

**SOUTHEASTERN MEAT ASSOCIATION CONVENTION PROGRAM  
ADAM'S MARK HOTEL, DAYTONA BEACH, FL  
JUNE 10-13, 2004**

**“TEAM STRATEGY = VICTORY LANE”**

**THURSDAY 10<sup>th</sup>**

<b>3:00p.m. - 6:00p.m.</b>	<b>Exhibit Set-Up</b>
<b>3:00 p.m. - 6:00 p.m.</b>	<b>Registration Desk Open</b>
<b>4:00 p.m. – 6:00 p.m.</b>	<b>Board of Directors Meeting</b>

**FRIDAY 11<sup>th</sup>**

<b>8:00 a.m.</b>	<b>Registration Desk Open</b>
<b>9:15 a.m. – 9:45 a.m.</b>	<b>Annual Business Meeting</b>
<b>10:00 a.m - 11:30p.m.</b>	<b>Exhibitors Tabletops/Garage (Nuts &amp; Bolts of the Industry)</b>
<b>11:30 p.m - 1:00 p.m.</b>	<b>“Modify to Qualify” Business Lunch</b> <b>New Product Development</b> <b>Crider Poultry (Mark Howell) / John R. White (Dr. Bryan Smith)</b>
<b>12:00 p.m. - 2:00p.m.</b>	<b>Spouse Luncheon</b>
<b>1:15 p.m. - 2:15 p.m.</b>	<b>“Team Strategy Will Get You To The Winner’s Circle”</b> <b>Communications &amp; Teamwork</b> <b>Jim Hunter (V.P. Communications –NASCAR)</b>
<b>2:15 p.m .- 2:45 p.m.</b>	<b>“Pit Stop” / Exhibitors Garage Open</b>
<b>2:45 p.m - 3:45 p.m.</b>	<b>“Be On Track” Sales</b> <b>Restaurant &amp; Catering Sales</b> <b>T.G.I. Friday’s (John Schultz) &amp; Americrown (Marcus Tolson)</b>
<b>3:45p.m. - 4:15p.m.</b>	<b>“Avoid a Crash”</b> <b>Listeria Update &amp; How to Help Avoid the Problem</b> <b>Deibel Lab (Dr. Steve Goodfellow)</b>
<b>4:15 p.m - 4:45 p.m.</b>	<b>“Don’t Be a Rookie – Know Your Stuff”</b> <b>Find Out What the CSO’s are Looking for and How to Be Ready</b> <b>Consumer Safety Officer – FSIS (William Kile)</b>
<b>5:00 p.m - 5:45 p.m.</b>	<b>Roundtables (pick one to attend)</b> <b>USDA Regulations</b> <b>Sales</b> <b>Plant Sanitation</b>

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**“Don’t Worry Be Happy in Margaritaville”**

<b>6:45 p.m .- 7:45 p.m.</b>	<b>Cocktail Reception / Silent Auction</b>
<b>7:45 p.m .-</b>	<b>Dinner – Scholarship Awards – Silent Auction Winners</b> <b>Dress: Caribbean Casual</b>

**SATURDAY 12<sup>th</sup>**

- 7:30 a.m.- 8:30a.m.**           **“What’s Around the Next Turn”**  
  **Networking Breakfast**  
  **FISI (Dr. Larry Smith)**
- 8:30 a.m.- 9:45a.m.**           **Spouse Continental Friendship Breakfast**  
**8:40a.m. – 9:30a.m.**           **Pit Stop / Exhibitors Garage Open**  
**9:30 a.m.– 10:00 a.m.**       **“Clean and Mean”**  
  **Food Plant Sanitation Procedures**  
  **Zep Manufacturing (Phil Ellis, Senior Chemist)**
- 10:00 a.m. – 11:30 p.m.**   **“Final Test of Greatness”**  
  **Succession Planning**  
  **Family Business Counseling Group (Norb Schwarz)**
- Lunch on your own**  
  **Possibly one on one time with speakers**  
  **Enjoy the hotel pool and beach**  
  **Visit Daytona International Speedway**  
  **Cruise the Halifax River**  
  **Boating / Fishing**
- 1:00p.m.**                       **Golf Tournament / Shotgun Start**  
  **LPGA International Golf Course**

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**“THE VICTORY DINNER”**

- 7:00 p.m. - 7:45 p.m.**       **Cocktail Reception**  
**7:45 p.m.**                      **Banquet Dinner & Entertainment**  
  **Entertainment by Ralph Hood**  
  **Dress: Casual (Stock Car/Motorcycle Attire)**

**Convention Meeting Attire: Business Casual**