



53rd Annual Convention and Suppliers' Showcase

July 22-25, 2009

**Hyatt Regency Hill Country Resort
San Antonio, Texas**



Southwest Meat Association 53rd Annual Convention

A Letter From Your Convention Chairman...

The Convention Committee, the SMA Board of Directors and I would like to cordially invite you to our 53rd Annual Convention and Suppliers' Showcase. We will be gathering at the gorgeous Hyatt Regency Hill Country Resort and Spa in San Antonio, Texas. Set in the beautiful Texas Hill Country, it is truly a favorite among past attendees.

The convention is filled with informative sessions with highly experienced speakers and special sessions that address the current issues in our industry. Together we can work through these challenges our industry is facing at a time like no other in history.

To offset the work, there will be fun social events scheduled: a family luncheon with a special guest; the return of Casino Night, which was much enjoyed at its debut last year; and we will end the convention with the Annual Chairman's Dinner and Dance.

We look forward to seeing you there!



Jarrod Stokes
Convention Chairman

SMA Convention Committee:

Troie Burch	Glen Kusak
Ken Cable	Nick Nickelson
Jeff Cernosek	Chad Ondrusek
Brian Covington	Jim Ondrusek
Shawn Harris	Jonathan Pace
George Heid	Denise Phillips
Travis Holmes	Cecelia Railey
Wade Hudson	Mike Reagan
DJ Janecka	David Ruff
Rick Kimbrell	Bobby Yarborough

Preliminary Agenda

Wednesday, July 22

8:00 a.m. - 10:00 a.m.

- Executive Committee Meeting

1:00 p.m. - 5:00 p.m.

- Board of Directors Meeting

1:00 p.m. - 7:00 p.m.

- Registration Open

6:00 p.m. - 8:00 p.m.

- Welcome Reception and "Best of the Wurst" Party sponsored by Dewied International

Thursday, July 23

7:00 a.m.

- Golfers assemble at Hill Country Golf Club

7:30 a.m. - 1:30 p.m.

- Bob Ondrusek Memorial Golf Tournament sponsored by Birko Corporation

8:00 a.m. - 12:00 p.m.

- Registration Open

3:00 p.m. - 6:00 p.m.

- Registration Open

**Don't miss our
Welcome Party!**

**This year we're
featuring a friendly
"Best of the Wurst"
competition, where
attendees may
sample many of our
members' savory
sausage products.**

Friday, July 24

7:00 a.m. - 12:00 p.m.

- Registration Open

7:30 a.m. - 8:00 a.m.

- SMA Annual Business Meeting

8:00 a.m. - 12:00 p.m.

General Session

- **The Perfect Storm**

Dennis Johnson, Esq., Olsson, Frank & Weeda, P.C.

- **Consumer Perspectives on Food Safety Regulation**

Caroline Smith DeWaal, Center for Science in the Public Interest

- **New Directions for FSIS**

Al Almanza, USDA/FSIS

- **Lessons Learned from the H1N1 Flu Outbreak**

To Be Announced

- **Managing Your Workforce in a Recession and a New Administration**

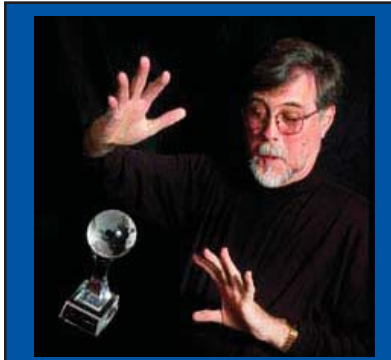
David Barron, Epstein, Becker, Green, Wickliff & Hall, P.C.

12:00 p.m. - 1:30 p.m.

- **Family Luncheon featuring W.H. "Doc" Eason**

1:30 p.m. - 2:00 p.m.

- **Associate Members' Annual Business Meeting**



Friday's Luncheon will feature W.H. "Doc" Eason, legendary humorist and magician whose message will lift your spirits and change your perspective at the same time.

3:00 p.m. - 6:00 p.m.

- Registration Open

5:00 p.m. - 7:00 p.m.

- Suppliers' Showcase

7:00 p.m. - 10:30 p.m.

- Boots & Bling Casino Night

7:00 p.m. - 10:00 p.m.

- Kids' Party

Saturday, July 25

7:30 a.m. - 12:00 p.m.

- Registration Open

8:00 a.m. - 12:30 p.m.

General Session

- **Ag Policy in 2009 and Beyond**
Chandler Goule, Staff of House Agriculture Committee

- **Emerging Technologies for Micro Testing**

Dr. Wendy Warren, Food Safety Net Services, Ltd.

