



**April 16-19, 2018**

**La Cantera Resort, San Antonio, TX**

*Agenda as of April 10, 2018*

**Monday, April 16**

- 1:00 pm – 6:00 pm John Duyn Memorial Golf Tournament  
**Sponsored by Birko and FPEC**
- 5:00 pm – 6:00 pm First Time Attendee, NAMI Future Leaders, and NAMI Ambassadors Cocktail Reception (invite only)
- 6:00 pm – 7:30 pm Welcome Reception and Sausagefest  
**Sponsored by Reiser**

**Tuesday, April 17**

- 7:00 am – 8:30 am Networking Breakfast with Issues, Answers, Actions  
**Sponsored by Meatingplace**
- 8:30 am – 8:45 am Break **Sponsored by The Austin Company**
- 8:45 am – 9:45 am The Big AHA - How to Future Proof Your Business Against Tomorrow's Transformational Trends Today  
*Jack Uldrich, Global Futurist, Speaker, Author*  
**Sponsored by Merck Animal Health**
- 9:45 am – 10:00 am Break **Sponsored by The Austin Company**
- 10:00 am – 12:00 pm Concurrent Sessions

10:00 am – 10:55 am	Alternate Recruiting Sources and Labor Targets  <i>Chandler Keys, Principal, Keys Group, Megan Robinson, HR Manager, Ed Miniat, LLC, Kristen Aster, Associate Director, Policy and Advocacy, US Programs - International Rescue Committee, and Roxann S. Griffith Regional Veterans' Employment Coordinator, Veterans' Employment and Training Service, U. S. Department of Labor</i>	USDA-AMS Program Updates  <i>Jennifer Porter, Acting Deputy Administrator, AMS Livestock, Poultry, and Seed Program, USDA</i>	Tomorrow's Meat Consumers: Driving Trends and Disrupting the Industry  <i>Michael Uetz and Danette Amstein, Principals, Midan Marketing</i>
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11:00 am – 12:00 pm	<p>Union Organizing Activity and Maintaining a Union Free Workplace</p> <p><i>Scott Habermehl, Director of Human Resources, Boar's Head Provisions</i></p>	<p>Lessons Learned and Best Practices in Allergen Control</p> <p><i>Moderator: Kerri Gehring, Professor of Meat Science, Texas A&amp;M University,</i></p> <p><i>Member panel: Michael Cramer, Sr. Director, Food Safety &amp; Quality Assurance, Ajinomoto Windsor</i></p> <p><i>Abelardo Rodriguez, Quality Assurance Manager, Gourmet Foods, Inc.</i></p>	<p>Genetic Engineering for Sustainable Food and Fiber Production: Separating the Myths From Reality</p> <p><i>Troy Ott, Professor of Animal Science and Associate Director of the Huck Institutes of the Life Sciences, Penn State University</i></p>
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12:00 pm – 1:30 pm

Lunch and Presentation of Golf Awards

**Sponsored by IEH Laboratories and Consulting Group**

1:30 pm – 2:30 pm

Creating a Culture of Accountability to Produce Game Changing Results

*Ryan Millar, Senior Partner, Partners in Leadership and Gold-Medal Olympian*

2:30 pm – 2:45 pm

Break **Sponsored by The Austin Company**

2:45 pm – 4:15 pm

Concurrent Sessions

2:45 pm – 3:30 pm	<p>Implications of the Trump Administration on Labor and Employment Laws: One Year Later</p> <p><i>Jeremy Glenn, Cozen O'Connor and John Linker, Shareholder, Winstead</i></p>	<p>Everything You Should Know about FSMA and Empowering your Workforce</p> <p><i>Jorge Acosta, Director of Technical Services, Alchemy Systems</i></p>	<p>Family Business Focus: The Role of Owners vs. Managers</p> <p><i>Otis Baskin, The Family Business Consulting Group</i></p>
3:30 pm – 4:15 pm		<p>FSIS Priorities and Policy Discussion</p> <p><i>Paul Kiecker, Acting Administrator, FSIS, USDA and Norm Robertson, Vice President of Regulatory Services</i></p>	

