



NORTH AMERICAN MEAT PROCESSORS ASSOCIATION

REGISTER NOW FOR NAMP OUTLOOK CONFERENCE, SEPT. 10 – 13, AT THE BROADMOOR

Registration is open now for NAMP's Outlook Conference, Sept. 10 – 13, at The Broadmoor in Colorado Springs, CO. Click [here](#) to register on line – a new option this year. Brochures were mailed Friday. Look for yours in the mail today or early this week. Or get an electronic version now by clicking [here](#).

“TOPGUN Leadership: Mastering Critical Issues in 2010” is the theme of this year's conference which features U.S. Navy Fighter Weapons School Instructor Chris Rattigan on honing your leadership skills and attitude; authorities on food safety, raw material supplies, and food service customers; plus an optional tour of JBS Swift & Co. in Greeley, CO. Space is limited.

Day One focuses on the critical food safety issues affecting your business in 2010, with former USDA Under Secretary Dr. Richard Raymond on what to expect next year from the Obama Administration, and NAMP Senior Science Advisor Jim Marsden on pathogen control issues your business will confront in 2010.

That afternoon features the optional trip to JBS Swift & Co. in Greeley. This is strictly limited to the first 20 people who sign up when they register for the Outlook Conference. Spaces will fill up quickly. So, if you want to go on this trip, you should register now. No additional cost for this trip.

NAMP Board member Mike Satzow, President of North Country Smokehouse, will lead a Roundtable Forum that morning for those who do not go to JBS.

Day Two focuses on critical issues about your raw materials, customers and North American markets in 2010. The breakfast speaker is Rich Vesta, head of all U.S. beef operations at JBS (invited).

The General Session focuses first on the outlook for your raw materials in 2010 with Steve Kay of Cattle Buyer's Weekly, Dallas Hockman of the National Pork Producers Council, and Russ Whitman, Vice President of Urner Barry's Poultry Division.

Next, you'll better understand your foodservice customers in 2010 (speaker to be determined).

This session is followed by insight into North American market developments affecting

your business in 2010 from Courtney Heller, Manager of Export Services at the U.S. Meat Export Federation. This session focuses on the impact of Country of Origin Labeling (COOL), capacity building in Mexico, and other issues affecting your business and your markets.

Day Three's General Session opens with Lieutenant Chris Rattigan, TOPGUN Instructor, on "Leadership the TOPGUN Way". Brother of Convention Program Chair John Rattigan, COO of Colorado Boxed Beef Co., Chris will talk about the TOPGUN leadership model and how to implement it in your business.

Next, Bill Durkin, Vice President of Business Development of The Synergies Companies, presents "Winning...Even when the game keeps changing! What leaders can do today to differentiate their company and stay ahead of the competition". NAMP members ranked Durkin the top forum speaker at the Management Conference in March, and he is back for a full General Session.

For the final General Session of the Outlook Conference, get pointers from the member-to-member panel, "Challenge your team in 2010 to act like a team! What you can do to improve your business and drive to success". Featured panelists include John Rattigan, COO, Colorado Boxed Beef Co.; NAMP Past President Brent Cator, President, Cardinal Meat Specialists, Ltd.; and NAMP Past President Jordan Dorfman, President, Chicago Meat Authority.

The business presentations conclude with a Report to the Membership by NAMP President Michael Strauss of Colorado Boxed Beef Co., and NAMP Executive Director Phil Kimball CAE.

Stay for an optional session after lunch on "Creating a Pasture-to-Plate Model Around Product Development in North America", presented by the Beef Information Centre. Focus on the ways the supply chain can develop new products and concepts to meet the needs of changing consumer preferences.

Thanks go to NAMP President Michael Strauss and Convention Program Chair John Rattigan, both of Colorado Boxed Beef Co., and others for organizing an outstanding business program.

Social events include the Welcome Reception and Dinner sponsored by the Beef Information Centre at The Broadmoor's beautiful Cheyenne Lodge with majestic vistas of the Colorado Springs valley. The final evening's President's Reception and Ball showcases NAMP awards, fine food, music and dancing.

The AAA five-diamond, Mobil Travel five-star resort features an outstanding spa with a breathtaking Mountain View Room, and championship golf on at least two courses. Nearby attractions include the Air Force Academy, Pike's Peak, and the Olympic Training Facility, to name a few.

Come early and enjoy Labor Day Weekend at The Broadmoor. The conference is the week following Labor Day, so come early and enjoy all that the resort has to offer at the lower conference room rate.

Twenty early sponsors include -

Patron: Beef Information Centre (Patron)

Gold: CSB Systems International, *Canadian Meat Business*, *MEAT&POULTRY*, Multivac, Treif, *National Provisioner*, *Independent Processor*, *Meatingplace*, and Urner Barry

Silver: Biro, Ecolab, Marel Food Systems, Spartan Chemical, Trac Microbiology

Bronze: A&B Ingredients, Bridge Machine Co., Lazard Middle Market, Matrix Microbiology, and Vacci-Test .