



**59th Annual Convention  
and Suppliers' Showcase**

**July 22-25, 2015**

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

**San Antonio, Texas**



# Southwest Meat Association 59th Annual Convention


## A Letter From Your Convention Chairman ...

On behalf of the Convention Committee, the SMA Board of Directors, and staff, I would like to invite our members, new members and their families to attend this year's convention being held at the wonderful JW Marriot San Antonio Hill Country Resort and Spa.

As you have come to expect, the convention will provide opportunities for education, fellowship with friends and colleagues and time with family. With the help of knowledgeable speakers and special sessions, we will address current challenges facing our industry and will work and learn together on the issues each of our businesses face as we forge ahead.

Please do not miss this opportunity to get up to date with current meat industry issues, and at the same time enjoy yourselves at a beautiful resort. We are excited to announce that this year's Chairman's Dinner and Dance will be held at the wonderful Knibbe Ranch. Get ready for some fun, steaks and dancing. Make plans now to join your colleagues, friends, and family for what will surely be a worthwhile and wonderful time in the heart of the Hill Country.

We look forward to seeing you there!



Jonathan Pace  
Convention Chair

### SMA Convention Committee:

Jason Beyer	Matt Malin
Ken Cable	Stacy Mikolajczyk
David Englutt	Tom Molini
Stacey Ferrari	Wayne Morgan
Denise Hawks	Pat Nicholson
George Heid	Chad Ondrusek
Jason Holcombe	Jim Ondrusek
Kathy Kennedy	John Southerland
Glen Kusak	Michelle Tittor

## Preliminary Agenda

### Wednesday, July 22

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  
*sponsored by DeWied International and Handtmann, Inc.*

### Thursday, July 23

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 Birko Corporation and StartKleen*

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!

**Back by popular demand, our Best of the Wurst competition will showcase several of our members' delicious products. The Welcome Reception offers the perfect opportunity to become reacquainted with old friends and meet some new ones!**

## Friday, July 24

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

- Registration Open

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

General Session

- Dietary Guidelines for Americans: Where's the Meat?

Dr. Betsy Booren, North American Meat Institute

- It's Like Déjà Vu All Over Again  
Dennis Johnson, Esq., Olsson Frank Weeda Terman Matz, P.C.

- Reflections, Insights and the Road Ahead

Dr. Gary Smith, Texas A&M University

- Control and Management of Listeria in a Processing Environment

Dr. Alex Brandt, Food Safety Net Services, Ltd.

- USDA Food Safety Initiatives and Priorities

Al Almanza, Undersecretary for Food Safety, USDA/FSIS

- Winning Customers in a Volatile Price Environment

Meagan Nelson, Nielsen

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

- Family Luncheon featuring Yvette D'Entremont: The SciBabe, *sponsored by DuPont Nutrition & Health*



Friday's Family Luncheon speaker will be Internet savvy Yvette d'Entremont, known as the SciBabe - a scientist and blogger aiming to debunk the myths of pseudoscience with facts, humor, and sass!

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

- SMA Annual Business Meeting (All Members)

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

- Registration Open

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

- Suppliers' Showcase

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

- Kids' Party

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

- Suppliers' Dinner Party featuring Red, White & Bingo, *sponsored by Tamlin Software, Morrilton Packing Co., and Henley's Wholesale Meats*

## Saturday, July 25

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

- Registration Open

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

General Session

- Industry Economic Outlook  
David Anderson, Texas A&M University

- Workplace Issues Update

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

- FSIS District Update

Dr. Jennifer Beasley-McKean, USDA/FSIS

- True Beef: A Unique Student-Led Film Project

Chef Mike Erickson, Pflugerville Connally High School

- University Updates

Panel of University Faculty Members

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

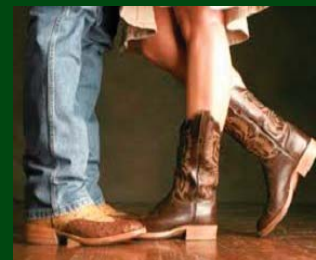
- Cocktail Reception *sponsored by Food Safety Net Services, Ltd.*

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

- Chairman's Dinner & Dance, with live music at Knibbe Ranch and featuring our 20th Annual Cash Raffle *sponsored by Golden State Foods, Marel, Inc., and Martin's Preferred Foods*



**Get ready for some boot scootin' good times at the Knibbe Ranch for Saturday night's annual Chairman's Dinner & Dance.**



## Conference Information

### Southwest Meat Association 59th Annual Convention & Suppliers' Showcase July 22-25, 2015 • 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.  
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 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 \$235 per night, single or double (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.** 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. SA Trans Shuttle (210-281-9900) is \$36 dollars per person, one-way, or \$60 round-trip, and advance reservations are required. 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.



