



**NORTH AMERICAN MEAT PROCESSORS ASSOCIATION**  
**ASSOCIATION AMÉRIQUE DU NORD DES TRANSFORMATEURS DE VIANDE**  
**ASOCIACIÓN NORTEAMERICANA DE PROCESADORES DE CARNE**

## **NEWS RELEASE**

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### **NAMP NAMES JIM GOLDBERG DIRECTOR OF MEMBERSHIP**

Jim Goldberg is the new Director of Membership at the North American Meat Processors Association, NAMP Executive Director Phil Kimball CAE announced today. Goldberg is a former vice president at the Marketing & Technology Group, where he served for 17 years in sales of advertising and sponsorships, marketing, and education event development.

While Goldberg's primary focus will be on membership, NAMP has an added resource in his knowledge and skills in education event program development and marketing, Kimball said.

Goldberg is an industry veteran, with more than 22 years experience in the meat and poultry industries. He started with Edgell Communications in 1988 as a sales director for Meat Processing and Poultry Processing magazines. In 1993, he was part of the original Marketing & Technology Group team that created Meat Marketing & Technology, Poultry, CarneTec and Plate magazines, plus the Web site Meatingplace.

Goldberg wore many hats in sales and marketing at the Marketing & Technology Group. His most recent responsibilities included helping create, market and conduct education event programs such as the Value Cuts Summit and various cooking demonstrations at large industry events, and selling sponsorships of the events.

Goldberg is married to Dr. Shelly McKee, a professor of food science/poultry science at Auburn University in Auburn, AL. Originally from Chicago, Goldberg now lives in Auburn with his family.

This appointment caps a search inside and outside the meat industry since the September NAMP Board meeting when the Board approved the new position. Numerous

applications were considered and several well-qualified candidates interviewed, according to Kimball.

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*The North American Meat Processors Association (NAMP), founded in 1942, is an international nonprofit trade association representing more than 300 companies dedicated to providing customers with reliable and safe meat, poultry, seafood, game and other products. A member-driven organization, NAMP offers both services and educational programs designed to help members achieve business success.*

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