4:15 pm – 4:30 pm

Break **Sponsored by The Austin Company**

4:30 pm – 5:30 pm

[Membership Committee Meeting](#)

[National Hot Dog & Sausage Council Meeting](#)

FSIS Dallas District Town Hall Meeting

5:30 pm - 6:30 pm

PAC Reception

**Wednesday, April 18**

7:00 am – 7:45 am

Breakfast

**Sponsored by PSSI**

7:45 am – 8:45 am

Considerations for Improving Customer Engagement and Customer Results  
*Kevin Ladwig, Vice President, Johnsonville Sausage*

8:45 am – 9:00 am

Break **Sponsored by The Austin Company**

9:00 am – 10:00 am

Economic Update and Outlook for Business  
*Don Close, Food & Agribusiness Research and Advisory, Senior Analyst – Beef Protein, Rabobank*

9:15 am – 2:30 pm

Spouse/Partner Program: San Antonio Riverwalk: Art of Glass Blowing, Narrated Boat Cruise, and Lunch

10:00 am – 10:15 am

Break **Sponsored by The Austin Company**

10:15 am – 11:45 am

Concurrent Sessions

10:15 am – 11:00 am	Why Is Managing Labor Getting Harder?  <i>John Cruickshank, Partner, Cruickshank &amp; Alaniz LLP and Valerie Drager, Manager of Learning and Development, Agri Beef</i>	Commodity Market Update  <i>John Nalivka, Owner, Sterling Marketing</i>	Insights from a Professional Carnivore Influencer  <i>Jess Pyles, Hardcore Carnivore, Author of “Hardcore Carnivore: Cook Meat Like You Mean It”</i>
11:00 am – 11:45 am		The Alibaba Effect and Industry Implications  <i>Eric Pelletier, Vice President, Head of International Government Affairs, Alibaba Group</i>	Sodium Nitrite and Meat Curing for the Non-Scientist  <i>Andy Milkowski, Adjunct Professor, University of Wisconsin-Madison</i>

11:45 am – 12:45 pm

Luncheon & Meat Institute Awards Ceremony (Industry Advancement Award & Edward C. Jones Community Service Award)

**Sponsored by The Mushroom Council**

1:00 pm – 3:00 pm

[Marketing and Communications Committee Meeting](#)

[Labor and Employment Committee Meeting](#)

[Supplier Forum and Committee Meeting](#)

[Intellectual Properties Committee Meeting](#)

Ambassador’s Industry Update and Discussion

*Moderated by Russell Cross, Texas A&M University, presentation by Susan Backus and Barry Carpenter, NAMI*

3:00 pm - 3:15 pm  
3:15 pm – 4:00 pm

Break **Sponsored by The Austin Company**  
Concurrent Sessions

3:15 pm – 4:00 pm	Rising Prescription Drug Costs— The Untold Truth  <i>Mike Meredith, Executive Vice President, Lockton Companies</i>	Chipotle’s Food Safety Initiative – Supply Chain and Restaurants Interventions  <i>Jim Marsden, Executive Director, Food Safety, Chipotle Mexican Grill</i>	Herding Chef's: How to Connect With Chefs and Foodservice Professionals in the Digital Age  <i>Robert Hale, Restaurant and Retail Channel Marketing Manager, Texas Beef Council</i>
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4:00 pm – 4:15 pm

Break **Sponsored by The Austin Company**

4:15 pm- 5:15 pm

[International Affairs Committee Meeting](#)  
[Foodservice Committee Meeting](#)  
[Meat Summit Planning Committee Meeting](#)  
[NAMI Scholarship Board Meeting](#)

