



## MEAT INDUSTRY MANAGEMENT CONFERENCE

April 15-18, 2015

Park Hyatt Aviara, Carlsbad, CA

*Agenda as of April 8, 2015.*

### **Wednesday, April 15**

1:00 PM – 5:00 PM

John Duyn Golf Tournament

1:00 PM – 5:00 PM

#### **Media Training Short Course**

*Presented by Janet Riley, Senior Vice President of Public Affairs and Eric Mittenthal, Vice President of Public Affairs, NAMI*

*Does your job demand that you be prepared to talk to media in a crisis? Understand message development and interview techniques and then put those tactics into action. Professional media experts will critique on camera performances and offer tips to polish your skills and advance your message.*

### **Thursday, April 16**

7:00 AM – 4:00 PM

Registration

8:00 AM – 12:00 PM

#### **Plant Tour- Jensen Meats**

*Currently full. Contact [smoore@meatinstitute.org](mailto:smoore@meatinstitute.org) to be placed on waiting list.*

8:00 AM – 9:00 AM

Fresh Meats Committee Meeting

9:00 AM – 12:00 PM

Inspection Advisory Committee Meeting

Public Affairs/Marketing Emerging Trends Committee Meeting

Lunch on your own.

1:00 PM – 1:45 PM

**Opening General Session: True Beef: From Pasture to Plate –  
The Truth about Meat for Millennials**

*Presented by Chef Mike Erickson, J.B. Connally High School*

*Join us for an inspiring session with Keynote Speaker Chef Mike Erickson, a beef advocate and high school culinary educator from Austin, Texas who will share the story of his three year journey creating a documentary film about the beef industry. Erickson and his students traveled over 2200 miles exploring beef production from pasture to plate as part of a project-based learning assignment to share in other classrooms. The film shows the TRUE BEEF story through the eyes of young people exploring the culinary arts and their future dreams while experiencing the challenges of being a young adult. Through this film, Erickson hopes to share the story of beef in classrooms across the country and educate future beef consumers on the truth about beef production.*

1:45 PM – 2:15 PM

**Meat Institute Welcome and Overview**

*Presented by Janet Riley, Senior Vice President of Public Affairs, NAMI*

*The resources available to Meat Institute members are vast and cover most aspects of member business. Learn about the newly merged Meat Institute, how you can take advantage of the resources and membership opportunities available, and what the Institute does for its members on a daily basis.*

2:15 PM – 2:30 PM

Break

2:30 PM – 3:15 PM

Concurrent Forums (Choose one)

**Beef Safety – What to Be Aware of in 2015**

*Dr. Barb Masters, Senior Policy Advisor, OFW Law*

*This session will cover the top beef safety topics of today, including high event periods, traceback issues, effects of PHIS data, and validation of your food safety system. If you are involved in the safety of beef products, don't miss this session and the discussion it is sure to stimulate.*

### **Business Valuation & The Exit Planning Process**

*Allen Oppenheimer, President, A.M. Oppenheimer, Inc.*

*Every business owner and manager needs to know how to value their business and how to increase its value in the future. This session will also discuss how to facilitate a business exit plan, the sale-of-business process, how to transfer equity to family and employees in a favorable manner and succession planning.*

### **Social Media Strategies to Ensure #Success and Avoid a #Fail**

*Eric Mittenthal, Vice President of Public Affairs, NAMI*

*Social media has changed the way the world communicates and put added pressure on the industry to engage online in new ways. This session aims to empower members to join in the social media discussions to share their stories in the industry. It will explore how to use various social media tools as well as strategies to successfully reach your audience and avoid common online mistakes.*

3:15 PM - 4:00 PM

Concurrent Forums (Choose One)

#### ***Salmonella: Latest Happenings***

*Dr. Barb Masters, Senior Policy Advisor, OFW Law*

*FSIS continues to focus on the control of Salmonella in meat & poultry products, and this session will take a look at these initiatives and provide attendees with the most important information to know and understand. The FSIS Salmonella Action Plan has led to numerous changes affecting establishments today, including new and evolving poultry standards, changes to ground beef testing, an interest in market hogs, information collection on in lymph nodes in cattle, and more.*

