

NATIONAL MEAT ASSOCIATION

...will again be hosting its Suppliers' Exposition and 59th Annual Convention in the popular city of Las Vegas, NV at the beautiful and exciting Rio Suite & Casino Resort. All under one roof with easy access, NMA MEATXPO'05 exhibitors will be available in the Rio Pavilion for you to visit and check out their machinery and services. This focused exhibit floor will allow you to take your time to see equipment demonstrations and really get to know a product. It's also a great time to meet the finest people in the supplier industry.

And don't forget about the interactive and informative round table seminars. Leaders and influential people will discuss the latest issues relevant to your business. NMA's round table format makes it easy to interact with speakers and ask questions.

Something for everyone in the industry!

Sign up today to attend this focused meat industry trade show, annual convention and new this year, an NMA exclusive worker safety seminar!

KEYNOTE SPEAKER

We are pleased to have John Tyson, President of Tyson Foods, be our keynote speaker at the Annual Meeting on Wednesday, February 23, 2005.



WANT TO STRETCH YOUR CONVENTION DOLLARS?

Take key people from your company to MEATXPO'05 and save \$200 on each additional registration fee. There's no better way for them to learn the latest in business, safety, and marketing than being there in person, one-on-one!

SAVE EVEN MORE BY REGISTERING BEFORE FEBRUARY 1, 2005

E. FLOYD FORBES AWARD

Our honoree for this prestigious award is Dr. Jeff Savell of Texas A & M University. Presentation will be at the Annual Meeting on Wednesday, February 23, 2005



AMSA/NMA MEAT SCIENCE CONFERENCE

Sponsored by American Meat Science Association and NMA, this conference will review "Practical" Food Safety and Nutrition:

- *Control of Listeria monocytogenes in RTE products (9CF 430.4)*
- *Antimicrobial Agents and Processes*
- *Environmental Issues*
- *Product Formulation Challenges*
- *High Protein Dieting/Obesity*
- *and more*

(see registration to participate)



SUNDAY, FEBRUARY 20, 2005

8:00am - 1:30pm	Golf Tournament (<i>ticket required</i>)	off site
2:00pm - 4:00pm	Strategic Planning Committee	Miranda 1
4:15pm - 5:30pm	Beef Committee Meeting	Miranda 6
	Small Stock Committee Meeting	Miranda 4
	Processed Meats Committee Meeting	Miranda 2
5:45pm - 6:45pm	Executive Committee Meeting	Janiero
7:00pm - 8:00pm	PAC Reception	Rio's Wine Cellar

MONDAY, FEBRUARY 21, 2005

6:30am - 8:00am	Coffee Service	Pavilion Lobby
6:45am - 5:00pm	Registration	Pavilion Lobby
7:00am - 8:30am	Food Safety Committee	Miranda 7-8
8:45am - 10:00am	Membership Committee Meeting	Miranda 6
	Education Committee Meeting	Miranda 4
	Associate Advisory Committee Meeting	Miranda 2
9:30am - 4:00pm	Spouse Tour (<i>ticket required</i>)	off site
10:00am - 10:30am	Coffee Service	Miranda Corridor
10:15am - 11:30am	Science & Technology Round Table Seminar	Miranda 1
	Regulatory & Legislative Round Table Seminar	Miranda 3
	Business & Industry Round Table Seminar	Miranda 5
	Trade & Marketing Round Table Seminar	Miranda 7
11:45am - 12:30pm	** Pre-General Session Luncheon	Pavilion 8
12:30pm - 1:45pm	General Session	Pavilion 8
2:00PM - 6:30PM	EXHIBITS GRAND OPENING	PAVILION 1-7
3:00pm - 3:30pm	Specialty Meeting	Pavilion 1-7
4:00pm - 4:30pm	Consultants Corner	Pavilion 1-7
5:00pm - 5:30pm	Wine Tasting	Pavilion 1-7
5:30pm - 6:30pm	Welcome Reception	Pavilion 1-7