505 University Drive East, Suite 701  
College Station, Texas 77840  
Phone: 979-846-9011 • Fax: 979-846-8198  
email: [info@southwestmeat.org](mailto:info@southwestmeat.org)  
[www.southwestmeat.org](http://www.southwestmeat.org)

#### 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 shops 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!

**Don't forget to purchase  
your ticket for SMA's**

## **20th Annual Cash Raffle**

1<sup>st</sup> Prize - \$5,000  
2<sup>nd</sup> Prize - \$1,000  
3<sup>rd</sup> Prize - \$500  
4<sup>th</sup> Prize - \$50  
up to 18 \$200 Prizes

**Drawing to be held during the  
Chairman's Dinner & Dance**

**Contact any Convention Committee Member  
or the SMA office for ticket information**

**No more than 184 tickets  
will be sold! \$100 each**

**YOU NEED NOT BE PRESENT TO WIN**

## **Kicking Off the Convention is our "Best of the Wurst" Welcome Party!**

**Back by popular demand, this fun-filled event will feature savory sausage products manufactured by SMA members. The "Best of the Wurst" will be an opportune time to renew old friendships and make new ones. Plan now to attend!**



Members interested in submitting sausage products for the "Best of the Wurst" may contact the SMA office.



## **Yvette d'Entremont: SciBabe**

Our Friday luncheon speaker will be Yvette d'Entremont, the SciBabe (formerly Science Babe). She's always looked at the alternative medicine and pseudoscience movements with a skeptical eye. When Vani Hari (a.k.a. the Food Babe) took a swipe at her Pumpkin Spice Lattes? It was a call to arms. You just don't mess with a native Bostonian's PSL.

Her Gawker article debunking the Food Babe's new book got over a million hits within six hours! With her website, blog and Facebook page, Yvette has been surprised and happy with her new-found success. The formula of busting pseudoscience with a combination of real science and humor is pure Yvette (and her trusty sidekick, Science Dog). "Come for the science, stay for the dirty jokes," is her motto.

Yvette holds a B.A. in theatre, a B.S. in chemistry, and an M.S. in forensic science with a concentration in biological criminalistics. She currently runs SciBabe full time and resides in Southern California.

# JOIN US FRIDAY NIGHT FOR DINNER AND **Red, White & BINGO!**

- ★ **EXCITING CASH PRIZES**
- ★ **SILENT & LIVE AUCTIONS**
- ★ **CARD RAFFLE FOR A \$2K TRAVEL VOUCHER**
- ★ **SUPPORT SMA SCHOLARSHIPS**

**It's NOT your  
Mama's BINGO!**



**SHINE UP YOUR DANCIN' BOOTS  
AND DUST OFF THAT COWBOY HAT!**



**Our annual Chairman's Dinner & Dance will be held at the Knibbe Ranch, a working Texas State Heritage Ranch established in 1852. Wining and dining, live music and dancing - what better way to spend a Texas Saturday night? Boots, hats, and western attire are encouraged! Complimentary motor coach transportation, including beverages, to and from the ranch will be provided.**

# Southwest Meat Association 59th Annual Convention and Suppliers' Showcase

## REGISTRATION FORM – DEADLINE TO AVOID LATE FEE: July 3, 2015

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

**Please register each person attending. Events designated as “free” are for registered attendees only. Additional members of same company receive reduced registration rates. Use additional copies of this form if needed.**