### **30-12-3: What Does This Have To Do With Your Family Business?**

*Brian Coehlo, President, Central Valley Meat Company, Eric Gustafson, CEO, Coast Packing Company, Neal Leonard, CEO, Surlean Foods, and Dave Miniati, President and CEO, Ed Miniati, Inc.*

*Family business and succession planning is a critical issue for many Meat Institute members. Join Meat Institute leaders as they discuss the biggest challenges facing family owned businesses. This interactive session will help set the blue print for the future resources and activities of the NAMI Family Business Task Force.*

### **Planning Your Way to Effective Crisis Management**

*Janet Riley, Senior Vice President of Public Affairs, NAMI*

*Half of good crisis management is anticipating crises and planning ahead. In this session, you will learn a step by step process to determine your vulnerabilities, plan for potential crises and arm yourselves to manage crises more effectively.*

4:15 PM – 5:15 PM

International Affairs Committee Meeting

Member Services Committee Meeting

Supplier Committee Meeting

6:00 PM – 7:00 PM

**Welcome Reception and RTE/Sausage Fest**

### **Friday, April 17**

7:00 AM – 4:00 PM

Registration

7:00 AM – 7:30 AM

Networking Breakfast

7:30 AM – 9:30 AM

**Issues, Answers, Actions**

*Presented by Brent Cator, President, and John Vatri, Vice President, Cardinal Meat Specialists*

*Get your day started right by attending the Meat Institute's signature think tank session. You and your colleagues will be challenged to define problems, find solutions, and share them: members helping members at its very best.*

9:30 AM – 9:45 AM

Break

9:45 AM – 10:45 AM

**Industry Update Bullet Session:**

**Cattlemen's Beef Board Update**

*Jimmy Maxey, Chairman, Cattlemen's Beef Board*

**Regulatory Issues: Increase of Failure to Present Recalls**

*Norm Robertson, Vice President of Regulatory Services, NAMI*

**North American Meat Institute Foundation**

*Susan Backus, Executive Director, NAMIF*

**Legal Clinic Opportunity**

*Stewart Leeth, Assistant Vice President Environmental and Corporate Affairs, Smithfield*

**Meat Institute Insurance Program**

*Ken Kessler, Executive Vice President, HUB International*

**Cattle Mobility**

*Janet Riley, Senior Vice President of Public Affairs, NAMI*

10:00 AM – 1:00 PM

Spouse Event – Carlsbad Flower Fields and Lunch

10:45 AM – 11:00 AM

Break

11:00 AM – 12:00 PM

**Navigating the Economics of Change – Supply, Demand & Prices Beyond 2015**

*Presented by John Nalivka, President, Sterling Marketing, Inc.*

*This session will explore the impact of economic change on the meat & livestock industries. In today's world, understanding economic trends and how they affect your business is essential to your operation. This analysis of supply and demand and price forecasts will cover all aspects of the supply chain, and help your business prepare for the year ahead.*

12:00 PM - 1:00 PM

Luncheon and Golf Awards

1:00 PM – 2:00 PM

**Priorities and Pressures for the North American Meat & Livestock Industry**

Presented by:

*Dallas Hockman, Vice President of Industry Relations, National Pork Producers Council*

*Peter Orwick, Executive Director, American Sheep Industry Association*

*Forrest Roberts, CEO, National Cattlemen's Beef Association*

*Phil Seng, President and CEO, U.S. Meat Export Federation*

*The Institute is honored to have assembled this powerful panel of industry leaders. This session will give attendees a better understanding of our partnerships with these groups and how we collaborate with them on issues of importance to their businesses. The top issues will be discussed and successes and ongoing challenges will be shared, along with information on how NAMI member businesses are impacted.*

2:00 PM - 2:15 PM

Break

2:15 PM – 3:00 PM

Concurrent Forums (Choose one)