5:30 pm - 7:30 pm

Supplier Showcase Reception

### **Thursday, April 19**

7:00 am – 9:00 am

Registration

7:00 am – 8:00 am

Breakfast and International Trade Update  
*Ted McKinney, Undersecretary for Trade and Foreign Agricultural Affairs, USDA*

8:15 am – 11:30 am

NAMI Board of Directors Meeting

### **Detailed Session Information Below**

## **General Session Descriptions**

### **The Big AHA - How to Future Proof Your Business Against Tomorrow's Transformational Trends Today**

*Jack Uldrich, Global Futurist, Speaker, Author*

In the near future, the greatest change will be the accelerating rate of change itself. In this enlightening, entertaining and educational session, Jack will share his insights and outline the ten trends that will transform the world of tomorrow. Jack will identify concrete actions businesses can take today to future-proof themselves against the tides of tomorrow using the three-step approach: Awareness, Humility, and Action. This presentation will show how these trends will transform everything- from how employees do their work, to how companies provide services to customers and clients, to how new business will be secured.

### **Creating a Culture of Accountability to Produce Game Changing Results**

*Ryan Millar, Senior Partner, Partners in Leadership and Gold-Medal Olympian*

In this dynamic presentation from Olympic Gold Medalist Ryan Millar, attendees will develop an understanding of the value of creating clarity and alignment around key organizational results, as well as how effectively managing your culture impacts the delivery of those results. Ryan will show how business leaders and managers can re-define accountability so that it works for you instead of against you. Don't miss this opportunity to gain insight into strategies that can make a real impact for you and your employees.

### **Considerations for Improving Customer Engagement and Customer Results**

*Kevin Ladwig, Vice President, Johnsonville*

The Members at Johnsonville understand that sales doesn't start with telling and selling, but with listening and learning. In this informative presentation, NAMI Member Kevin Ladwig will share insights in how to move beyond a tactical relationship to a preferred/strategic relationship with your customers, and how driving your customers' success can be a successful core strategy for your business.

### **Economic Update and Business Outlook**

*Don Close, Food & Agribusiness Research and Advisory, Senior Analyst – Beef Protein*

In this session, Rabobank Senior Analyst Don Close will share insights and predictions for the U.S. and world economies, focusing on how factors will affect businesses in 2018 and beyond. The session will give an overview of what future events may cause market fluctuations or changes in the business environment. Don't miss this opportunity for business leaders and owners to translate economic trends into competitive intelligence.

### **International Trade Update**

*Ted McKinney, Undersecretary for Trade and Foreign Agricultural Affairs, USDA*

## **Concurrent Session Descriptions**

### **Alternate Recruiting Sources and Labor Targets**

*Chandler Keys, Principal, Keys Group (moderator)*

*Megan Robinson, HR Manager, Ed Miniat, LLC,*

*Kristen Aster, Associate Director, Policy and Advocacy, US Programs - International Rescue Committee*

*Roxann S. Griffith, Regional Veterans' Employment Coordinator, Veterans' Employment and Training Service, U. S. Department of Labor*

Recruiting and hiring continues to be one of the meat industry's most pressing issues. This session will focus on how processors can successfully tap into alternative recruiting sources, such as refugee populations, persons with disabilities, and veterans. In addition, innovative techniques for recruiting from within local communities will be discussed.

### **USDA-AMS Program Updates**

*Jennifer Porter, Acting Deputy Administrator, AMS Livestock, Poultry, and Seed Program, USDA*

This session will provide a detailed update on the programs administered by the Livestock, Poultry and Seed Program that affect NAMI member businesses. Grading initiatives will be covered, including a summary of 2017 grading, grading user fees, lamb grading and camera initiatives, beef grading and camera initiatives, pork grade changes, and more. Additional topics will include Export Verification (EV) and Process Verified Program (PVP) updates, revisions to the Institutional Meat Purchase Specifications (IMPS), FY17 purchases of commodity items, and Market News reporting.

