



Mid Year Conference: Succeeding in Challenging Times February 23-24, 2010

Hyatt Regency North Dallas ♦ Richardson, TX

Join us in Dallas, Texas for SMA's 2nd Annual Mid-Year Conference, "Succeeding in Challenging Times," an educational opportunity to hear exceptional speakers from around the country addressing industry topics affecting your business. Day One will focus on larger industry issues, targeted toward a broad-based audience of meat and poultry industry professionals. Day Two will offer three separate sessions running concurrently, each focused on a different target audience. This conference will benefit everyone in your company!

Tentative Agenda

February 23 – Tuesday

1:00 p.m. to 5:00 p.m. – General Session

- **Welcome/Program Overview**
- Keynote Address: **Lessons Learned from Recent Foodborne Illness Outbreaks** – Shawn Stevens, *Gass Weber Mullins LLC*
- **FSIS Near-Term Initiatives** – Al Almanza, *FSIS Administrator*
- **Panel Discussion on Rapidly Changing Customer Requirements for Foodservice, Retail and Others** – Panelists TBA
- **Sustainability/Corporate Social Responsibility for Small Firms** – Speaker TBA

5:30 p.m. to 7:00 p.m. – Suppliers' Reception

February 24 – Wednesday

8:00 a.m. to 12:00 p.m. – Concurrent Sessions

Track I – Food Safety/Regulatory

- **FSIS Policy Initiatives** – Dr. Daniel Engeljohn (invited)
- **FSIS Policy Implementation** – Dr. Kenneth Petersen
- **E. coli O157:H7 "Event Days"** – Dr. Barbara Masters, *Olsson, Frank and Weeda, P.C.*
- **Being a Pro-Active Purchaser** – Tim Biela, *AFA Foods*
- **Emerging Pathogens** – Dr. Mohammad Koohmaraie, *IEH Laboratories & Consulting Group*
- **The End Game: What is Really Achievable in Pathogen Reduction?** – Dr. Gary Acuff, *Texas A&M University*



On Tuesday, USDA's FSIS Administrator, Al Almanza, will address members on Agency initiatives and policies.

Track II – Executive Management/Human Resources – Led by David Barron, *Epstein, Becker, & Green, P.C.*

- **Update on Immigration Enforcement Activities** by ICE and I-9 compliance
- **Avoiding Wage and Hour Claims**, including overtime and off the clock issues
- **Ensuring Pay Equity and Establishing Effective and Neutral Pay Scales**
- **Effective Employee Leadership/Team Building**
- **Top 10 Policies You Should Have in Your Handbook or Policy Manual**

Track III – Economic Outlook Forum – Moderated by Dr. David Anderson, *Texas A&M University*

- **Overall Economic Climate**
- **Meat & Poultry Demand**
- **Livestock, Meat & Poultry Inventory / Supply**

Succeeding in Challenging Times

Southwest Meat Association Mid-Year Conference

February 23-24, 2010 • Hyatt Regency North Dallas • Richardson, TX

Hotel Reservations

Reservations should be made directly with the Hyatt Regency North Dallas by calling 972-619-1234. Ask for the Southwest Meat Association room block to receive the special room rate of \$139 per night. Be sure to reserve your room early, as the deadline for reservations is 2/2/2010. The hotel is located at 701 E. Campbell Rd, Richardson, TX 75081. Directions to the hotel and more information are available on the hotel's web site at: <http://northdallas.hyatt.com>.

Air Travel and Transportation

The Hyatt Regency North Dallas is convenient to both DFW and Love Field airports. Major car rental agencies and taxis are available for transportation to the hotel. Tiam Transportation offers 24-hour service, 7 days a week, to and from DFW International Airport. Arriving guests will find courtesy phones at baggage claim areas. 2 hour advance reservations are required for guests leaving hotel for DFW. To and from DFW International Airport: \$58 each way. The hotel also offers transportation within a 5-mile radius based upon availability. Transportation can be taken to Collin Creek Mall, over 50 local restaurants and DART Train, as well as entertainment venues.

Attire

Attire is business casual.

On Site Registration Hours*

- Tuesday 1:00 p.m. - 2:00 p.m.
- Wednesday 7:30 a.m. - 8:30 a.m.

*On site registrations will incur a \$50 late fee

Cancellations

Requests received by 2/5/10 will be fully refunded. Requests received on or after 2/6/10 will be refunded 50% of registration fee. Refunds will not be issued after 2/19/10.



Remit this form and payment to:

Southwest Meat Association
4103 South Texas Avenue, Suite 101
Bryan, Texas 77802
Phone: 979-846-9011 • Fax: 979-846-8198
email: info@southwestmeat.org
www.southwestmeat.org

Registration Form

Name: _____

2nd Person: _____

3rd Person: _____

4th Person: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration fee per person:

\$250.00 - First person \$ _____

\$195.00 - Each additional person \$ _____

\$195.00 - Each additional person \$ _____

\$195.00 - Each additional person \$ _____

Total amount due: \$ _____

Payment Information: (check one)

Check: Check # _____ Amount: _____

(payable to SMA)

Charge: VISA MC DISC AMEX

Cardholder Name: _____

Card #: _____

V Code: _____ Exp. Date: _____

Billing Address: _____

Billing Zip Code: _____

Signature: _____