

NCSA CANDY HALL OF FAME CLASS OF 2025



John
BROOKS, JR.
Adams & Brooks, Inc.

John Brooks, Jr. is a leader in the confectionery industry, bringing nearly four decades of experience to his role.

His career began in 1985 at Adam & Brooks, Inc. as a maintenance helper, but by 1997, he had stepped into a full-time role as a business development manager and has since worked in many positions, including overseeing U.S. and Mexico operations and serving as general manager. A third-generation candymaker, in 2021 he was named President, driving the company's success with a focus on innovation and leadership. John spearheaded a leadership program aimed at building a positive work environment rooted in collaboration and teamwork. His impact extends beyond the company, and he has served on industry boards for the National Confectioners Association, the Professional Manufacturing Confectioners Association, and the Western Candy Conference. In 2024, his contributions were recognized with the prestigious Kettle Award.



Jim
DODGE
Mars Wrigley

With more than 26 years in the confectionery industry, Jim Dodge has built an impressive career marked by leadership, innovation and dedication to sales excellence.

His journey began at the Wm. Wrigley Jr. Co. in 1998, where he quickly rose through the ranks. In 2010, Jim joined Mars, Inc., and over the years, he has held various roles. In his current position as Vice President of Convenience, Specialty, and Unattended Retail, he leads strategies that drive growth. Jim has left a lasting mark on the industry, particularly in optimizing checkout merchandising strategies for gum and confections on a global scale. He has received numerous accolades for his work, including being elected to the Mars Tie and Scarf Club — an honor bestowed upon less than 1 percent of the Mars sales organization for excellence in sales, leadership, and community service. Jim is heavily involved in the industry as a mentor for Mars' Tie and Scarf program, Future Sales Leaders and an advocate and leadership sponsor of Women of Mars. Outside of the industry, he is active in community service, having coached in the Special Olympics and participated in various speaking events.



Mike
FARLEY
Goetze's Candy Co., Inc.

Mike Farley, Vice President of Sales at Goetze's Candy Co., Inc., has dedicated 36 years to the confectionery industry, building a career marked by leadership and innovation.

Mike's experience spans roles at prominent companies including The Hershey Co., Godiva, Perfetti van Melle, Procter & Gamble, and Acosta Sales and Marketing. He has consistently demonstrated a commitment to excellence, earning awards such as the Hershey Presidents Cup and the Acosta Leadership Award. Mike's contributions extend beyond sales, encompassing mentoring, talent development, and active participation in industry associations including the National Confectioners Association. He is also involved in his community, serving on the Village of Marvin Board of Adjustments and volunteering with organizations including the Union County Christmas Bureau.



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Robin
GUTRIDGE
Raley's Supermarkets

Robin Gutridge is a dedicated leader in the confectionery industry with more than a decade of experience.

Beginning her career at Raley's in 2013 as Senior Category Manager, she played a pivotal role in shaping the company's candy strategy. Her leadership and innovation led to her promotion to Director of Candy in 2024. Passionate about mentorship and collaboration, Robin has guided emerging talent within the industry while driving category growth. Her impact extends beyond Raley's, serving as a trusted advisor to industry partners and contributing to key initiatives like premium and seasonal product development. Robin is actively involved in her community, volunteering and donating to multiple food banks, and has

supported the confectionery industry as a National Confectioners Association (NCA) Sweets & Snacks Expo Most Innovative New Product Awards judge and an NCA State of the Industry Conference panelist. In recognition of Robin's efforts, she received the NCA / Candy & Snack TODAY Confectionery Leadership Award in 2025.



Betsy
HARRIS
HWY Partners

Betsy Harris, Co-President of HWY Partners, describes herself as lucky to be born into the sweetest industry, following in her father and grandfather's footsteps.

She has spent nearly 40 years in the industry, leading sales and business development. Since co-founding HWY Partners in 2016, she has grown the agency to four regional offices, driving success across food, drug, and club channels. She is an active leader in the National Confectioners Association (NCA) and participated on the Broker Advisory Committee, Sweets & Snacks Expo Committee, and Board of Trustees, as well as serving as President of the Boston Confectionery Salesman Club. She also mentors through the NCA Future Leaders Program and Women's Leadership Group.

Her contributions earned her the NCA Lou Spector Golden Candy Dish Award in 2013. Outside the industry, Betsy chairs the Capital Good Fund, helping provide financial services to underserved communities, and leads the Board of Trustees for 2 Clarendon Square Condominium Association in Boston.



Tom
ROSENBERGER
Sheetz, Inc.

With nearly 40 years in the industry, Tom Rosenberger has built a career managing snacks and confections for Sheetz, a convenience chain with more than 750 stores.

Currently overseeing categories with annualized sales of \$450 million, he has played a key role in Sheetz's success, from launching self-distribution in 2001 to driving innovation in merchandising and product selection. Beyond his role as Category Manager, Tom has been an industry resource, mentoring colleagues, advising business partners, and serving as a panelist at the National Confectioners Association's Sweets & Snacks Expo and State of the Industry Conference. His leadership has influenced category management across the industry. A lifelong outdoorsman and devoted family man, Tom's impact extends beyond the office — whether volunteering with the Boy Scouts, supporting the Acres Project for adults with autism, or lending a hand at his church.