<b>1.</b> _____ (Name for badge) <b>Registration Type:</b> (must check one for each attendee) <input type="radio"/> Member \$560 <input type="radio"/> Student \$200 <input type="radio"/> Spouse/guest \$200 <input type="radio"/> Child (over 3) \$125 <input type="radio"/> Non-member \$675	<b>Events:</b> <input type="radio"/> Welcome Reception free <input type="radio"/> Golf \$150 <input type="radio"/> Family Luncheon free <input type="radio"/> Chairman's Dinner/Dance \$40 <input type="radio"/> “Red, White & Bingo” Dinner & Auction \$55 <input type="radio"/> Kid's Party free <i>(registered children age 3-12)</i> <b>Total Event Fees:</b> _____	_____ registration fee + _____ event fees = _____ total fee this registrant
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<b>2.</b> _____ (Name for badge) <b>Registration Type:</b> (must check one for each attendee) <input type="radio"/> Add'l Member \$460 <input type="radio"/> Student \$200 <input type="radio"/> Spouse/guest \$200 <input type="radio"/> Child (over 3) \$125 <input type="radio"/> Non-member \$675	<b>Events:</b> <input type="radio"/> Welcome Reception free <input type="radio"/> Golf \$150 <input type="radio"/> Family Luncheon free <input type="radio"/> Chairman's Dinner/Dance \$40 <input type="radio"/> “Red, White & Bingo” Dinner & Auction \$55 <input type="radio"/> Kid's Party free <i>(registered children age 3-12)</i> <b>Total Event Fees:</b> _____	_____ registration fee + _____ event fees = _____ total fee this registrant
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<b>3.</b> _____ (Name for badge) <b>Registration Type:</b> (must check one for each attendee) <input type="radio"/> Add'l Member \$460 <input type="radio"/> Student \$200 <input type="radio"/> Spouse/guest \$200 <input type="radio"/> Child (over 3) \$125 <input type="radio"/> Non-member \$675	<b>Events:</b> <input type="radio"/> Welcome Reception free <input type="radio"/> Golf \$150 <input type="radio"/> Family Luncheon free <input type="radio"/> Chairman's Dinner/Dance \$40 <input type="radio"/> “Red, White & Bingo” Dinner & Auction \$55 <input type="radio"/> Kid's Party free <i>(registered children age 3-12)</i> <b>Total Event Fees:</b> _____	_____ registration fee + _____ event fees = _____ total fee this registrant
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<b>4.</b> _____ (Name for badge) <b>Registration Type:</b> (must check one for each attendee) <input type="radio"/> Add'l Member \$460 <input type="radio"/> Student \$200 <input type="radio"/> Spouse/guest \$200 <input type="radio"/> Child (over 3) \$125 <input type="radio"/> Non-member \$675	<b>Events:</b> <input type="radio"/> Welcome Reception free <input type="radio"/> Golf \$150 <input type="radio"/> Family Luncheon free <input type="radio"/> Chairman's Dinner/Dance \$40 <input type="radio"/> “Red, White & Bingo” Dinner & Auction \$55 <input type="radio"/> Kid's Party free <i>(registered children age 3-12)</i> <b>Total Event Fees:</b> _____	_____ registration fee + _____ event fees = _____ total fee this registrant
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<input type="checkbox"/> Suppliers' Showcase Table (must sign & return completed contract)	\$300	_____ total exhibit fees _____ late fee _____ <b>GRAND TOTAL</b>
<input type="checkbox"/> Additional Showcase Attendee Name: _____ <i>(1 allowed with each full convention registration; see Showcase contract rules for details)</i>	\$100	

**Mail or Fax this form to:**  
**Southwest Meat Association**  
**505 University Dr E., Ste. 701**  
**College Station, TX 77840**  
**Fax: 979-846-8198**

**Payment Options:** *check one*

Check Enclosed

Credit Card *(Circle One)* VISA, MC, AmEx, Discover

Card Number: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

V-Code: \_\_\_\_\_ (3-4 digits) Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Late fees: ALL registrations received after 5 PM, Friday, July 3, 2015 will incur a \$50 late fee.**  
**Cancellation Policy: Full refund for cancellations received by July 3rd; late cancellations will receive 50% refund.**

**Southwest Meat Association**  
**505 University Dr E, Suite 701, Bryan, TX 77840**  
**Phone: 979-846-9011 Fax: 979-846-8198**

The 2015 Suppliers' Showcase will be held July 24, 2015 during the 59th Annual Convention in San Antonio, TX. This year's showcase will start at 5:00 PM and end at 7:00 PM. If you want to reserve an exhibit table, please indicate that on your Convention registration form, then read, complete, and sign the form below and return both by mail, fax, or scan/email to the SMA office. **The signed signature page of this contract must accompany your registration in order to reserve a table.**

**Contract, Rules & Regulations**  
**59th Annual Convention Supplier's Showcase**  
**JW Marriott San Antonio Hill Country Resort**  
**July 24, 2015**

**1. WHO MAY EXHIBIT**

Only Associate Members in good standing with at least one full Convention registration may exhibit. For each full registration, one additional representative may attend the Suppliers' Showcase only for a fee of \$100. Tickets for meals and activities following the Showcase must be purchased separately.

