



# Press Release

Date: April 12, 2016

Contact: Bernadette Shanahan-Haas | Director of Operations | 800.638.0924

## RBA Welcomes New President *Beth Fahey from Creative Cakes Bakery & Café.*

(April 2016 – Tinley Park, IL) Get Ready, the Retail Bakers of America will be on a fast track to success with new Board President, Beth Fahey, co-owner of Creative Cakes Bakery & Café in Tinley Park, IL. This savvy business woman is ready for the challenge and is excited about continuing the success of the RBA.

"This is a really dynamic time in the RBA's nearly 100 year history." said Beth, "Niche bakeries are popping up all over the country, and with it, a renewed respect for scratch baking. Bakery goods are as creative and diverse as the owner's of today's bakeries. It's an exciting time to be part of the RBA!"

Beth, along with her sister Becky Palermo, bought Creative Cakes in 2002 and it has become a beacon of baking excellence in Chicago's southwestern suburbs. Their baked goods have been sought out for a myriad of events and special occasions of all sizes. In April of 2014, the sisters took on an expansion and opened a quick-service café that complements their bakery in the best way.

As Beth's two-year term as President begins, the RBA is on a successful upswing with new programs, strong partnerships, and a new vision for the industry. In a face-to-face meeting Atlantic City on April 2<sup>nd</sup>, Beth lead the RBA Board of Directors and staff in strategic planning and visioning that resulted in tangible goals for the association.

"RBA is all about bringing bakers together. To that end, we'll be working on creating virtual communities, so that we can bring education to our members - on their time. In addition, our Baker and Cake Decorator Certification programs will become the gold standard for the bakery industry by 2020. Because our board of directors is a brain trust of industry leaders - from America's top culinary institutions, to Food Network stars, to business leaders - I am absolutely certain we will hit our goals and then some. What a fantastic group of people!"

The RBA Board of Directors has become a POWER SOURCE for the association. The team built from Beth's vision includes the industries top leaders in retail baking and education. The 17 members of the Board are an incredible asset to the growth of the organization. Along with 4 staff members, the RBA has the right team in place to build on its momentum and truly become a resource for its members and the baking world.

##



L-R (back): Danny Turner-Pushkin's Bakery, Bernadette Shanahan- RBA, Rik Bennett-CSM Bakery Solutions, Bronwen Weber-Frosted Art Bakery & Studio, Mark Siracusa-General Mills, Anne Heap-Pink Cake Box, Brian Pansari-La Bonbonniere, Dale Biles-National Bakers Sales Force, Paul Sapienza-RBA, Ken Downey-HMart Stores, Marlene Goetzeler-Freeport Bakery, Paul Caske-Dawn Foods, Marc Haymon-CIA, Scott Calvert-The Cake Plate, (front) Odette D'Aniello-Celebrity Cake Studio, Beth Fahey-Creative Cakes Bakery & Café, Renee Rouwhorst-Rouwhorst Consulting, Michaal Manni, Jr.-LaSalle Bakery