



# **62nd Annual Convention and Suppliers' Showcase**

**July 18-21, 2018**

**JW Marriott San Antonio  
Hill Country Resort & Spa**

**San Antonio, Texas**

presented by



# Southwest Meat Association 62nd Annual Convention

## A Letter From Your Convention Chairman ...

On behalf of the convention committee and the SMA Board of Directors, I would like to invite you to join us at the 62nd Annual Convention and Suppliers' Showcase. This year's convention will be held at the wonderful J.W. Marriott San Antonio Hill Country Resort. Located in the beautiful Texas Hill Country, it truly is one of a kind. We hope you will bring your family, friends and colleagues to enjoy this year's exciting convention.

We have a wonderful line up of events starting with the Welcome Reception, featuring the "Best of the Worst" competition, the Bob Ondrusek Memorial Golf Tournament, a fun filled evening following the Suppliers' Showcase with our "Back to the 80s" themed dinner and auction, and concluding with our annual Chairman's Dinner and Dance. With the help of our knowledgeable speakers and special sessions, we will cover a wide range of current industry issues that affect our members. Our speakers will not only cover these issues, but they will also give solutions to help better each of our businesses as we move forward.

I would like to express a sincere thank you to Joe Harris, Phyllis Zimmerman, SMA staff, and the Convention Committee for their dedication in making this year's Convention a perfect event.

We hope to see you in the beautiful Texas Hill Country July 18 through July 21, 2018. Please do not miss this exciting opportunity to learn about current issues and solutions while visiting old friends, making new friends, and enjoying yourself at this beautiful resort. We look forward to seeing you there!



John Southerland  
Convention Chair

### SMA Convention Committee:

Jason Beyer	Jarrett Hudek	Greg Mueller
David Englutt	Amy James	Pat Nicholson
Steve Fleming	Kathy Kennedy	Jim Ondrusek
Leslie Frenzel	Glen Kusak	Jonathan Pace
Tammy Harris	Tyler Kusak	Dwayne Padalecki
Denise Hawks	Ron Martin	Marsha Stabel
George Heid	Karrie Menz	Michelle Tittor
Jason Holcombe	Stacy Mikolajczyk	Jennifer Tyson

## Preliminary Agenda

### Wednesday, July 18

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  
*featuring "The Best of the Worst"*

### Thursday, July 19

7:00 a.m.  
• Golfers assemble at TPC San Antonio Clubhouse

7:30 a.m. - 1:30 p.m.  
• Bob Ondrusek Memorial Golf Tournament *sponsored by DeLaval Cleaning Solutions*

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 Reception!

**Choose your favorite at our friendly Best of the Worst competition, featuring several of our members' delicious sausage products. The Welcome Reception offers the perfect opportunity to get reacquainted with old friends and meet some new ones!**

## Friday, July 20

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

- Registration Open

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

General Session

- Regulatory Developments Impacting Processors

Dr. Betsy Booren, Olsson Frank Weeda Terman Matz, P.C.

- Livestock, Meat and Commodity Outlook

Dr. David Anderson, Texas A&M University

- Workplace Issues and Answers

David Barron, Cozen O'Connor, P.C.

- Label Approvals, Delays, and Pitfalls

Jeff Canavan, USDA/FSIS

- FSIS Dallas District Update

Dr. Jennifer Beasley-McKean, USDA/FSIS

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

- Family Luncheon featuring Colonel Elwin B. Hart, USMC (ret.)

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

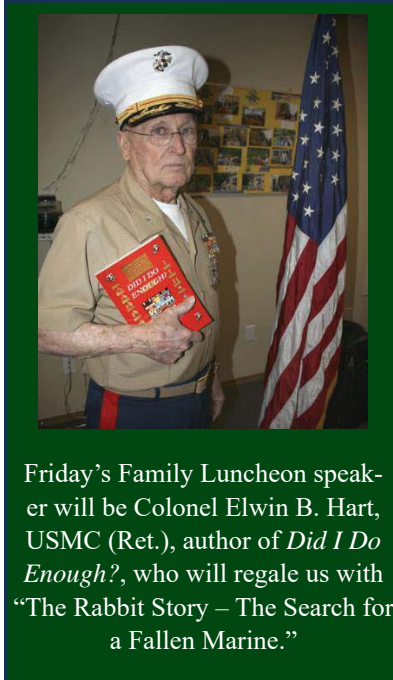
- Registration Open

4:00 p.m. - 7:00 p.m.

- Suppliers' Showcase

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

- "Back to the 80s" Dinner & Auction, benefitting the SMA Foundation scholarship fund



Friday's Family Luncheon speaker will be Colonel Elwin B. Hart, USMC (Ret.), author of *Did I Do Enough?*, who will regale us with "The Rabbit Story – The Search for a Fallen Marine."



In lieu of a Kid's Party this year, there will be some fun children's activities at the "Back to the 80s" Dinner & Auction.