**2. PAYMENT OF EXHIBIT SPACE**

Payment of \$300.00 is to be made in full prior to the exhibition date. VISA, MasterCard, American Express, and Discover cards, money orders, and checks made out to "Southwest Meat Association" are accepted.

**3. CANCELLATION OF EXHIBIT SPACE**

A full refund will be given for any cancellations given in writing prior to June 20th. Cancellations after that date will receive a 50% refund.

**4. EXHIBIT INSTALLATION AND REMOVAL**

- (a) Noisy or unsightly work in the exhibit area is prohibited during Showcase hours.
- (b) The deadline for clearance of all materials from the exhibit hall is 10 PM.
- (c) Please note that the JW Marriott San Antonio Hill Country Resort reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, sort and clear from the premises any display material, goods, property or merchandise of an exhibitor who fails to comply with paragraph 4(b).

**5. CONSTRUCTION AND ARRANGEMENT**

- (a) All exhibits are 6 foot skirted tables with signs. Display backdrops are not permitted. The tabletop display may not exceed 3 feet in height.
- (b) All exhibits must conform to the size of the space and must not be of such nature or arrangement to obstruct

the view or interfere with others' exhibits.

(c) Should there be any question as to obstruction or interference of any exhibit with any other exhibits in the area, the final judgement will be made by the SMA Associate Representative on the Executive Committee.

**6. USE OF EXHIBIT SPACE**

- (a) Any entertainment, audio visual presentation, etc., must be kept within the bounds of the exhibit table and must be kept at a low volume.
- (b) Due to the short time period of the showcase, the frequently crowded condition of the exhibit facility, and the vital importance of avoiding any disruption in the orderly operation of the showcase which might adversely affect other exhibitors, SMA reserves the right to resolve any dispute or disagreement among exhibitors. SMA's decision shall be final.
- (c) No cooking or reheating of products will be allowed in the exhibit hall.

**7. EXHIBITION HOURS**

The show will be open only at the officially announced date and time. During this time, there will be no other functions scheduled.

**8. TABLE RENTAL**

- (a) The table rental fee covers only the Supplier Showcase space and personnel necessary to set up and break down. It does not include meals, or any other arranged convention function.
- (b) During exhibit hours, a representative from the exhibiting firm must be at the table at all times. A maximum of four (4) individuals will be allowed to work at a table at one time.
- (c) Setup personnel may gain entrance to the show area beginning at 3:00 p.m. on setup day.



**9. LIABILITY AND INSURANCE**

(a) Every reasonable precaution will be taken by SMA to protect property during installation, show hours, and removal. However, SMA assumes no responsibility for the property of an exhibitor. Loss of property from theft, vandalism, fire or other cause is solely the responsibility of the exhibiting company.

(b) It is expressly understood and agreed that exhibiting companies will hold harmless and make no claim of any kind against SMA or any of its members or employees for any loss, damage to, or destruction of property, nor for any injury that may occur to himself, his agents or employees while in the show facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the Showcase or cancellation of it.

(c) Exhibitors will not knowingly violate any law or municipal ordinance, rule or regulation, but if such should occur, SMA assumes no liability of any nature, including making refunds, if the exhibit hours are required to be shortened.

(d) Any insurance desired must be obtained by the exhibiting company.

**10. SMA AGREES TO:**

Provide a 6' skirted table for the table top exhibit. SMA also agrees to provide all exhibitors with a sign **stating the company's name as requested on the form below**. No other signs, coverings, or backdrops are allowed. SMA does not provide access to electrical outlets. Access to outlets is strictly between hotel and exhibitor, and additional charges may apply.

**11. AGREEMENT**

By signing the contract for exhibit space, the named company agrees to be bound by the terms and conditions set forth in these rules and regulations, the contract, and such additional conditions as may be established by the management or owners of the exhibit facility.

***Please sign and return this page of the contract with your convention registration.***

I have read, understand and agree to the rules and regulations of this contract for a table top exhibit.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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**Exhibitors agree to make payment in full (\$300.00) to the Southwest Meat Association when submitting this contract.**

*Individual to contact concerning exhibit arrangements: (Please type or print)*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_