

**NMA** NATIONAL MEAT ASSOCIATION

**66th Annual Convention**

**February 14-18, 2012**

**Hilton Tucson El Conquistador**

**Golf & Tennis Resort**

**Tucson, Arizona**

**Take a break to communicate**

*with friends, peers, associates,  
educators and leaders of the industry*



## Make it happen here at NMA's Annual Convention!

"National Meat Association is a trade association whose members include meat packers and processors, meat specialists and industry suppliers, importers/exporters, industry consultants and affiliates. Throughout NMA's 66 years it has established a place where the meat industry can network with other member companies and establish solid business connections, can learn from NMA seminars, publications and resource materials, and grow as an organization that influences government rules and regulations and decision making. Our annual convention is just one more way in which NMA encourages business relationships and profit building opportunities for all its members. So make your travel arrangements now to take advantage of lower fares. See you there!"

**LARRY VAD**, NMA President and owner of Ideal Meat & Provisions, Northridge, CA

## Come Join Us

"It's all about the connection." National Meat Association has provided its attendees the opportunity to have meaningful and powerful communications throughout the convention. NMA has a long standing reputation of providing excellent educational sessions and networking activities for its attendees during its annual conventions. We also take pride in our selection of guest speakers, people who make a difference and have earned a place of respectable leadership in the industry.

The importance of one-on-one dialogue is demonstrated not only during business sessions, but also during social events.

### GENERAL SESSION SPEAKERS

*(Thursday, February 16, (8:45am-9:45am)*

The ever popular Bullet Session will again take center stage to provide convention attendees the lowdown and excerpts of what's new and innovative in the technical world. Speakers each have 10 minutes to update you in the latest information affecting your business and the industry as a whole. Speakers for discussion include:

Moderator: Marty Evanson, Jobbers Meat Packing  
Speakers: Mike Brown, National Chicken Council  
Joe Swedberg, Hormel  
Steve Sands, Preferred Food Group  
Jeff Chilton, Chilton Consulting  
Mark Swanson, BIRKO/Chad *(invited)*

### ROUNDTABLE SEMINARS

NMA roundtable seminars are structured to provide speaker/guest interaction and information dissemination in an interactive environment. Choose your topics and get your questions answered, or better yet, share your experiences in exchange for ideas that will enhance your own business:

**SCIENCE & TECHNOLOGY  
TRADE & MARKETING  
BUSINESS & INDUSTRY**

Go to the NMA website at [www.nmaonline.org](http://www.nmaonline.org) for more information on program speakers

## Guests Speakers

**LUNCHEON KEYNOTE SPEAKER - HUGH WHALEY - Thursday-Feb 16, 12:30-2:00pm.**

Hugh Whaley is General Manager of the U.S. Farmers & Ranchers Alliance (USFRA). USFRA is a group dedicated to improving the public image of all agriculture. Its formation marks the first time agricultural groups at the national, regional and state levels have collaborated to lead the dialogue about how we raise our food. In Whaley's career, he has been a Director, Industry & Association Relations for Broadhead + Co, and the President, Association Business for Osborn & Barr, both marketing communications companies. In those roles, he directed communications programs for organizations such as the American Farm Bureau Federation, United Soybean Board, National Pork Board, Cattlemen's Beef Board, Propane Education & Research Council, U.S. Grains Council, American Lamb Board, USDA Rural Development and USDA National Agricultural Statistics Service.



**ANNUAL MEETING GUEST SPEAKER - Friday, Feb 17, 1:15-3:15pm**

Representative Jim Costa has represented California's 20th Congressional District, which includes the highly agricultural Central Valley, since 2005. Costa has made many efforts on behalf of the Valley's agriculture industry, and indeed agriculture nationwide, as a member of the powerful House Agriculture Committee. He also serves on the House Committee on Natural Resources. Having spent the majority of his life working to improve the lives of the people of the San Joaquin Valley on the local, state and national level, Costa is an accomplished problem solver. He spearheaded the Congressional opposition to the recent GIPSA Proposed Rule and his innovative approach to practical legislation has brought significant benefits to all agriculture.



**E. FLOYD FORBES AWARD - JIM MAXEY - Friday, Feb 17, 1:15-3:15pm**

Jimmy Maxey grew up in Fresno, California on a small family cattle ranch. He was also very involved in his family's meat processing plant, allowing him the unique opportunity to learn both the live and processing sides of the business. After attending Fresno State University, he went back to work in the family business, which included beef packing, beef processing, and cattle feeding. After selling Beef Packers, Inc. / Fresno Meat Co in 2006, he remains active in meat processing, working for his sons at Certified Meat Products. Jimmy has served as President and Board Chairman of the National Meat Association. He currently serves on the California Beef Council and chaired the council in 2008. He also serves as a member of the Cattlemen's Beef Board. Congratulations to Jim Maxey on receiving National Meat Association's highest award in 2012.



### FORUMS

Forums are open to all attendees and precede committee meetings and provide attendees with focused information and view points that will help support the development of NMA policy positions in the committee deliberations.