### **Genetic Engineering for Sustainable Food and Fiber Production: Separating the Myths From Reality**

*Troy Ott, Professor of Animal Science and Associate Director of the Huck Institutes of the Life Sciences, Penn State University*

Many conversations today about food and agriculture include the topic of genetically modified organisms. This session will help prepare attendees for these conversations so that they can better explain how and why breeding and genetic engineering have been used for animal and plant improvement. Dr. Ott will explain the basics of how plants and animals are modified and recent technological developments that will offer new approaches to editing genomes. In addition, the impact of GE on agricultural production will be discussed, along with the positive changes in agricultural practices and future directions for agriculture enabled by modern technologies.

### **Union Organizing Activity and Maintaining a Union Free Workplace**

*Scott Habermehl, Director of Human Resources, Boar's Head Provisions*

Union organizing attempts are continuing at a frantic pace as Unions fight against decades of declining membership. This session will give examples on how to defend against union organizers by effectively communicating with employees, supervisors and your management team. The session will also discuss tactics used by unions to get a foothold with employee groups, as well as recent NLRB decisions.

## **Lessons Learned and Best Practices in Allergen Control**

*Moderator: Kerri Gehring, Professor of Meat Science, Texas A&M University,*

*Member panel: Michael Cramer, Sr. Director, Food Safety & Quality Assurance, Ajinomoto Windsor  
Abelardo Rodriguez, Quality Assurance Manager, Gourmet Foods, Inc.*

Allergens continue to be the #1 reason for FSIS recalls, and processors must be as vigilant as ever in their control. This session will focus on the most important elements of allergen control programs, including verification, labeling, cross-contamination, sanitation and more. The speakers will share real-life experiences and examples to show best practices, as well as lessons learned, from their operations. Regulatory requirements, non-regulatory audits, and allergen testing will also be discussed.

## **Tomorrow's Meat Consumers: Driving Trends and Disrupting the Industry**

*Michael Uetz and Danette Amstein, Principals, Midan Marketing*

Tomorrow's consumers are causing the meat industry to reconsider our "this is how we've always done it" way of thinking, while also opening the door to new opportunities. How can meat companies coexist with plant-based protein? What role is artificial intelligence playing in the meat business to keep up with consumer expectations? How are meat companies responding to consumer demands for increased transparency and sustainability? Come discover more about the key consumer trends that are transforming the meat business and learn ways to remain relevant.

## **Implications of the Trump Administration on Labor and Employment Laws: One Year Later**

*Jeremy Glenn, Cozen O'Connor*

*John Linker, Shareholder, Winstead*

The Trump administration still has everyone talking, and issues with direct effect on labor and employment are being discussed daily on the national stage. This session will break down some of the biggest issues- immigration reform, the Affordable Care Act, regulatory reform, and more- as to what the potential changes mean for the meat industry. The speakers will use their expertise in labor law and policy to help attendees understand the broad goals of the Trump administration, and the potential impacts on businesses.

## **Everything You Should Know about FSMA and Empowering your Workforce**

*Jorge Acosta, Director of Technical Services, Alchemy Systems*

The Food Safety Modernization Act (FSMA) was designed to improve food safety and monitor food handling regulations. But with 5 major elements and 7 foundational rules, how can you ensure a fully compliant operation and know which elements impact your specific operation? Join this session to ensure you are FDA audit-ready by reviewing lessons learned from previous FDA audits, and discussing how employees are key to compliance as Qualified Individuals.

## **Family Business Focus: The Role of Owners vs. Managers**

*Otis Baskin, Consultant, The Family Business Consulting Group*

It can be tricky to navigate the roles of owners and managers in any family business, especially as new generations take over. This session will discuss the rights and responsibilities of company owners, and the dynamics of having owners who are not directly involved in business operations. The complexities of compensation will also be discussed, with a game plan for the best way to address these challenges.