- **Getting Your Story Straight - Media 101**

Wendy Feik Pinkerton, Demeter Communications

- **Global Food Safety Initiative To Be Announced**

- **Pathogen Transfer and Intervention Technologies Research Update**

Dr. Kerri Harris, International HACCP Alliance and Texas A&M University

- **Preparing for and Performing Well on Third Party Audits**

Stacy Riggs, Silliker, Inc.

- **Navigating Rough Economic Waters**

Dr. David Anderson, Texas A&M University

6:00 p.m. - 7:00 p.m.

- Cocktail Reception

7:00 p.m. - 11 p.m.

- **Chairman's Dinner & Dance**, with entertainment by the Oh So Good Band and featuring our 14th Annual Cash Raffle

Note: At time of printing, all speakers were invited, but were not necessarily confirmed



The dynamic and versatile musical stylings of the Oh So Good Band will have everybody on the dance floor at Saturday night's annual Chairman's Dinner & Dance.

Conference Information

Southwest Meat Association 53rd Annual Convention & Suppliers' Showcase July 22-25, 2009 • Hyatt Regency Hill Country Resort & Spa • San Antonio, Texas

Registration Hours

- Wednesday 1:00 p.m. - 7:00 p.m.
- Thursday 8:00 a.m. - 12:00 p.m.
3:00 p.m. - 6:00 p.m.
- Friday 7:00 a.m. - 12:00 p.m.
3:00 p.m. - 6:00 p.m.
- Saturday 7:30 a.m. - 12:00 p.m.

Hotel Reservations

Reservations should be made directly with the Hyatt Regency Hill Country Resort by calling 210-647-1234. Be sure to ask for the SMA room block to receive the special rate of \$195 per night, single or double. For online reservations, use the hotel link on the SMA web site at www.southwestmeat.org. **Please make your reservations early, as the room block fills quickly and availability is limited.** Check-in time is 3:00 p.m. and check-out time is 12:00 p.m. Directions to the resort and more information are available on the hotel's website at <http://hillcountry.hyatt.com>.

Air Travel and Transportation

The San Antonio International Airport is served by several major and regional airlines. Transportation information is available from agents at booths located curbside in front of Terminals 1 & 2. For additional ground transportation information, please call 210-207-3411. SA Trans Shuttle (210-281-9900) is \$35 dollars per person, one-way, \$50 round-trip, and advance reservations are required. Elegant Transportation (210-225-5466) offers car/van service for \$75 each way including gratuity, and limosine, van, and minibus service is also available.

Attire

Attire is business casual, with the exception of the President's Dinner & Dance, which is semi-formal.



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About the Hyatt Regency Hill Country Resort . . .

Nestled among meandering streams and flower-strewn meadows on 200 wooded acres of rolling landscape, the Hyatt Regency Hill Country Resort encapsulates all the warm, rough-hewn traditions of a Texas ranch house. The resort was built on the site of the Rogers-Wiseman ranch, which was family owned and operated for more than 100 years. The resort has recently completed a \$13 million guest room renovation, featuring the addition of Hyatt's signature Grand Bed, a larger desk with high-speed Internet and Wi-Fi access, remodeled baths, and generous-sized leather furnishings. The wall art reflects the history of the ranch, and incorporates vintage family photos, with hand-tinted backgrounds.

Enjoy hearty cuisine in innovative restaurants, visit the General Store for snacks, or lounge in a rocker on Aunt Mary's Porch. You can enjoy libations and grilled specialties poolside at Papa Ed's, or try a friendly game of billiards at Charlie's Long Bar. Teens can enjoy The Underground, featuring PS2 gaming stations, billiards, arcade games, filtered Internet access and a bar serving up snacks and delicious, non-alcoholic 'mock-tails.' For fun in the sun, there's a four-acre water park, with a 950-foot Ramblin' River and two pools separated by a cascading waterfall. Enjoy golf on the redesigned 27-hole Arthur Hills course, tennis, biking, a scenic walk, or a workout in the fitness center. Relax and pamper yourself at the recently expanded, state-of-the-art Windflower Spa. Full service spa treatments, a secluded lap pool, outdoor whirlpool, and the Windflower Cafe's fresh fruit smoothies and juice blends will leave you refreshed, renewed and rejuvenated.

When you're ready to explore, you're only minutes from San Antonio attractions such as the historic Alamo, the Riverwalk, Six Flags® Fiesta Texas, and Sea World® of Texas. You can shop 'til you drop at Rivercenter Mall, The Shops at La Cantera, and Market Square, or scout the antique shops and boutiques in nearby Fredericksburg.

Extensive dining options, a world-class spa, newly renovated guest rooms, versatile event space and unmatched service make the Hyatt Regency Hill Country Resort the unsurpassed choice among San Antonio hotels and a favorite with our members. Please call the concierge if the staff can provide anything to make your stay more enjoyable!