

**NMA**  
National Meat Association

SUMMER  
CONFERENCE



August 4-7, 2010

Hyatt Regency Bellevue

Bellevue, Washington

# Bellevue, Washington

Bellevue, WA, one of the state's richest and most successful cities, sits on several hills overlooking the Puget Sound. Bellevue, meaning "beautiful view" in French is known for its appealing, tree-lined view of the Seattle skyline and home to some of Puget Sound's affluent residents, many of whom reside along the coveted eastern shoreline of Lake Washington. Bellevue is best known for the trendy shops, upscale restaurants and distinctive department stores that make up its 180-store Bellevue Square where more than 16 million people visit each year. It is also home to more than 50 different parks, green spaces, recreational areas and sports complexes. Mercer Slough Nature Park, on Bellevue's scenic Lake Washington, comprises a little bit of something for everyone. One of the last freshwater wetlands in the area, the 300+ acre park includes a blueberry farm, 7 miles of trails, as well as Bellevue's only nationally registered historic building. Canoeists can experience Lake Washington's beauty firsthand by following the park's circuitous canoeing trail. Visual arts and performance also take a prominent place in Bellevue at its Bellevue Art Museum. Explore Bellevue yourself and experience the beauty of the city.



## Industry Sessions

Get ready for our General Session where the popular ten-minute "bullet" sessions will provide you with insights on the happenings of the industry, plus update you on some of the rules and regulations governing your business today. On Thursday, August 5 at 7:30am experts in their field will share new and developing issues in a rapid-fire manner. This gives attendees a heads-up on issues that will influence their businesses. Prominent leaders of the industry will also be on hand to share the latest on domestic and international issues, but most importantly, they will be there, face-to-face to answer your questions. NMA is consistently engaged in servicing and supporting member interests. Some of the invited guests include Tom DeMott of Encore Associates; Gary Grayson, Consultant; Dennis Treacy of Smithfield, with more to come.



The summer conference will also include a schedule of forums and committee meetings on food safety, strategic planning, workplace topics plus the making of policies relevant to your businesses. This is where you will get comprehensive understanding of issues, ask questions, exchange ideas and build a stronger rapport with your industry peers. Partial listing of invited participants include Ken Peterson of FSIS, Tim Biela of American Foodservice, Mohammad Koochmaraie of IEH, Rick Alaniz of Alaniz & Schraeder, John Barbieri/Cathie Hastings of State Compensation Insurance Fund, Mansour Samadpour of IEH, Bill Sessions of AMS, Patti Brumbach of Washington State Beef Commission, Scott Shearer of Bockorny Group and Chuck Penry of Tyson. Check the NMA website at [www.nmaonline.org](http://www.nmaonline.org) for updates on speakers.

# Guest Speaker

We are pleased to have as our luncheon guest speaker Jeff Simmons, President of Elanco, Senior Vice-President and Executive Officer of Eli Lilly and Company (NYSE: LLY). With offices in more than 75 countries and 2008 sales of \$1 billion, Elanco is an innovation-driven company discovering and marketing products that improve the affordability of food, increase the food supply, ensure food safety and promote global sustainability. Join him for lunch on Thursday, August 5 at 12:30pm and hear how their technology and science help keep the world fed. Also learn the challenges they face dealing with activists who are driving laws and regulations based on their personal preference and attitudes. Jeff is a member of the Harvard's Private and Public, Scientific, Academic and Consumer Food Policy Group (PAPSAC) committee and the 2009 Chairman of the FFA Foundation Board. He is also the Chairman of the Animal Health Institute and serves on the Board of Directors of both AHI and IFAH (International Federation for Animal Health).



# Social Events

**Spouse Tour** - Start off the day with a scenic drive to Seattle's popular Pike Place Market. There you will enjoy a personal light walking food tour to sample some of the delicious foods of the market place. For first time visitors to Seattle, this is a must. After the tour you will visit one of the city's unique and interesting glass factories. Then off for a scenic tour and afternoon tea at a member's lovely home overlooking the view of Seattle's skyline...a great way to finish off the day!



**Golf Tournament** - Get your clubs ready and sign up for the upcoming NMA golf tournament, which will be held at the Golf Club at Newcastle. Situated on 350 acres with panoramic views of Mt. Rainier, the Olympic and the Cascade mountains the gold course was designed by acclaimed golf course architect Robert E. Cupp in consultation with Masters Champion Fred Couples. Reserve your foursome today and enjoy the tournament with your friends and associates, while taking in the refreshing sites of nearby mountain ranges.



**Reception and Dinner Cruise** - A shuttle bus will take attendees aboard the beautiful Royal Argosy Cruise Boat, Pier 56 on the historic Seattle waterfront. Enjoy spectacular, ever-changing views of the city skyline, gorgeous scenery and scenic islands as you cruise on Elliott Bay and Puget Sound. Come out and see why this is the true Seattle experience! There is no better place to be than out on the water with your friends and peers in the industry. A superb meal will be provided as well as drinks and wine. Be sure to register early to take part in this fun and exciting event.



