

# NMA **SUMMER CONFERENCE**

August 21 – 23, 2003 \* Grand Geneva Resort & Spa - Lake Geneva, Wisconsin

## *Preliminary Schedule*

### **THURSDAY - August 21, 2003**

8:00am- 1:00pm	Golf Tournament
2:00pm -5:00pm	Registration
2:30pm - 4:45pm	Strategic Planning
5:00pm - 6:15pm	Executive Committee
6:30pm -8:00pm	PAC Reception

*Mixing business with pleasure in a resort setting can only mean a win-win event.*

### **FRIDAY - August 22, 2003**

6:45am - 8:00am	Continental Breakfast
7:15am - 3:00pm	Registration
7:30am - 9:00am	Food Safety/Inspection
9:15am - 11:15am	Industry Meeting
9:30am - 3:30pm	Spouse Tour
11:30am - 1:00pm	Lunch/Guest Speaker
1:15pm - 3:00pm	POLICY COMMITTEES
	Beef
	Small Stock
	Processed Meat
3:00pm - 6:00pm	FREE TIME
6:00pm - 9:00pm	Dinner



### *Board and Committee Meetings*

NMA's Summer Conference includes a complete schedule of committee meetings on food safety, strategic planning, workplace issues, policy and administration, as well as the ongoing implementation of HACCP. This is an ideal opportunity to focus on the current state of the industry and examine current events. ***Mark your calendar and plan to join us.***

### **SATURDAY - August 23, 2003**

6:45am - 8:00am	Continental Breakfast
7:00am - 12:00pm	Registration
7:15am - 8:45am	Workplace Issues
9:00am - 10:30am	ADMINISTRATIVE COMMITTEES
	Membership
	Associate Advisory
	Education
10:45am - 12:30pm	Board Meeting
12:45pm 1:15pm	Lite-Lunch
1:30pm - 5:30pm	FREE TIME
5:30pm - 8:00pm	Dinner Cruise

## *Friday Luncheon Speaker – Dr. Elsa Murano*

We are pleased to have Dr. Elsa Murano, USDA Under Secretary for Food Safety, join us for the Friday luncheon meeting. Dr. Murano has served in this post since October 2001. Prior to that she held several positions at Texas A&M, including director of the university's Center for Food Safety; she served on the university's Department of Animal Science Research Advisory Committee, the USDA National Advisory Committee, the National Alliance for Food Safety Operations Committee, and chaired the Food Safety State Initiative Committee, to name a few. She holds a M.S. degree in anaerobic microbiology and a Ph.D. in food science and technology, both from Virginia Polytechnic Institute and State University in Blacksburg, VA. With recent concerns about pathogens, labeling and food safety in general, her perspective on the latest regulatory issues will be of great importance to our industry. ***(Lunch included in your registration fee).***



## RESORT INFO

The Grand Geneva Resort and Spa is a Four-Diamond resort nestled among 1,300 acres of rolling hills and beautiful Wisconsin countryside overlooking the resort's private lakes. Rich history and natural beauty have made it a premier vacation destination for decades. It offers 355 luxury guest rooms, a wide variety of year-round sports and recreational activities, two 18-hole PGA championship golf courses, an on-site airport, and a full-service spa and sports center. If you're looking for fine dining, the Grand Geneva offers the Newport Grill, which features the finest steaks, seafood and poultry prepared on an exhibition grill. The Ristorante Brissago offers an intimate old-world Italian dining experience and the popular Grand Cafe features delicious buffets. For the shoppers there are four boutiques on property.

And for the family and the young-at-heart, enjoy the indoor and outdoor pools, plus the expansive Moose Mountain Falls Waterpark, with two activity and wading pools, long lazy river, slides and whirlpool spas. The hotel's Grand Trolley will provide resort guests complimentary transportation to all of its on-property destinations including the golf pro shop, the Spa & Sports Center, Timber Ridge Lodge and Dan Patch Stables. A visit to Lake Geneva is not complete until you take a cruise on the beautiful lake, so plan to join us on Saturday night for a dinner cruise with your friends, family and new acquaintances.

Lake Geneva is also a shopper's dream with over 150 shops and boutiques throughout the area where you will find rare antiques, unique gifts, one-of-a-kind apparel and more. Downtown Lake Geneva is an authentic, turn-of-the-century downtown with an interesting blend of period building styles. Recently named to the National Registry of Historic Places, Lake Geneva is mid-America at its very best!

*The Resort is located 65 miles from Chicago's O'Hare International Airport and 45 miles from Milwaukee's Mitchell International Airport. Summertime weather is High: 78, low: 59, so dress accordingly.*

## ACTIVITIES

### *NMA Golf Tournament*

Enjoy a great round of golf with friends and business associates at the Links at Grand Geneva. The "Highlands" is a Jack Nicklaus and Pete Dye course that interweaves nature and sport in spectacular fashion. It was recently redesigned to present a strategic gem in layout and variety. When the Grand Geneva received the prestigious Silver Medal award by Golf Magazine, it cited the Highlands as a "Scottish-themed layout which rolls and tumbles along glacier-carved hills and valleys." So sign up early, create your own foursome and have lots of fun swinging and putting away!