**BEEF \* FOOD SAFETY \* EMERGING TRENDS  
\* PROCESSED MEAT \* WORKPLACE ISSUES**

# Preliminary Schedule

## TUESDAY, FEBRUARY 14

2:00pm – 4:30pm Strategic Planning Committee  
 4:45pm – 6:00pm Executive Committee  
 6:00pm – 8:00pm Executive Committee Dinner

## WEDNESDAY, FEBRUARY 15

7:00am – 5:00pm Registration  
 7:00am – 1:30pm Golf Tournament (*ticket required*)  
 8:30am – 12:30pm Cycling Adventure (*ticket required*)  
 2:30pm – 5:30pm USMEF Exporter Meeting  
 2:30pm – 3:30pm Membership Committee  
 Education Committee  
 Associate Advisory Committee  
 3:45pm – 4:45pm Specialty Meeting - Evaluation & Appeal of NRs-PHIS  
 6:00pm – 9:00pm Welcome Reception & Dinner

## THURSDAY, FEBRUARY 16

7:00am – 5:00pm Registration  
 7:15am – 8:30am Issues Over Breakfast  
 8:45am – 9:45am General Session (Bullet)  
 9:00am – 2:30pm Spouse Tour (*ticket required*)  
 10:00am – 11:00am Marketing Emerging Trends Forum  
 11:15am – 12:15pm Marketing Emerging Trends Committee  
 11:15am – 12:15pm Specialty Meeting - Undeclared Allergens-FSIS  
 12:30am – 2:00pm Speaker Luncheon  
 Science & Technology Roundtable Seminar  
 Trade & Marketing Roundtable Seminar  
 Business & Industry Roundtable Seminar  
 Food Safety Forum  
 Food Safety Committee  
 Supplier Spotlight Social  
 7:15pm – 9:30pm Annual Gourmet Sausagefest (*ticket required*)

## FRIDAY, FEBRUARY 17

6:30am – 7:30am Continental Breakfast  
 7:00am – 5:00pm Registration  
 7:15am – 8:15am Beef Forum  
 8:30am – 9:30am Processed Meat Forum  
 9:45am – 10:45am Beef Committee  
 Processed Meat Committee  
 Science & Technology Roundtable Seminar  
 Trade & Marketing Roundtable Seminar  
 Business & Industry Roundtable Seminar  
 Lunch  
 12:15pm – 1:00pm Annual Meeting  
 1:15pm – 3:15pm Work Place Issues Forum  
 3:30pm – 4:30pm Work Place Issues Committee  
 4:45pm – 5:45pm PAC Social  
 6:00pm – 7:00pm

## SATURDAY, FEBRUARY 18

7:00am – 8:00am Continental Breakfast  
 7:00am – 10:00am Registration  
 8:15am – 9:15am Legislative and Regulatory Update  
 9:30am – 11:30am Board of Directors Meeting  
 11:45am – 12:30pm Government Relations Committee

# Networking Activities

## WEDNESDAY – FEBRUARY 15, 2012

\* **GOLF TOURNAMENT** - 7:00am-1:30pm. This year's annual golf tournament will be held at The Conquistador Course at Hilton Tucson El Conquistador Golf & Tennis Resort. It was recently renovated by Greg Nash to offer state-of-the-art agronomic conditions and a true 'country club' feel. Create your foursome today, or just sign up and we'll assign you to a group. Great way to network, meet new friends and enjoy a fun and challenging round of golf.

\* **CYCLING ADVENTURE** - 8:30am-12:30pm. We have added to the program a guided cycling adventure. What a great place to enjoy the beautiful and spacious terrain and challenge your biking skill at the same time. Sign up for this first time ever activity and have fun with family and friends.

**WELCOME RECEPTION & DINNER** - 6:00pm-9:00pm. The first day of the convention has just concluded and you're ready to enjoy an evening with old and new acquaintances. Enjoy the evening and get ready for a full convention schedule the following day.

## THURSDAY – FEBRUARY 16, 2012

**ISSUES OVER BREAKFAST** - 7:15am-8:30am. This session is designed to provide a highly interactive and hands-on learning experience that addresses the key issues involved in our workplace. Share your experiences and learn the latest trends and best practices from your colleagues and industry experts. Each table will then summarize their issues and provide a solution to share with participants.

\* **SPOUSE TOUR** - 9:00am-2:30pm. Come hungry because the first stop is the "Best of the Barrio" to get an insider's look at each location's recipe for success. The combination of cuisine, history, art and fun is a winner for all visitors. Then finish off with a pilgrimage to "The White Dove of the Desert," the San Xavier del Bac Mission, considered one of the finest examples of mission architecture in the US and is called the "Sistine Chapel of the Southwest." What a great finish for a half day in the great southwest of Tucson, AZ. Sign up quickly ... limited seating.

**SPEAKER LUNCHEON** - 12:30pm-2:00pm. We are pleased to have Hugh Whaley of the U.S. Farmers & Ranchers Alliance (USFRA) as our luncheon keynote speaker. As General Manager of USFRA, Whaley will share with attendees the process USFRA undertakes to enhance public trust in today's agriculture.

