



# Press Release

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## ***RBA President Ken Downey Passes the Gavel to New Leader as Term Comes to End.***

(March 2014 – Atlantic City, NJ) As the Retail Bakers of America reflect on the past two years, most would say “Whew”! Ken Downey from Kings Food Markets, Inc./ Balducci's Food Lover's Market would agree as he prepares to hand the gavel to Marlene Goetzler from Freeport Bakery in Sacramento, CA.

“In the past 2 years there were no personal agendas in the RBA,” Downey said. “Everyone on the board and staff had one common goal, that was to build a new RBA to serve the Baking Industry for many more years to come!! This was not an easy task and it was not one that we took lightly. The moves that we have made have laid the foundation for a new and innovative association.”

Over the past two years with Downey at the helm, the organization went through a much needed overhaul with successful results. Staff roles were changed and expanded, and as a sign of the times, the RBA office was able to go completely virtual. Downey attributes that success to having the most progressive board and staff that any president would want. As a collective and cohesive group, they were able to refine the focus of the Retail Bakers of America on the two things that the organization is best know for...Education and Certification.

“Every relationship has it’s peaks and valleys,” said Downey, “The RBA was in the valley for a while. And while we are not quite on the peak, we are further up the mountain than we have been in a long time.”

As his two-year term comes to an end, his job is hardly over. As Immediate Past President, Downey will take a board seat on the Baking Industry Foundation. He looks forward to assisting incoming President Goetzler, and helping the Foundation Board with new and innovative fundraising ideas.



*Ken Downey and Marlene Goetzler at IBIE 2013.*

*A Passion for Baking Since 1918*

[www.RetailBakersofAmerica.org](http://www.RetailBakersofAmerica.org)