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Eric
SCHMOYER
IRCA Group

Eric Schmoyer, Technical Innovations Director at IRCA Group, has dedicated more than 35 years to the confectionery industry, specializing in chocolate production, technical troubleshooting and product development.

Prior to joining IRCA in 2024, he spent 17 years at Barry Callebaut in R&D and technical service roles, including Senior R&D Project Manager, where he led product innovation, customer support and large-scale research projects. His career began at R.M. Palmer Co., where he managed R&D and quality control for 18 years. Eric's expertise has earned him industry recognition, including the 2020 AACT Stroud Jordan Award for outstanding contributions to confectionery technology and the 2012 Barry Callebaut Chairman's Award for outstanding performance and community service. Additionally, Eric has served in various roles and committees for the American Association of Candy Technologists, the Professional Manufacturing Confectioners Association, and the Institute of Food Technologists.

With a career spanning 46 years in the confectionery industry, Sherrill (Sherry) Taylor played a pivotal role in shaping the success and growth of Burdette Beckmann, Inc. (BBI).

She began her journey in 1972 with The Burdette Co., which later transitioned to Burdette Beckmann Inc. in 1985. Over the decades, she held key leadership roles, rising from Accounting & Payroll Manager to Chief Financial Officer before retiring in 2018. Sherry was instrumental in expanding BBI from a small five-person operation to a nationwide agency with 250 associates, helping redefine the confectionery industry's reach beyond traditional retail into the omnichannel space. Beyond her corporate achievements, Sherry's impact extended into community service and philanthropy. A dedicated member of Sheridan Hills Baptist Church for 48 years, she served on its Finance and School boards and taught Sunday school for 25 years. She co-founded and generously supported Sheridan House, directly contributing to the construction of 25 Habit Homes and helping raise more than \$1 million through BBI's fishing tournaments. Her guidance on the importance of giving shaped both BBI's culture and the lives of those around her.



Sherrill
TAYLOR (Posthumous)
Burdette Beckman, Inc.



Lynn
WIELAND
Spangler Candy Company

Lynn Wieland, Vice President of Operations at Spangler Candy Co., has dedicated 36 years to the confectionery industry.

Starting his career in 1984, Lynn worked his way up through various production and management roles at Spangler, eventually becoming VP of Operations in 2016. He has overseen numerous operations, including setting up Spangler's Mexico Cane manufacturing facility, and has played a key role in the company's growth and operational excellence. Lynn was honored with the 2023 Stroud Jordan Award by the American Association of Candy Technologists for his exceptional service to the industry. In addition, he is an active supporter of United Way, served on the Bryan City Council, and was appointed to the Bryan City School Board in 2024. He's passionate about mentoring, helping industry colleagues navigate new roles and certifications, and remains an

influential member of several industry organizations. Lynn's dedication to both his profession and his community reflects his belief in teamwork, continuous learning, and giving back, both in and outside the candy industry.



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Dennis
WILLIAMS

National Convenience Distributors

Dennis Williams, Executive Vice President of National Convenience Distributors (NCD), has spent more than four decades in the candy industry.

His journey began in 1977 when, at 13, he organized a successful candy fundraiser for his school. After college, Dennis purchased a distribution company, later joining Harold Levinson Associates in 1997. With the formation of NCD in 2020, Dennis became Executive VP of Procurement, overseeing multiple divisions. He's known for innovations including Multi-Vendor Endcaps and the Maximum Accrual Program, which have driven growth in the industry. He has served on several industry boards, including the General Mills Distributor Advisory Board, NACS Exhibitor Advisory Committee, Convenience Distributor Association's General Board, and NATO's Government Affairs and Finance Committee. Dennis is also active in community service, supporting the American Cancer Society and local food pantries.



Andrew
YOUNG

HWY Partners

Andrew Young, Co-President of HWY Partners, has dedicated 34 years to the confectionery industry, demonstrating exceptional leadership and a passion for driving growth.

Andrew has held key positions, including Chairman at CSN and Premier, and currently leads 20 direct reports at HWY. His contributions extend beyond his corporate roles, as evidenced by his 2014 National Confectioners Association Golden Candy Dish Award and his active participation in industry associations, including serving as the New England Convenience Store & Energy Marketers Association Trade Show Committee Chairman and Board Member of the Massachusetts Vending Association. Andrew's focus on building national brokerage partnerships and his dedication to serving end-users in the convenience store, vending, and special markets sectors have significantly impacted the industry. He emphasizes a people-first approach, prioritizing respect, teamwork and customer relationships, and has mentored numerous colleagues. Beyond his professional achievements, Andrew has contributed to his community as a girls' basketball coach. His career reflects a commitment to innovation, strategic partnerships, and fostering a positive, growth-oriented environment within the confectionery industry.

CANDY HALL OF FAME INDUCTION CEREMONY

SATURDAY,
OCTOBER 25TH
2025

SIGNIA BY HILTON
ORLANDO
BONNET CREEK

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