NMA SUMMER CONFERENCE—AUGUST 4-7, 2010  
HYATT REGENCY BELLEVUE, BELLEVUE, WA

**PRELIMINARY SCHEDULE**

**WEDNESDAY – AUGUST 4, 2010**

2:00pm – 5:00pm Registration  
2:00pm – 4:30pm Strategic Planning Committee  
4:45pm – 6:00pm Executive Committee Meeting  
6:45pm – 9:30pm Welcome Dinner Cruise (*off site- Argosy tours*)

**THURSDAY - AUGUST 5, 2010**

6:30am – 7:30am Continental Breakfast  
7:00am – 5:00pm Registration  
7:30am – 8:30am General Session (*Bullet Session*)  
8:45am – 9:45am Food Safety Forum  
9:00am – 2:00pm Spouse Tour  
9:45am – 10:00am Coffee Break  
10:00am – 11:00am Food Safety Committee  
11:15am – 12:15pm Processed Meats Committee  
12:30pm – 2:00pm Lunch/Speaker  
2:15pm – 3:15pm Membership Committee  
Associate Advisory Committee  
Education Committee  
Food Defense Meeting  
Coffee Break  
3:15pm – 3:30pm  
3:30pm – 4:30pm Work Place Issues Forum  
4:45pm – 5:45pm Work Place Issues Committee  
6:00pm – 7:00pm PAC Social

**FRIDAY – AUGUST 6, 2010**

6:30am – 7:30am Continental Breakfast  
7:00am – 12:00pm Registration  
7:30am – 8:30am Beef Forum  
8:45am – 9:45am Beef Committee  
9:45am – 10:00am Coffee Break  
10:00am – 11:00am Marketing Emerging Trends Forum  
11:15am – 12:15pm Marketing Emerging Trends Committee  
12:30pm – 1:00pm Lite Lunch (*Supplier displays*)  
12:30pm – 6:00pm Golf Tournament  
12:30pm Free Time

**SATURDAY – AUGUST 7, 2010**

6:30am – 7:30am Continental Breakfast  
7:00am – 12:00pm Registration  
7:30am – 8:30am Legislative and Regulatory Update  
8:45am – 11:00am Board of Directors Meeting  
11:15am – 12:15pm Government Relations Committee



ON SEATTLE'S EASTSIDE

**900 Bellevue Way NE  
Bellevue, WA 98004**

**For reservations call – 1-800-233-1234**

**Group Rate \$159 single/double - extended to July 23, 2010**

*For more information call the association office at 510-763-1533.  
Registration brochure soon available at [www.nmaonline.org](http://www.nmaonline.org)*

***For online room reservations please go to***

***[https://resweb.passkey.com/Resweb.do?mode=welcom\\_ei\\_new&eventID=1851906](https://resweb.passkey.com/Resweb.do?mode=welcom_ei_new&eventID=1851906)***

# Registration

Register early and make your hotel reservations today. Bellevue, WA is a great place to visit and conduct business at the same time. Meet with your peers and discuss current issues in your industry by attending NMA's "Bullet" General Session, forums and committee meetings. Notable speakers will be on hand to provide you insight on industry issues and answer questions. Then you have some free time to take a break and enjoy the beautiful scenery of Lake Washington and its surroundings.

Company \_\_\_\_\_ Phone \_\_\_\_\_ www \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 (1) Name \_\_\_\_\_ Email \_\_\_\_\_  
 Title \_\_\_\_\_ Spouse/Companion \_\_\_\_\_  
 (2) Name \_\_\_\_\_ Email \_\_\_\_\_  
 Title \_\_\_\_\_ Spouse/Companion \_\_\_\_\_  
 (3) Name \_\_\_\_\_ Email \_\_\_\_\_  
 Title \_\_\_\_\_ Spouse/Companion \_\_\_\_\_

## REGISTRATION FOR SUMMER CONFERENCE

(Registration fees include welcome dinner cruise, continental breakfasts, general session, forums, guest speaker luncheon, lite lunch, and coffee service.) **BADGES REQUIRED FOR ALL FUNCTIONS**

Attendee \$475 x \_\_\_\_ = \$ \_\_\_\_\_  
 Spouse/Companion \$150 x \_\_\_\_ = \$ \_\_\_\_\_

## SOCIAL EVENTS

THURSDAY, AUGUST 5

Spouse Tour \$110 x \_\_\_\_ = \$ \_\_\_\_\_

FRIDAY, AUGUST 6

Golf Tournament \$220 x \_\_\_\_ = \$ \_\_\_\_\_

TOTAL AMOUNT DUE \$ \_\_\_\_\_



**PAYMENT:**  Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to: National Meat Association  
 1970 Broadway, Suite 825  
 Oakland, CA 94612  
 Tele 510-763-1533  
 Fax 510-763-6186

Charge to: \_\_\_ Visa \_\_\_ Mastercard Card \_\_\_ AMEX CARD # \_\_\_\_\_

Exp. \_\_\_\_\_ Signature of Name on \_\_\_\_\_

Please check off meal events that you will be attending:  Wednesday Welcome Dinner Cruise  Thursday Lunch/Speaker  Friday Lite lunch

**Refund Policy:** Full refund less \$50 processing fee if NMA receives written cancellation notice prior to **July 23, 2010**. Sorry...**NO REFUNDS** will be granted after that date.



**HYATT REGENCY BELLEVUE \* 900 Bellevue Way, NE, Bellevue, WA 98004**  
 Call for reservations -1-800-233-1234 \* Group Rate \$159 -extended to July 23, 2010.

For on-line room reservations please go to [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=1851906](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1851906)