



NEWS RELEASE

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NMA'S 64th ANNUAL CONVENTION

OAKLAND, CA – National Meat Association's 64th Annual Convention is taking place on February 10-13, 2010 at the Renaissance Esmeralda Resort and Spa in Indian Wells, California. The association has brought together an outstanding group of speakers and packed its event with activities full of information and fun.

As always, NMA's 64th Annual Convention is packed with educational roundtable seminars. These seminars are conducted among experts who will provide insight on current issues facing members. Topics include: Laboratories, Food Safety Reform, Competition and Regulatory Issues, Cap and Trade, Technologies of Transparency and Traceability, Operation Zero, International Trade, and Image of the Industry. Throughout the event there are also smaller, more intensive forums on the topics of Workplace Issues, Beef, Food Safety and Marketing, as well as a Legislative and Regulatory Update.

Also, don't miss your chance to attend the popular Bullet Session on Wednesday, February 10th at 10:15am – 11:15am. Bullet Session speakers include **Dr. Ken Petersen**, USDA's Food Safety and Inspection Service; **John Nalivka**, Sterling Marketing; **Joe Swedberg**, Hormel; **Cara Gerkin**, IMI Global; **Terry Stokes**, Innovative Food Strategies; **Joseph Sarachek**, Thunder Ridge Beef; and **Robert Rebholtz**, AB Foods, is moderating.

NMA's Thursday luncheon speaker is **Larry Pope**, CEO of Smithfield Foods. Pope will share his experiences at Smithfield and what it takes to be a leader of one of the nation's leading pork processors.

Jeffrey M. Ettinger, Hormel President & Chief Executive Officer, is the guest speaker at the Annual Meeting on Saturday. Ettinger will speak on his history with the company, the outstanding success of Hormel in the value-added packaged foods sector and the company's continued innovation.

Also, FSIS Administrator **Al Almanza** will be speaking at the NMA Board of Directors meeting.

Social events will include NMA's Welcome Dinner and Supplier Luncheon on Wednesday and a Spouse Tour on Thursday, as well as the already sold-out Golf Tournament, NMA's Annual Gourmet Sausagefest, and the new Supplier Spotlight Social on Friday.

For more information about NMA's 64th Annual Convention view the event section of our website at <http://nmaonline.org/events>.

National Meat Association is a non-profit trade association. Since 1946, NMA has represented meat packers and processors, equipment manufacturers and food suppliers who provide services to the meat industry. The association has members throughout the United States, as well as in Canada, Australia and Mexico.