

# **SEMA**

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**SOUTHEASTERN MEAT ASSOCIATION CONVENTION  
THE SHORES RESORT & SPA  
DAYTONA BEACH, FL  
JUNE 8-9, 2007**

**T.E.A.M.  
“Together Everyone Achieves More”**

\*\*\*\*If you currently are not a member, come at the non-member rate and receive SEMA membership for the balance of 2007. First person/couple pays the non-member rate and the others can come at member rate.\*\*\*\*

Convention registration will open Thursday at 4:30 p.m. You will want to arrive Thursday, as the convention will start Friday with a Continental Breakfast in the exhibit area at 8:00 a.m. The SEMA President will kick-off the convention program at 10:00 a.m. Friday will be a full day of presentations and visiting exhibitors, ending with the SEMA scholarship auction. Saturday starts with a buffet breakfast and table topics. There will be more interesting presentations and one last chance to visit exhibitors before heading to the golf course or beach. The Champions Banquet, Saturday evening, will round out the convention.

### **Some Convention Topics**

- ❖ Retail and Foodservice - Future Trends
- ❖ Plant Tours – Power-point presentations given by successful industry people
- ❖ Website – If done right, it can be a great sales tool for your company and products
  - ❖ The University of Florida - new product ideas and how to cut them
- ❖ Waste-water, diesel, oil - disposal of them, what happens if they enter the ground
  - ❖ Packaging-which is best for different types of products and shelf life
    - ❖ Listeria Directive 10240.5 - how does it affect you
    - ❖ Labeling - eye appeal, it makes the first sale
    - ❖ Insurance - learn what to look for