## **FSIS Priorities and Policy Discussion**

*Paul Kiecker, Acting Administrator, FSIS, USDA*

*Moderator: Norm Robertson, Vice President of Regulatory Services*

Want to learn more about current FSIS Acting Administrator Paul Kiecker, and his vision for the agency moving forward? In this interview-style session, NAMI's own Norm Robertson will ask Mr. Keicker about current and future FSIS strategies, as well as ways the industry and government can work more closely together to achieve the mutual goal of producing safe food products. With plenty of time for audience Q&A, this session will put attendees in direct contact with top FSIS leadership.

## **Why Is Managing Labor Getting Harder?**

*John Cruickshank, Partner, Cruickshank & Alaniz LLP*

*Valerie Drager, Manager of Learning and Development, Agri Beef*

Under the current administration, many companies are still fighting lawsuits and agency charges. This session will explain why this is the case, and talk about the industry's most common mistakes and the emerging areas of vulnerability. Come find out what the best practices are in labor management and how they can be implemented in your business. This session will also discuss strategies for making compliance and training more real for both leaders and employees.

## **Commodity Market Update**

*John Nalivka, Owner, Sterling Marketing*

This session will explore the impact of economic change on the meat & livestock industries. This analysis of supply and demand and price forecasts will cover all aspects of the supply chain, and help your business prepare for the years ahead.

## **Insights from a Professional Carnivore Influencer**

*Jess Pryles, Hardcore Carnivore, Author of "Hardcore Carnivore: Cook Meat Like You Mean It"*

Known professionally as the Hardcore Carnivore, Jess Pryles has built a massive following as people devour her meat focused posts in social media. In this session, Pryles will share her experiences discussing meat with consumers and how the industry can best work with influencers to share the positive story of meat.

## **The Alibaba Effect and Industry Implications**

*Eric Pelletier, Vice President, Head of International Government Affairs, Alibaba Group*

As more cross border businesses and consumers utilize the Alibaba ecosystem, Alibaba will continue to transform traditional retail both online and offline. This session will provide an overview of the Alibaba ecosystem and show how it is used by Chinese consumers and their changing consumption habits in both wholesale and retail channels. Additionally, attendees will learn how Alibaba is connecting US beef producers to Chinese consumers and distributors online and offline using technology.



### **Sodium Nitrite and Meat Curing for the Non-Scientist**

*Andy Milkowski, Adjunct Professor, University of Wisconsin-Madison*

Curing meat has been done for millennia. After all this time, why is the process still used given a nearly 50 year public controversy around sodium nitrite? This presentation will explain how and why cured meats are safe, and arm you with the information needed to talk to customer and consumers.

### **Rising Prescription Drug Costs— The Untold Truth**

*Mike Meredith, Executive Vice President, Lockton Companies*

This presentation will provide information to attendees about the landscape of rising pharmacy costs and cost drivers. Attendees will learn successful strategies to mitigate this fast growing employer healthcare expense.

### **Chipotle's Food Safety Initiative – Supply Chain and Restaurants Interventions**

*Jim Marsden, Executive Director, Food Safety, Chipotle Mexican Grill*

In 2016, Chipotle implemented a food safety initiative designed to reduce risks associated with the ingredients used in its restaurants. This presentation will cover these novel supplier interventions such as “Sous Vide”; HPP; and pre-marination, as well as the interventions applied in restaurants including blanching; air treatment systems and sanitizers validated for control of foodborne pathogens.

### **Herdinɡ Chef's: How to Connect With Chefs and Foodservice Professionals in the Digital Age**

*Robert Hale, Restaurant and Retail Channel Marketing Manager, Texas Beef Council*

Connecting with chefs and foodservice professionals can be difficult at times. They are busier than ever with the demands of running a business, hiring and training, volunteering, and maybe even cooking every now and then! Come learn how the Texas Beef Council has been able to engage chefs and foodservice professionals using the digital world along with immersion experiences to create a “Beef Loving Chef” community across Texas and beyond.