TUESDAY, FEBRUARY 22, 2005

6:00am - 8:00am	Coffee Service	Pavilion Lobby
6:45am - 5:00pm	Registration	Pavilion Lobby
7:00am - 8:30am	Work Place Issues	Miranda 2
8:45am - 10:00am	Science & Technology Round Table Seminar	Miranda 1
	Regulatory & Legislative Round Table Seminar	Miranda 3
	Business & Industry Round Table Seminar	Miranda 5
	Trade & Marketing Round Table Seminar	Miranda 7
10:15am - 12:15pm	Board of Directors Meeting	Pavilion 8
12:30pm - 6:00pm	EXHIBITS OPEN	PAVILION 1-7
12:30pm - 1:30pm	Supplier Luncheon	Pavilion 1-7
2:00pm - 2:30pm	Specialty Seminar	Pavilion 1-7
4:00pm - 4:30pm	Technical Demonstrations	Pavilion 1-7
6:30pm - 9:00pm	Annual Gourmet Sausagefest (<i>ticket required</i>)	Pavilion 8

WEDNESDAY, FEBRUARY 23, 2005

6:30am - 8:00am	Coffee Service	Pavilion Lobby
7:00am - 2:00pm	Registration	Pavilion Lobby
7:00am - 8:45am	Annual Meeting	Pavilion 8
9:00AM - 1:00PM	EXHIBITS OPEN	PAVILION 1-7
9:00am - 10:00am	Mini Breakfast on exhibit floor	Pavilion 1-7
10:00am - 10:30am	Specialty Meeting	Pavilion 1-7
12:00pm - 12:30pm	Specialty Meeting	Pavilion 1-7
12:30pm - 1:00pm	Cash Giveaway	Pavilion 1-7
1:00pm - 1:30pm	Margarita Farewell	Pavilion Lobby
1:00pm - 6:00pm	Safety Seminar	Miranda 3
1:00pm - 2:00pm	Coffee Service	Miranda Corridor
1:45pm - 3:00pm	Business & Industry Round Table Seminar	Miranda 5
	Trade & Marketing Round Table Seminar	Miranda 7

AMSA/NMA MEAT SCIENCE CONFERENCE - separate registration

Wednesday, February 23	1:00pm - 5:00pm	Registration & Conference	Miranda 1&2
	5:30pm - 6:30pm	AMSA/NMA Reception	Miranda 1&2
Thursday, February 24	8:00am - 12:30pm	Conference	Miranda 1&2

** included in full registration fee (*ticket required*)

PRELIMINARY ROUND TABLE SCHEDULE

Hear the latest on industry issues from experts in the fields of:

SCIENCE & TECHNOLOGY

REGULATORY & LEGISLATIVE

BUSINESS & INDUSTRY

TRADE & MARKETING

Topics of discussion will include:

Micro Testing Effectiveness
BSE & The Regulatory Environment
New Technologies
Cool, Animal ID, Price Reporting
Industry Structure: Big & Small
New Marketing Ideas
PDQs
and so much more!

INCLUDED IN OUR LINE-UP OF ROUNDTABLE SPEAKERS ARE:

Dell Allen
George Cocoma, Sinteco
Fred Holzhauser, BIRKO
Tim Moskal, Alkar
Steve Kay, Cattle Buyers Weekly
Dennis McGivern, Informa Economics
Terry Stokes, NCBA
Mack Graves, Latigo, Inc.
Gary Smith, CSU
Tim Biela, TX-American
Gina Bellinger, Food Safety Net
Warren Mirtsching, Swift & Co.
Russell Cross, National Beef
Rod Bowling, Smithfield Beef
Andrea Morgan, APHIS
Tom Cook, NRA
Rick Alaniz, Alaniz & Schraeder
Laurie Bryant, MICA
Dave Armistead, Alchemy
LeeAnn Saunders, IMI Global
Mohammad Koohmarie, ARS
Don Mehesan, Rosen Diversified
and that's just the beginning!



GENERAL SESSION SPEAKERS

Monday, February 21, 2005 12:30pm-1:45pm

On the Fast Track

Moderator: Jeff Savell, Texas A&M
Participants: Barry Carpenter, USDA/AMS
Kerri Harris, Int'l HACCP Alliance
Tom Cook, National Renderers Association
Barbara Masters, USDA/FSIS
Steve Kay, Cattle Buyers Weekly
Terry Stokes, NCBA
Andrea Morgan, APHIS

Here's a chance to hear rapid fire information from experts in their fields pertaining to your business.

SEND IN YOUR REGISTRATION TODAY TO
PARTICIPATE IN THESE INTERACTIVE,
PROVOCATIVE, AND INFORMATIVE SESSIONS...

