



## PRESS RELEASE

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FOR MORE INFORMATION CONTACT

Yvette Thomas

Tele: 610-625-4655

Email: [Yvette.Thomas@pmca.com](mailto:Yvette.Thomas@pmca.com)

[www.pmca.com](http://www.pmca.com)

### ROSE POTTS OF BLOMMER CHOCOLATE RECEIVES HANS DRESEL MEMORIAL SPEAKER AWARD

**June 30, 2010** — PMCA’s Production Conference Program Committee awarded Rose Potts of the *Blommer Chocolate Company*, the 2010 Hans Dresel Memorial Speaker Award. This award recognizes an individual’s outstanding contributions to the confectionery industry. The award was presented to Ms. Potts on Tuesday, April 27, 2010 during PMCA’s 64<sup>th</sup> Annual Production Conference dinner.

The Hans Dresel Memorial Speaker Award is a prestigious designation presented to an industry individual who has demonstrated a significant or long term, “active” contribution to the confectionery industry. The selected recipient must have exhibited advanced knowledge of a topic within the confectionery industry, and they are expected to provide a presentation on the current year’s agenda. Ms. Potts provided such a presentation entitled “*Sensory Evaluation of Chocolate Products for the Small to Mid Size Confectioner – Protect Your Flavor to Protect Your Brand*” during the Wednesday, April 28, 2010 technical program which included highly anticipated audience tasting samples.

According to the committee’s criteria, Hans Dresel award recipients must be “generally recognized” as “inspirational” within the confectionery industry. Administrative Director, Yvette Thomas says, “*Ms. Potts fits this description perfectly. She has been an active contributor to PMCA programs for many years. Ms. Potts is not only highly knowledgeable in her field but seems to spread a sense of motivational joy to those around her with her inspirational and helpful attitude towards everyone she meets and every project she undertakes*”.

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***A note about Hans Dresel...***

Hans Dresel was the motivating force behind PMCA's first Production Conference held at Lehigh University, Bethlehem, PA, in September 1947. From the earliest days of the conference, Mr. Dresel championed the unique idea to invite European food scientists and candy technologists to present technical papers at the Production Conference. In addition to his many PMCA Conference contributions, Hans was responsible for creating the American Association of Candy Technologists (AACT) and he proposed the course on Candy Technology at Drexel Institute in Philadelphia. During his distinguished career he received numerous awards for his contributions to the confectionery industry both in the US and his native Germany.

***About PMCA***

*PMCA is a non-profit international trade association in the confectionery industry whose goals are to provide interactive forums for the open exchange of information through its Annual Production Conference, to promote and direct basic and applied scientific research through its Research Program and to educate and train current and future confectionery 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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