

MEET THE INSTRUCTORS



Michelle Frame, Course Lead

Victus Ars

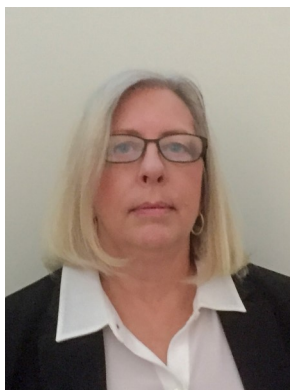
michelle.frame@victusars.com

Michelle Frame founded Victus Ars, Inc., a confectionery consulting business in Chicago, IL. in June 2014 after more than 20 years at candy (and related) companies. A variety of bench top confectionery equipment allows Michelle and the Victus Ars team to develop a wide range of prototype samples for clients. Additionally, Michelle travels to customers' facilities to review processes for efficiency, train operators on confectionery techniques and provide support for new product start-ups.

Previous to Victus Ars, Inc., Michelle was food innovation director at The Swiss Colony. There, she implemented a recipe software system, a stage-gate software system and formalized the commercialization process. In addition, she managed the development of 250+ new items for The Swiss Colony food gift catalog and designed two lines of co-branded petits fours.

Other technical management roles in Michelle's career included R&D director at Kerry Ingredients and Flavors - Sweet BU and technical director at QA Products. Michelle's bench top and production skills were honed at Mantrose, Just Born, and M&M/Mars.

Michelle has a degree in food science from Purdue University. She is facilities chair and a past president of National AACT, a student mentor and panning instructor for PMCA and has instructed the chocolate panning lecture and lab at the University of Wisconsin-Madison Confectionery Residence Course for the past 10 years. She is active in NCA and IFT as well.



Susan Coleman

Mantrose-Haeuser

susan.coleman@mantrose.com

Susan Coleman is the director of sales of food and pharmaceutical at Mantrose-Haeuser Co., Inc., where she lends her expertise to a sales team that brings innovative solutions for sealing, coating, preserving and enhancing specialty foods and pharmaceuticals with a particular emphasis in confectionery. She began her career in R&D working as a flavorist for 10 years and transitioned to confectionery ingredients in 1988 where she worked on chocolate and compound coatings, toffee, variegates, specialty particulates, glazes, panned confections, coatings and chocolate chips for both retail and for the ice cream industry. From there, she worked for several food ingredient companies managing applications development and working with customers developing confectionery and food products before joining Mantrose's sales team.

Susan has been active in AACT, PMCA, IFT and is published in Manufacturing Confectioner Magazine.



Pam Gesford
The Hershey Company
pgesford@hersheys.com

Pam is a staff scientist for The Hershey Company where she works in sweets and refreshment product development, developing mostly new Jolly Rancher and Twizzler products. She is an active member in the PMCA serving on the Program Committee. She has taught for the PMCA panning course, NCA panning short course and resident course as well as previously for the Triton College Confectionery Course.

Throughout her career, Pam has considered herself very privileged to work with and get to know the fine people who work in the candy industry. Pam began her career in the candy industry at Hershey Foods. Working in product development, she was involved in chocolate and non-chocolate confectionery products from bench-top concept development to production start-ups. Pam then went on to become R&D manager for the former Herman Goelitz Candy Co., now the Jelly Belly Candy Company. She formulated new flavors for the Jelly Belly line as well as numerous other confections for the Goelitz Confections brand. She also was technical service manager for the food and confectionery division at Colorcon, where she provided technical assistance to customers and led the product development efforts for new specialty products. Pam was also technology manager for Perfetti Van Melle USA, Inc where she ran both R&D and the quality assurance departments. Before rejoining The Hershey Company, Pam was a senior consultant with Knechtel, Inc. where she assisted clients with R&D, technical training, and troubleshooting. Pam graduated from Pennsylvania State University with a bachelor's degree in biology. She also attended additional food science courses at PSU.



Anthony Habib
Habib Global Consulting, LLC
ahabib@pimbrands.com

Anthony Habib is VP Manufacturing at P.I.M. Brands. He has been in the confectionery industry for more than 25 years – well, more if you count overtime! He was introduced to the industry by his father-in-law, Paul Adelhelm, at Dae Julie/Candyland Candies in 1991, and received education and guidance from many leaders in the industry. He also worked for Jelly Belly Candy Company for 15 years, rising to the position of director of domestic manufacturing.



Eric Schmoyer
Barry Callebaut USA
eric_schmoyer@barry-callebaut.com

Eric has been with Barry Callebaut for 11 years, starting as project manager. During his time at BC, he has managed projects for the US and Mexico regional customers, and has spent time in the Hendersonville, NC decorations facility working on gourmet projects.

Eric currently works with three regional sales managers, servicing customers in the Eastern, mid-Atlantic and Deep South regions, as well as providing tech services to customers when and where needed.

Prior to Barry Callebaut, Eric was R&D manager at the R.M. Palmer Company, where he economized formulations, developed new products and managed raw material and retained sample libraries.

He has been involved in industry organizations for a long, long time. Eric is past president of AACT, current PMCA Research Committee Chair, is active on the PMCA Long Range Planning and Student Outreach Committees, and upon occasion, may teach a course if called upon.



Walter Vink
Vink Associates Inc.
vinkinc@att.net

Walter is a consultant specializing in technical services for the confections and pharmaceutical industries. He has over 40 years' experience in confections technology. His background includes work in research and development, management, development of new products, process modernization, and employee training. Walter retired from LifeSavers in 1989 as director of confections technology and founded Vink Associates that year.

Walter has participated in many confections industry seminars as a speaker and moderator. He has been an instructor at the National Confectioners Association, the Retail Confectioners International Candy School and course director for the PMCA hard handy and panning courses.

He is author of numerous technical articles and co-author of a variety of patents in the confections field. He received the 1989 Crystal Award for his paper *Dextran in Hard Candy* and was the 1991 recipient of the Stroud Jordan Award for his many contributions to the candy industry.

Walter graduated from George Washington University with a B.S. in chemistry.

Megan Coffey, Assistant Instructor

Victus Ars
megan.coffey@victusars.com

Megan Coffey has baking and pastry arts and food science degrees from Johnson Wales University, leading to experience in top New York City restaurants. She is currently a confectionery scientist at Victus Ars, where she routinely works on projects including chocolate and hard panning, gummies, jellies, gourmet chocolates, caramels, cookies, cake, frostings, gummy vitamins and other products. Megan is responsible for the general management of the Victus Ars lab, and provides training to clients on lab methods of a variety of confectionery items. She is also an entrepreneur as owner of "Humble Crumble", a premium, clean label breakfast bar company.