*PLUS SEE THE LATEST IN EQUIPMENT
TECHNOLOGY AND SCIENTIFIC PROCEDURES!*



EXHIBITING SUPPLIERS

SUPPLIERS' EXPOSITION & 59TH ANNUAL CONVENTION
February 20-23, 2005 – Rio Suite & Casino Resort, Las Vegas, NV
as of December 6, 2004

	<i>Booth #</i>		<i>Booth #</i>
ABCO Laboratories	118	International Casing Group	808
ADT Security Services, Inc.	606	International HACCP Alliance	201
Aerotech Laboratories	917	KOCH	303
Alkar-RapidPak-Sani-Matic	515	LeFiell Co.	320
American Food Equipment	915	Meat & Poultry Magazine	1118
American Meat Science Association	520	Meat Marketing & Technology	1020
Aspen Systems Inc.	816	Meat Processing Magazine	204
BFD Corporation	806	Meatlonn USA	1017
bio Merieux, Inc.	706	Medtrol, Inc.	1016
Bio-Rad Laboratories	618	Meritech, Inc.	301
BIRKO Corporation	115	Mionix Corporation	716
BK Giuliani Corp.	812	Mutivac, Inc.	108
Bodendorfer-Johnson LLC	1116	National Provisioner Magazine	503
BPI Pproducts	308	Neogen Corporation	306
Brawley Beef	605	Nutec Manufacturing	401
Carruthers Equipment	709	Oversea Casing Co.	713
Carter & Burgess	1018	Packaging Technologies	807
Chad Company, Inc.	712	Purac America	517
CornerStone Flooring & Linings	317	REISER	910
Cozzini, Inc.	120	Ross Industries, Inc.	1115
Cryovac-Sealed Air Corp	315	Salt Group, The	1119
DCS Sanitation	104	Silliker, Inc.	708
DuPont Qualicon	506	State Fund	1117
Ecolab, Inc.	318	Stellar Group, The	416
Emerge Interactive	505	Supply Systems	405
Emery Winslow Scale Co.	305	Sympak, Inc.	207
Enviro-Pak	813	Temp Labor USA (Global)	516
Facility Group, The	916	Tipper Tie	805
Famco Sausage Linking Machines	504	Townsend Engineering	907
Food Safe Systems, Inc.	820	Treif USA	718
Food Safety Magazine	707	Urner Barry Publications	518
Food Safety Net Services	106	USDA	420
Formax, Inc.	116	Volk Enterprises	316
FPEC Corp.	715	Weber, Inc.	112
Framarx/Waxstar	603	Weiler and Company, Inc.	107
Gleeson Constructors, L.L.C.	117	Wolfson Casing Corp.	817
HACCP Consulting Group	218		
Handtmann, Inc.	512		

SOCIAL GET-TOGETHERS

SUNDAY – February 20, 2005

GOLF - 8:00am - 1:30pm

Bear's Best Las Vegas Golf Course, designed by Jack Nicklaus, will be the site of the National Meat Association Golf Tournament. Sign up early to play on this fantastic course and enjoy the company of your associates at this relaxing and enjoyable event. Awards will be presented at the clubhouse after the tournament for the 1st and 2nd foursome, the closest to the pin and the longest drive.

PAC RECEPTION - 7:00-8:00pm (*Rio's Wine Cellar*)

The Rio Suites & Casino Resort's world renowned "Wine Cellar" will again be the site for the NMA PAC Reception. Join your peers for this social event with industry leaders. Your support of this event strengthens the legislative voice of the association and its members. (*Suggested contribution is \$200 per person payable by personal check only, please.*)



MONDAY – February 21, 2005

WELCOME RECEPTION - 5:30pm-6:30pm (*Exhibit Floor*)

Join your friends and business associates at the end of the first day of the trade show and convention by attending a reception of beverages and hors d'oeuvres. During this time there will be a special area for new NMA members to be welcomed with a champagne toast by the National Meat Association officers and Membership Committee. Please help welcome them to the association as members in good standing.

SPOUSE TOUR - 9:30am - 4:00pm (*off-site*)- revised

The Nelson Gold Mine Tour will take you on a colorful history of the old west in the Eldorado Canyon, home to the famed Techatticup mine. On the short journey to this rustic site, you'll enjoy spectacular scenery: fields of teddy bear cholla, rare geologic formations, and an excellent photo opportunity down near the banks of Lake Mojave, the blue jewel of this isolated desert terrain. Then off to lunch in the Green Valley Complex, a new development just on the outskirts of Las Vegas which features the Green Valley Ranch and wonderful shopping opportunities. A great tour is in store for you!

