



Mid Year Conference: Succeeding in Challenging Times February 6-7, 2018

Sheraton Arlington ♦ Arlington, TX

Join us in Arlington, Texas for SMA's 10th Annual Mid-Year Conference, "Succeeding in Challenging Times." This is a unique educational opportunity for meat/food industry executives and managers at all levels, featuring 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, offering a fun and relaxing opportunity to network with your industry colleagues.

Tentative Agenda

February 6 – Tuesday 1:00 PM to 5:00 PM – **General Session**

- **Office of Food Safety Priorities** – Carmen Rottenberg, Acting Undersecretary for Food Safety, *USDA/FSIS*
- **Regulatory Update** – Dr. Betsey Booren, *OFW Law*
- **Labor and Workplace Issues** – David Barron, *Cozen O'Connor*
- **Digital Marketing and Brand Development for Meat Processors** – Meg Drake, *Ranch House Designs*
- **Roundtable Discussion with Industry** – Dr. Jennifer Beasley-McKean, *USDA/FSIS*

5:30 PM to 7:00 PM – **Suppliers' Reception**

February 7 – Wednesday 8:00 AM to 12:00 PM – **Fighting The Enemy We Cannot See: A Workshop on Best Practices for *Listeria* Control**

presented by: Randal Garrett, Senior Vice President of Operations, *Food Safety Net Services*
Aaron Pleitner, Research Scientist, *Food Safety Net Services*
Alex Brandt, Chief Science Officer, *Food Safety Net Services*
Kendra Nightingale, Associate Professor, *Texas Tech University*
Matthew Taylor, Associate Professor, *Texas A&M University*

- **Introductions of Presenters**
- **Introduction to *Listeria*:** Basic Biology, Sources, Foodborne Illness Outbreaks, USDA Regulatory Perspectives – Nightingale, Taylor
- **Control Measures to Combat *Listeria*:** Sanitation, GMP's, Principles of Sanitary Design for Facilities and Equipment, Firsthand Experience - Garrett, Pleitner, Brandt
- **Break**
- **Breakout Group Work:** Individual Case Studies on *Listeria* Management (participants will view facility maps, be given scenarios, and will have to develop management solutions to present)
- **Present Breakout Group Work:** Leaders From Groups Will Present Management Solutions – (elected leaders from groups will present to larger group)

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Sponsorship opportunities are still available! Contact the SMA office for details.

Succeeding in Challenging Times

Southwest Meat Association Mid-Year Conference
February 6-7, 2018 • Sheraton Arlington • Arlington, TX

Hotel Reservations

Reservations should be made directly with the Sheraton Arlington by calling 800-442-7275. Ask for the Southwest Meat Association room block to receive the special room rate of \$145 per night. Reserve your room early, as **the deadline for reservations is 1/12/18**. To reserve online, go to <https://www.starwoodmeeting.com/events/start.action?id=1711297946&key=139A3931>. The hotel is located at 1500 Convention Center Drive, Arlington, TX 76011. Directions to the hotel and more information are available on the hotel website 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, 6:30 AM - 9:30 PM; 7 days a week, with advance notice. Major car rental agencies and taxis are also available for transportation to the hotel.

Attire

Attire is business casual.

On Site Registration Hours*

- Tuesday 12:30 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 1/8/18 will be fully refunded. Requests received on 1/9/18 or later will be refunded 50% of registration fee. Refunds will not be issued after 1/31/18.



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: _____

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: _____