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PMCA Invites Sponsors for its 100th Anniversary Celebration

(Bethlehem, PA) -- At the beginning of the last Century, as the number of confectionery manufacturers and wholesalers continued to grow at a rapid pace, a small group of Pennsylvania confectioners came together to work on various issues affecting them at the time, and to improve and preserve the integrity of the confectionery industry. This group was chartered on January 26, 1907 as the *Pennsylvania Manufacturing Confectioners Association*, by the Court of Philadelphia County.

The 1907 meeting was most certainly held in the wake of the great Philadelphia centennial exposition where technology from around the world was displayed to the wonder of local manufacturers. The exhibition would have provided a unique insight into the risks and opportunities of a burgeoning global economy and most probably to a realization that local industry cooperation was a good idea.

January 2007 therefore marks the beginning of the Association's centennial year, a celebration of 100 years of cooperation in making confections better. To celebrate this amazing milestone the Association is planning a series of promotional activities aimed at raising the awareness of the association's achievements, which of course are those of its member companies.

The PMCA Board of Directors has agreed to offer manufacturers and suppliers to the industry an opportunity to show their appreciation for the association's history, and to participate in a promotional program through a single sponsorship level of \$2,007, chosen of course to denote the significance of the year.

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Sponsors will be able to participate in a range of promotional opportunities through the PMCA website, newsletter and of course at the 2007 Production Conference in April, as well as the 2007 Gala celebration in October. In addition, other reference type documents are being planned to commemorate 100 years of applied scientific research, education and exceptional conference presentations.

Commenting on the program Peter Blommer, *Blommer Chocolate Company* and Chair of the Association said; “The recognition of the association’s centennial year is a testament to the many industry volunteers who have, over the years, been willing to share their expertise and knowledge for the benefit of their industry. In today’s competitive industrial environment it is truly an exemplary achievement and one that we as a company, are delighted to be able to support as a sponsor of the centennial program.”

Adrian Timms, *The Hershey Company*, and President of the Association said: “The achievement of this small group, and those that followed in their footsteps, is all the more remarkable given the intense competition in the confectionery industry. Hershey was represented at the very first meeting of PMCA in 1907, and has actively supported the association ever since. For us 2007 is indeed a sweet year to celebrate the rich history of achievements of the confectionery industry.”

A group of volunteers, led by Centennial committee Chair Alan Cotich, *NutriCore Northeast*, have been working, for the past several months, on a Gala event to be held on October 20, 2007 at the Hotel Hershey. This event will provide an opportunity to celebrate the association’s history and recognize the enduring success and strength that can be achieved when a small group works together for the benefit of the whole. The committee is also looking into special activities for the 2007 “centennial edition” Production Conference being held April 16-18, 2006 at the Hershey Lodge and Convention Center, as well as print publications to commemorate the event.

Companies’ wishing to participate in the sponsorship program should contact the PMCA administrative offices at Tel: +1 (610) 625-4655 or info@pmca.com for more information and a sponsorship form.

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About PMCA

PMCA is a non-profit international trade association in the confectionery industry whose goals are to provide open forums for the free exchange of technical information through its Annual Production Conference, to promote and direct basic and applied scientific research in the science of chocolate and confectionery through its Research Program at leading universities and to educate and train technical and manufacturing personnel worldwide through its Short Course Program. The organization was originally founded in 1907 as the Pennsylvania Manufacturing Confectioners' Association.



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