WINE TASTING - 5:00pm-5:30pm (*Exhibit Floor*)

Sip, savor and compare fine wines available at sponsoring exhibitor booths. Wines will be from the various regions of California including Napa, Sonoma and Monterey county.



TUESDAY – February 22, 2005

GOURMET SAUSAGEFEST - 7:00-9:30pm (*Pavilion 8*)

Enjoy the fun and fantastic flavors of sausage and other meat products made solely by NMA members. This popular event, in "Carnival theme", will again present the Gourmet Sausagefest award to the most favorite and delicious product presented. It's a full tasting and dinner event you don't want to miss and you may also be the winner of one of the gift baskets given away. Get your group together and make it a fun evening.

SUPPLIER LUNCHEON - 12:30-1:30pm (*Exhibit Hall*)

Take a break and enjoy some of Rio's fabulous foods on the exhibit floor. This will give you the opportunity to return to exhibitors' booths and get to know more about their products and possibly do some business.



WEDNESDAY – February 23, 2005

MINI BREAKFAST – 9:00-10:00am (*Exhibit Hall*)

Start your visit on the exhibit floor with a mini breakfast available for all attendees. Remember to spend some time with the exhibitors. They are there for you this week, take advantage of their know-how and to take home for your business.

CASH GIVEAWAY – 12:00-12:30pm (*Exhibit Hall*)

No tickets to buy... you just need to be there! Before heading home, come by the exhibit floor not only to finalize business transactions, but also to try your hand at getting some \$\$\$\$. Thousands of dollars will be given to lucky people just for being there to close the show. Just like on the gaming floor, you need to be present to collect your \$\$\$\$. *This event is opened to all registered attendees.*





Las Vegas

is the “Entertainment Capital of the World” with plenty of exciting shows, including National Meat Association’s MEATXPO’05, Suppliers’ Exposition and 59th Annual Convention. Through the years, Las Vegas, meaning “The Meadows” in Spanish, weathered a number of changes in its stage presentations, policies, and prices, but one thing remained the same for over 50 years... doing things big was a given. Some traditions have changed including parents bringing children along at special

prices especially during the summer. Las Vegas has also become America’s hottest restaurant market. In the last several years, the number of restaurants has nearly doubled to more than 1,000. On an average, a new dining facility opens every week with celebrity chefs adding clones of their famous signature restaurants, including Mark Miller’s Coyote Cafe, Emeril Lagasse’s Orleans Fish House and Delmonico’s (Lagasse’s steak house), Julian Serrano’s Picasso, Todd English’s Olives plus so many more. Another notable change in Las Vegas is the abundant collection of exquisite works of art. The Wynn collection is world-class and includes works by Matisse, Van Gogh, Modigliani and Picasso, just to name a few. Las Vegas is no longer the honky, tonky town of yesteryear, but one of the finest destinations in the world.

National Meat Association’s host hotel, Rio Suite & Casino Resort, is in a class by itself. Off the beaten path of the strip, this beautiful hotel-casino offers the extravagance of suite living, the excitement of first-class shows and lounges, the action of non-stop gaming and the luxuries of the world’s top resorts. Offering more variety in food choices and a new contemporary design, the “Carnival World Buffet” is better than ever. It was voted “Best Buffet” for 2004 in the “Las Vegas-Review Journals” Best of Las Vegas poll. From standard suites of 600 sq.ft. and all amenities to 1600 sq.ft. suites with a 180 degree view of the city, guests can truly enjoy the luxury of this hotel. *NMA requests all its attendees make reservations at the Rio to ensure the association meets its room block commitment.*



TRAVEL INFORMATION

Hotel Rio Suite Hotel & Casino Resort call 702-252-7777 - \$150 single/double (*special rate ends January 31, 2005*)

Air United Airlines call 800-521-4041 and refer to Meeting ID number 529CB for applicable discount rates.

Car AVIS - call 800-331-1600 and refer to number J628842 for applicable discount rates.

NMA
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Permit #661

Make room reservations early to take advantage of the NMA group rate.