15	Cake Doughnuts -- Ingredient Functionality and Formulation
10:15 – 10:30	Break
10:30 – 12:00	Cake Doughnut Processing
12:00 – 1:00	Lunch Break
1:00 – 5:00	Cake Doughnut Production Lab (processing variations using a cake doughnut mix)

Day Two	
8:00 – 8:45	Evaluation of Cake Doughnuts Made in Previous Day's Lab (look at effect of processing variations)
8:45 – 10:15	Yeast Raised Doughnuts -- Ingredient Functionality and Formulation
10:15 – 10:30	Break
10:30 – 12:00	Yeast Raised Doughnuts Processing
12:00 – 12:30	Lunch Break
12:30 – 4:00	Yeast Raised Doughnut Production Lab
4:00 – 4:30	Course Exam
4:30 – 5:00	Course Exam Review, Course Evaluation and Adjournment

- **Module 5: Production Management**

- Dates: May 14-15, 2012 (Monday & Tuesday – 8:00 AM to 5:00 PM)
 - Instructor: Kirk O'Donnell

Day One	
8:00 – 8:15	Welcome, Introductions and Orientation (review pre-work material)
8:15 – 10:00	Class Exercise (discuss and list potential product problems in sweet goods products and potential causes of problems)
10:00 – 10:15	Break
10:15 – 12:00	Defining and Measuring Ingredient Specifications for Sweet Goods Products (ingredients and packaging)
12:00 – 1:00	Lunch Break
1:00 – 3:00	Class Exercise -- Define Process Flows *Sweet Dough Line *Laminated Dough Line *Cakes and Muffins *Cookies *Donuts
3:00 – 3:15	Break
3:15 – 5:00	Bakery Layout Concepts / Organizing Production
Day Two	
8:00 – 10:00	In-process Standards and Adjustments: Mixing and Makeup Areas
10:00 – 10:15	Break
10:15 – 12:00	In-process Standards and Adjustments: Proofing and Baking Areas
12:00 – 12:30	Lunch Break
12:30 – 1:45	Micro-ingredients Used to Improve Quality
1:45 – 2:00	Break
2:00 – 3:30	Management Systems for Control of Quality and Costs
3:30 – 4:00	Course Exam
4:00 – 4:30	Course Exam Review and Course Evaluation
4:30 – 5:00	Graduation Ceremony and Adjournment