### *PAC Reception*

Join other industry leaders over cocktails and hors d'oeuvres at the lovely Grand Geneva Resort & Spa. Support of NMA's Political Action Committee strengthens the legislative voice of the association and its members. *Suggested contribution is \$200 per person or more and is payable by personal check only please.*

### *Spouse Tour*

Start your tour with a visit to quaint downtown with antebellum Main Street buildings and architectural treasures from the 1920s. After a little shopping, the tour will continue with stories of Chicago millionaires starting in the 1870s, and their magnificent country mansions. You'll stop for lunch at Millie's Restaurant and for more unique shopping if you want. The tour will finish off with a visit to the Yerkes Observatory in the city of Williams Bay for a private tour. Here you will see the world's largest refractor built in 1897 and the place where Albert Einstein once stood. It is still the largest refractor telescope today.

## *Friday Night Dinner*

Enjoy an evening in the great outdoors of the resort with your peers and new acquaintances. This is a great opportunity to not only enjoy the fine cuisine of the resort, but to also catch up with the events of the day with the many leaders of the industry attending.

## *Saturday Dinner Cruise*

Relax in elegance and comfort on a newly renovated cruise line named the "Grand Belle of Geneva." This beautiful vessel is designed after turn-of-the-century steamers, with brass furnishings and pine decks. The Grand Belle is enclosed and climate controlled on the main deck as well as a portion of the upper deck. Her bow and stern are open to the fresh air, which allow you to enjoy a spectacular photographic journey on the waters. Cruising along the lake with family and good friends and enjoying a fine meal puts the finishing touches on a memorable visit to Lake Geneva.

# TRANSPORTATION

*By Air*~ United Airlines is NMA's official airline. For applicable discounts please call (800) 521-4041 and refer to Meeting ID number #515BF.

*By Car*~ AVIS is NMA's official car rental company. Call (800) 331-1600 and refer to #J628842 for applicable discounts. *From Milwaukee's General Mitchell Int'l Airport - Take I-94 South to Highway 50 in Kenosha. Exit Highway 50 West toward Lake Geneva, and proceed approximately 25-30 miles. The resort will be on your right just before Highway 12. From O'Hare Int'l Airport - Take I-294 North toward Milwaukee (I-294 changes to I-94). Then proceed using the same directions as from Milwaukee's airport.*

*By Shuttle*~ Airport Connection (1-800-236-5450) provides service from both Mitchell's Int'l Airport in Milwaukee and O'Hare Int'l Airport in Chicago. Call for reservations and rates.

## **EXTRA: REGULATORY UPDATE & ISSUES SEMINAR**

The morning session seminar conducted by the HACCP Consulting Group will review the FSIS Directive 5000.1, *Verifying an Establishment's Food Safety System*, and FSIS Directive 7310.5, *Presence of Foreign Material in Meat & Poultry Products*. After lunch, sessions will include FSIS Listeria Regulation, NRs and NOIE (*Notice of Intended Enforcement*) actions. Sign up for this comprehensive 1-day seminar (*half day optional*). This seminar will precede the summer conference and **separate registration fee** is required. For more information, contact the NMA office at 510-763-1633

# NMA REGISTRATION FORM

August 21 – 23, 2003 \* Grand Geneva Resort & Spa - Lake Geneva, Wisconsin

# SUMMER CONFERENCE

Name \_\_\_\_\_ Title \_\_\_\_\_  
Spouse/Companion \_\_\_\_\_  
Name(s) and ages of children \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Additional Person \_\_\_\_\_  
Spouse/Companion \_\_\_\_\_

*(Registration fees include committee meetings, industry meeting, continental breakfasts, lunches, and coffee service)*

Attendee \$350 x \_\_\_\_\_ \$ \_\_\_\_\_  
 Spouse/Companion \$25 x \_\_\_\_\_ \$ \_\_\_\_\_

### **SOCIAL EVENTS (cost per person)**

#### **Thursday, August 21**

Golf Tournament \$150 x \_\_\_\_\_ \$ \_\_\_\_\_

#### **Friday, August 22**

Spouse Tour \$90 x \_\_\_\_\_ \$ \_\_\_\_\_  
 Luncheon/Guest Speaker (Included in registration fee)  
 Friday Night Dinner \$40 x \_\_\_\_\_ \$ \_\_\_\_\_

#### **Saturday, August 23**

Dinner Cruise \$65 x \_\_\_\_\_ \$ \_\_\_\_\_

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

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

Charge to: Visa Mastercard Card # \_\_\_\_\_  
Signature of Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

**PAC RECEPTION** - \$200 (suggested) PAC Contributions by personal check only.  
*Corporate checks are not acceptable. Payable to: National Meat Association PAC*

**Refund Policy:** Full refund less \$50 processing fee will be granted if NMA receives written cancellation notice prior to August 18, 2003. **NO REFUNDS** will be granted after that date.

**Grand Geneva Resort & Spa, Lake Geneva, WI. Call early for room reservations:  
800-558-3417 or 262-248-8811 Room rate: \$189 double/single.  
Cut-off date for group rate is July 21, 2003.**