## Saturday, July 21

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

- Registration Open

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

General Session

- Clean Labels

Mark Cornthwaite, DuPont Nutrition & Health

- Lessons Learned from Foreign Material Recalls

Kendra Waldbusser, Pilgrim's Pride

- When Gas Attacks: Solving a Systemic Quality Issue

Ken Cable, Buckhead Meat

- Rebranding of Beef. It's What for Dinner: Content to Support Your Business

Bridget Wasser, NCBA

- University Updates

Panel of University Faculty Members

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

- Cocktail Reception

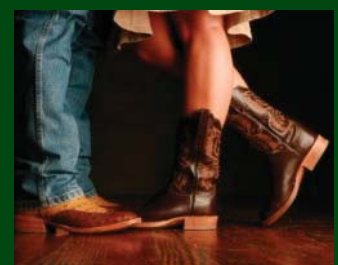
7:00 p.m. - 10 p.m.

- Chairman's Dinner & Dance, at the nearby Knibbe Ranch, featuring our 23rd Annual Cash Raffle

Please consider donating an item to the SMA Live or Silent Auctions! Donations of any kind are accepted. Auction proceeds directly fund SMA Foundation scholarships! To donate an item, please contact the SMA office.



**Mouthwaterin' steaks with all the fixin's and some boot scootin' good times await at our annual Chairman's Dinner & Dance at Knibbe Ranch!**



## Conference Information

### Southwest Meat Association 62nd Annual Convention & Suppliers' Showcase July 18-21, 2018 • JW Marriott San Antonio Hill Country Resort • San Antonio, TX

#### Registration Hours

- Wednesday 1:00 p.m. - 7:00 p.m.
- Thursday 8:00 a.m. - 12:00 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 JW Marriott San Antonio Hill Country Resort by calling 210-276-2500. Be sure to ask for the SMA room block to receive the special rate of \$249 per night, single or double (+\$12 resort fee, optional). For online reservations, use the hotel link on the SMA website at [www.southwestmeat.org](http://www.southwestmeat.org). **Please make your reservations early, as the room block fills quickly and availability is limited.** Room block expires June 29, 2018. Check-in time is 4:00 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://www.jwsanantonio.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. SuperShuttle ([supershuttle.com](http://supershuttle.com)) is \$53 one-way (up to 3 passengers) or \$102 round-trip, and a ticket counter is located near baggage claim. Elegant Transportation (210-225-5466) offers car/van, limosine, or SUV service for various rates; visit their website at [elegantride.us](http://elegantride.us) for rates and details. Hertz Rental Car is also conveniently located at the Resort, open Monday - Friday. Cars rented at the Resort may be dropped off at the airport for no additional charge.

#### Attire

Attire is business casual, with the exception of the Chairman's Dinner & Dance, which is Western attire encouraged.



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#### About the JW Marriott San Antonio Hill Country Resort and Spa . . .

Located just 20 minutes from the San Antonio International Airport, the JW Marriott San Antonio Hill Country Resort & Spa reflects the comfortable style and hospitality of the Texas Hill Country, combined with nearby city and resort luxury conveniences. The spacious rooms feature custom designed furniture and finishes that make use of hand-tooled leather, copper and ironwork.

Relax and rejuvenate at the resort's full-service, 26,000 square-foot Lantana Spa, with couple's treatment suites and outdoor private treatment rooms available. A complete fitness center features the latest in cardio-training equipment, free and stationary weights, as well as yoga and other fitness classes. Between treatments, guests may enjoy the peaceful serenity of the private, lagoon-like pool, healthy refreshments at the spa's café, or shopping at the spa's boutique.

For the ultimate in outdoor fun and relaxation, the River Bluff Water Experience combines a 650-foot rapid river ride, slides, an 1100 foot long lazy river with children's pools, a serene adult pool, whirlpools, and an expansive activity pool. TPC San Antonio offers 36 holes of golf designed by two of golf's most respected and innovative architects and World Golf Hall of Fame members, Pete Dye and Greg Norman, in a pristine natural setting.

Resort guests will find Texas-style culinary delights and boutique shopping awaiting them at every corner. With seven distinct dining options, each restaurant and lounge features imaginative menus, cocktails, and beverages with a focus on fresh, sustainable, and organic ingredients. The Cibolo Moon restaurant serves authentic Texas cuisine that captures the unique flavors of the Texas Hill Country, while the media rich High Velocity Sports Bar puts guests right in the middle of the action with wall-to-wall multi-media screens featuring a variety of sport channels. The casual Rivertop Grill features foods built on San Antonio regional cuisine, or enjoy brunch after golf at 18 Oaks, overlooking the 18th greens.

When you're ready to sightsee, you're only minutes from famous San Antonio attractions such as the historic Alamo, the Riverwalk, Six Flags® Fiesta Texas, and Sea World® of Texas. There is shopping galore at Rivercenter Mall, The Shops at La Cantera, and Market Square, or scout the antique stores and boutiques in nearby Fredericksburg. We are certain you will enjoy the hacienda-inspired style, beautiful views and fun attractions that abound at JW Marriott's San Antonio Hill Country Resort and Spa!