**FSIS Recalls: How to (If Possible) Prevent and How to (If Necessary) Survive**

*Bob Hibbert, Partner, Morgan Lewis*

*FSIS recall announcements seem to have become a daily occurrence. The session will identify those factors, both within the industry and FSIS, that are driving the phenomenon, and identify best practices that can reduce the risk that a given company will be next in line. It will then turn to a discussion of the challenges that confront an establishment caught up in a recall situation posed by the wide range of actors – regulators, suppliers, customers, consumers, the media and the insurance industry – that may become involved, and suggest strategies for dealing effectively with them.*

**A Look Ahead for Exports and International Markets**

*Phil Seng, President and CEO, U.S. Meat Export Federation*

*Through a climate of constant change and political pressure, USMEF works to create new opportunities and develop existing international markets for U.S. beef, pork, lamb and veal. Hear what is ahead for exports, and where the opportunities and challenges lie.*

**Inside the Beltway: A Legislative Update**

*Pete Thomson, Senior Vice President, Legislative Affairs, and Nathan Fretz, Senior Director, Legislative Affairs, NAMI*

*The legislative affairs staff will provide a brief update with respect to NAMI's legislative priorities and report on our organization's activities regarding issues that have emerged since the onset of the 114th Congress. Additionally, legislative staff will describe the day-to-day activities of their department on behalf of NAMI members, will offer suggestions about how you can effectively engage in the political process, and answer your questions about issues, politics, and processes in the Congressional arena in Washington.*

3:00 PM – 3:45 PM

Concurrent Forums (Choose one)

**Scientific Affairs Priorities and Challenges**

*Betsy Booren, Vice President, Scientific Affairs, NAMI*

*Dr. Betsy Booren will provide an update on scientific issues facing our industry and the role the Scientific Affairs Committee has in supporting the Meat Institute's initiatives. Topics to be discussed will be Dietary Guidelines for Americans, 2015, antibiotic use and resistance, and various food safety issues.*

**Developments in Labor & Employment Law for 2015**

*John Cruickshank, Associate, Alaniz Schraeder Linker Farris Mayes LLP*

*This session will update attendees on critical developments in labor and employment law, including an outlook on union activities in the next 2 years, an update on class actions with regard to background checks, and information on deterring workplace impairment.*

**Making the Most of Foodservice Trends**

*Patty Johnson, Global Food and Drink Analyst, Mintel International*

*Foodservice sales continue to be a competitive environment, and processors should be equipped with the right information and data to stay ahead of the game and meet their customer expectations. This session will cover the most impactful trends in foodservice and give processors the insight needed to be prepared for the year ahead.*

3:45 PM – 4:00 PM	Break
4:00 PM – 5:00 PM	Intellectual Properties Committee Meeting Processed Meats Committee Meeting Foodservice Committee Meeting Labor & Employment Committee Meeting
5:00 PM – 6:00 PM	PAC Reception*
6:00 PM – 8:00 PM	Supplier Showcase and Reception

**Saturday, April 18, 2015**

7:00 AM – 7:45 AM	Networking Breakfast
7:45 AM – 8:15 AM	Scholarship Awards and Program
8:15 AM – 8:45 AM	<b>FSIS Regulatory Update</b> <i>Presented by Al Almanza, Deputy Under Secretary for Food Safety and Administrator, Food Safety and Inspection Service, USDA</i>  <i>Hear it straight from the top as Al Almanza joins the conference to present the top priorities for FSIS, including an update on current and pending regulations, agency initiatives, and industry issues.</i>
8:45 AM – 9:00 AM	Break
9:00 AM – 11:30 AM	NAMI Board of Directors Meeting
1:00 PM	Post-conference golf. Contact <a href="mailto:smoore@meatinstitute.org">smoore@meatinstitute.org</a> .

\*PAC Reception – Federal Election Commission regulations require that for all corporate attendees, NAMI PAC must have received the corporation’s prior approval form authorizing NAMI PAC to solicit the company’s executives during the 2015 calendar year. A \$250 donation to NAMI PAC is suggested at the reception. If you have any questions, please contact Michelle Fevola at [mfevola@meatinstitute.org](mailto:mfevola@meatinstitute.org) or (202) 587-4222.