



Mid Year Conference: Succeeding in Challenging Times

February 19-20, 2014

Sheraton Arlington ♦ Arlington, TX

Join us in Arlington, Texas for SMA's 6th Annual Mid-Year Conference, "Succeeding in Challenging Times." This is a unique educational opportunity for meat industry executives and managers at all levels. It features leading experts on a wide range of topics. The combination of excellent speakers and audience interaction will cover many issues that affect your business. This conference has become a "must attend" for many industry leaders and one that you cannot afford to miss. In addition to the excellent speaker program, the conference features a suppliers' reception showcasing several leading vendors. This is a fun and relaxing opportunity to network with your industry colleagues.

Wednesday 1 PM - 5 PM

- **Update from the Administrator** – Al Almanza, *USDA/FSIS*
- **Country of Origin Labeling Final Rule and Ongoing Litigation** – John Dillard, *OFW Law*
- **Generic Label Approval Final Rule** – Rosalyn Murphy-Jenkins, *USDA/FSIS*
- **Affordable Care Act and How It Affects Your Firm** – David Barron, *Cozen O'Connor* and John Head, *Independent Insurance Group Benefits*
- **Workplace Issues Update** – Nelsy Gomez, *Cozen O'Connor*
- **Surviving Food Safety Assessments and Effectively Appealing Agency Actions** – Bobby Palesano, *Food Safety Regulatory Assistance*

Wednesday 5:30 PM - 7 PM - Suppliers Reception

Thursday 8 AM - 12 PM

- **When the Worst Happens** – Bobby Yarborough, *Manda Fine Meats*
- **Retail Meat Case Trends** – Molly McAdams, *Om3*
- **FSIS Microbiological Testing Programs** – Dr. Barbara Masters, *OFW Law*
- **Livestock and Meat Economic Outlook** – Dr. David Anderson, *Texas A&M University*
- **Communicating Effectively Internally and Externally** – Dan O'Connor, *Power Diversity*
- **Public Health Information System and Public Health NRs** – Dr. Jennifer Beasley-McKean, *USDA/FSIS*

Proudly sponsored by:



Succeeding in Challenging Times

Southwest Meat Association Mid-Year Conference
February 19-20, 2014 • Sheraton Arlington • Arlington, TX

Hotel Reservations

Reservations should be made directly with the Sheraton Arlington by calling 800-442-7275 or using the link: <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1312025937&key=6C5FA>. Ask for the Southwest Meat Association room block to receive the special room rate of \$125 per night. Be sure to reserve your room early, as **the deadline for reservations is 1/28/2014**. The hotel is located at 1500 Convention Center Drive, Arlington, TX 76011. Directions to the hotel and more information are available on the hotel's web site at:

<http://www.sheratonarlingtonhotel.com/>.

Air Travel and Transportation

The Sheraton Arlington is convenient to DFW airport and offers a complimentary shuttle for hotel guests. Major car rental agencies and taxis are also available for transportation to the hotel. If you require additional transportation assistance, please contact the hotel at 817-261-8200.

Attire

Attire is business casual.

On Site Registration Hours*

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

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

Cancellations

Requests received by 2/4/14 will be fully refunded. Requests received on 2/5/14 or later will be refunded 50% of registration fee. Refunds will not be issued after 2/14/14.



Remit this form and payment to:

Southwest Meat Association
505 University Dr. E., Suite 701
College Station, TX 77840
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: _____