



INTERNATIONAL
CAKE
EXPLORATION
SOCIÉTÉ

SPECIAL RE-NAMING COMMITTEE REPORT

Cincinnati, OH

July 26, 2018

Eighteen months ago, at our midyear meeting, which to send a recommendation to the board of directors that we change our name. This was followed up at the Spokane convention and show with similar motion requiring that we change our organizational name to a DBA (Doing Business As) "Sugar Artists International".

This name was sent to the ICES attorney in order for him to research if it was available. His search found that the name was not available internationally. He also suggested that if we were going to continue to look for a new name, that we should send him several names at a time, in order to minimize the costs.

Because the board recognized that this is an important issue, a Special Renaming Committee was formed, and we have spent time over the past year looking for a new name for our organization.

With all due respect to Betty Jo Steinman and the organization that she and Hank founded, we truly do need to pursue a name change. There is no way that she could have anticipated that 45 years after we were founded that terrible men would co-opt our acronym and use that name to spread violence and terror.

Our options at this time are to do nothing, find a name that we can use as a DBA, or pursue a full, legal name change. The first option costs us nothing, but does not help our internationals who, in some cases, have been denied visas or entry to the US because of the name. There are some costs associated with changing our name to a DBA, but nearly as expensive as a full, legal name change. Changing our name legally would not only involve the costs of changing our name, but we would also have to change the trademark, which would involve additional costs, which we can ill affect afford at the time.

In order to preserve the legacy of Hank and Betty Jo, I believe that it is in our best interests to find a name that we can use as a DBA, which would give us the best of both worlds. We could still use our trademarked cake, and we would not have the costs associated with a full legal name change, but it would also allow us a chance to refresh our image and perhaps start to attract some younger members.

With all this in mind, my committee and I had few suggestions, but I would like to ask for input from the members. Please find me (or any other board member) at some time during the weekend, and tell me your suggestion for a good second name for us. I am asking this so that I may do the initial research on a possible name change, before we have to pay the attorney to do the full, legal, international name search.

When you are doing this, please keep in mind that the acronym is important as well. We would not be having quite so many problems if our acronym was different.

DBA allows us to operate under a “trade name” but still our legal name as the International Cake Exploration Société.

Respectfully submitted by:

Rhoda Sheridan

2017-18 Renaming Special Committee Chairman

Jennifer McRoberts

2018-19 Renaming Special Committee Chairman

waysmeans@ices.org