

Dear Members,

With great disappointment, I wish to advise you that Cake Expo 2020 has been cancelled due to the coronavirus pandemic. This was an extremely difficult decision for your Board of Directors to make. However, COVID-19 is a new medical entity causing devastating health and economic changes and we are nowhere near the end. No one can predict the ultimate outcome, nor the time frame for normalcy. Additionally, many of our members are in the age range upon which the virus has the most dramatic impact; it would be reckless for us to encourage you to travel. We are sad about Cake Expo being cancelled, but remain assured it was the healthiest decision for all of us. I know many of you were distressed because the decision was not made sooner; we have been in frequent contact and have been negotiating with the Resort for many weeks. They are not honoring the Force Majeure portion of the contract as they feel they will be back to near full capacity by the time of the scheduled Cake Expo and as such we were facing a huge financial penalty of nearly \$124,000.00. In order to prevent this, we are postponing the Cake Expo in Reno until 2022.

Much hard work has gone into planning an exceptional gathering for our members, and I wish to extend special thanks to the Chair of our Convention Committee Jennifer Noble. The Board and I are grateful to Jennifer as well as all of our Managers and Lead Volunteers for the many hours they spent planning, promoting, and preparing for this event.

To those of you who have already registered and paid for Cake Expo 2020 we have the following options:

- a) Use registration and class fees as a credit towards Cake Expo 2021 in Ft. Worth, TX and receive an additional \$20 credit to be used towards additional class fees and/or Cake Expo merchandise.
- b) Receive a full refund on class fees, but use the registration fee as a credit towards Cake Expo 2021 in Ft. Worth, TX and receive a \$10 incentive credit to be used towards class fees and/or Cake Expo Merchandise.
- c) Receive a full refund on registration and class fees.

If you are requesting a refund, you must inform the ICES treasurer of your choice at Treasurer@ices.org by June 15, 2020. If option a or b is chosen and the attendee decides not to attend the 2021 Cake Expo, the normal refund policy for 2021 would be in effect. The additional \$10-\$20 incentive credit has no cash value and will not be refunded to the attendee.

For our valued vendors we will allow vendors that have already registered for the Cake Expo 2020 to receive one of the following options:

- a) Transfer booth fee(s) towards a comparable booth(s) at Cake Expo 2021 in Ft. Worth, TX and receive 1 free banquet ticket per booth space.

b) Receive a full refund on their booth fee(s)

If you are requesting a refund, you must inform the ICES treasurer of your choice at Treasurer@ices.org by June 15, 2020. If option a is chosen and the vendor decides not to attend the 2021Cake Expo, the normal refund policy for 2021 would be in effect. The additional banquet tickets incentive have no cash value and will not be refunded to the vendor.

During these uncertain times the Board has been planning proactive activities that will include Facebook Live demonstrations and virtual shopping with our Vendors to further support our members. These activities will take place near the end of July

I will be sending an update to each of you concerning the virtual General Membership meeting as soon as all details are confirmed.

In closing, should you be living under Stay-at-Home Orders or other restrictions, thank you for doing your part to protect not only yourselves, but others, from a virus that has upended lives around our world. Thank you for your patience as your Board of Directors has tried to come up with the best solution for our members and remember Be Kind and stay safe.

Elizabeth