**SUPPLIER SPOTLIGHT SOCIAL** - 5:30pm-7:30pm. Cocktails anyone? Here's a chance to meet some of the major suppliers of the meat industry over cocktails. Their tabletop displays will provide just enough information to get acquainted with their products and services, or make a decision for future purchases.

\* **GOURMET SAUSAGEFEST** - 7:15pm-9:30pm. Enjoy the fantastic flavors of sausage and other meat products made solely by NMA members. This popular event, will again present the "Hold the Mustard" award to the most favorite and delicious product prepared. It's a full tasting and dinner event you don't want to miss and you may also be the winner of one of the gift baskets given away. Get your group together and make it a fun evening.

## FRIDAY – FEBRUARY 17, 2012

**LUNCHEON** - 12:15pm-1:00pm. ... Take a break and enjoy some of El Conquistador's fabulous foods plus make time to connect with friends and future clients.

\* fee for event



Thank you to our Sponsors!  
 as of 1/13/12



# Hilton El Conquistador Golf & Tennis Resort



Welcome to Hilton Tucson El Conquistador Golf & Tennis Resort, an Arizona AAA Four Diamond Resort in a beautiful Tucson, Arizona setting. Enjoy spectacular panoramic views from the resort which is nestled on the foothills of the breathtaking Santa Catalina Mountains on 500 acres of high Sonoran Desert terrain. Surrounding the resort, the nine-hole Pusch Ridge Course winds, dips and climbs through 175 feet of vertical drop in the foothills, with a challenging 2,788-yard layout. The Conquistador and Cañada Courses are located off the main resort grounds and offer traditional layouts in spectacular settings. Discover

this impressive Desert Springs Oasis, featuring sparkling pools and a 143-foot waterslide and dine on exquisite cuisine in a choice of restaurants and bars. Play golf or tennis, go hiking, biking or horseback riding or escape to the resort's **Elements Spa** for some indulgent relaxation. Relax on the patio or balcony, catch up with work at the desk and enjoy home-away-from-home comforts such as cozy oversized sitting chairs & ottomans, luxury robes and complimentary newspapers. Discover why this luxury Arizona Resort has been awarded the prestigious AAA 4-Diamond rating 27 years in a row. Make your reservations early to take advantage of the group rate which ends January 31, 2012. *(extended)*

For reservations call: 520-544-5000 \* \$209 single/double \* group rate ends January 31, 2012

## The City of Tucson

Tucson is one of the oldest continually inhabited areas in North America. Hohokam Indians lived and farmed here for 4,000 years before Spanish missionaries and soldiers arrived in the late 1600s. Even though it is Arizona's second largest city, it still retains its friendly, typically Arizonan, southwestern charm. Boasting an average 350 sunny days a year and warm dry air, Tucson's climate is ideal for year-round outdoor recreation. Winter temperatures average highs of 64-75 °F. Tucson offers one-of-a-kind experiences for visitors interested in outdoor adventure and nature, heritage and culture, arts and attractions, golf, and original Southwest-inspired dining. With breathtaking natural landscapes, year-round sunshine, a myriad of attractions and activities and a mix of Spanish, Mexican and Native American influences, Tucson is a truly special destination – and Hilton Tucson El Conquistador is the perfect Resort. Dress code for the convention is business casual.

## Notes of Interest - *Check with the concierge for more information*

Tucson has something for everyone. Connect with the natural world at places like Tohono Chul Park and the Arizona-Sonora Desert Museum. Explore the cosmos at one of the region's world-class observatories, such as the Fred Lawrence Whipple Observatory, or let your imagination soar at the Pima Air & Space Museum. Tucson is also a shopper's dream. There's a mixture of speciality shops, indoor malls and outdoor shopping including La Encantada, an upscale two-level, Outdoor Speciality Center, and Old Town Artisans to name just a few. Then there's the outdoor activities including:

- \* hiking from pleasant urban walks to rugged canyon hikes
- \* biking on the trail or on the road
- \* horseback riding ...you can saddle up at a guest ranch, resort, or public stable
- \* rock climbing - The five mountain ranges surrounding Tucson offer endless opportunities for climbers of every skill level
- \* Outdoor Family Fun - Kid-friendly activities that are fun for grown-ups too
- \* Bird Watching - With over 250 species in our widely varied environments, Southern Arizona is a birder's paradise
- \* Caves - Experience the awe-inspiring beauty of Southern Arizona's underground and **so much more**

This sounds like an extended business trip to include some R&R.

## Transportation At the Airport

**CAR RENTAL** - AVIS - call 1-800-331-1212, then press "O" for operator. Refer to ID#Z315343 for a discount.  
**SHUTTLE** - Arizona Stage Coach call (520) 889-1000 - \$50 per person *(less if more than one and possible multiple stops)*  
**TAXI** - Approximately \$50-\$60 one way  
**RESORT PICKUP** - \$65. Call a week or two in advance if possible. (520-544-5000)

**SEND IN YOUR CONVENTION REGISTRATION AND  
MAKE YOUR TRAVEL ARRANGEMENTS TODAY.... SEE YOU THERE!**

