



U.S. MEAT EXPORT FEDERATION STRATEGIC PLANNING CONFERENCE



REGISTRATION BROCHURE

MARRIOTT CITY CENTER

NOVEMBER 11-13, 2009

DENVER, COLORADO



Why are the international markets critical to the growth and profitability of the U.S. red meat industry? What are the challenges we face in the coming months and years ahead? What are the opportunities for U.S. exporters?

These and other issues of importance to our industry will be explored at the U.S. Meat Export Federation's (USMEF) Strategic Planning Conference, Nov. 11-13, 2009, in Denver at the Marriott City Center.

The impact of the H1N1 influenza virus, trade barriers, and how competitors are approaching the international market are among the many issues that can have an enormous impact on our exports. Learn how USMEF is addressing these issues to increase U.S. market share in the international arena.

The regional market breakouts will focus on overall trends in the marketplace, what USMEF is doing to increase demand, and how we compare to the competition. These sessions will be followed by committee meetings where you will have the opportunity to discuss the strategic direction of USMEF. This is your opportunity to participate and help establish USMEF's priorities for the year ahead.

The closing business session, Your Dollars at Work, will explore how your contributions are used to fund USMEF activities. The panel, comprised of USMEF's international directors, will highlight specific examples of how contributions are used in a variety of markets at various levels such as trade, retail and food service activities.

With 300 days of sunshine, a walkable downtown, thriving arts and culture, an award-winning culinary scene, and the Rocky Mountains as a backdrop, Denver offers an affordable mix of urban sophistication and outdoor adventure. The hotel, located in the heart of Denver and within steps of its famed 16th Street pedestrian mall, is an easy walk to many of the city's most popular cultural, entertainment, dining and shopping venues.

Register now to take advantage of the discounted registration fee. We look forward to seeing you in Denver!

Jon Caspers
Chairman

Philip M. Song
President & CEO

The U.S. Department of Agriculture prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, and marital or familial status.

cover photo: Denver Metro CVB. Rioja photo: Stan Obert, Denver Metro CVB

Conference Program

Tuesday, November 10

12:00 pm - 4:00 pm Strategic Planning Task Force

4:00 pm - 6:00 pm Audit Budget Committee

Wednesday, November 11

7:30 am - 1:00 pm Executive Committee

11:00 am - 6:00 pm Registration

3:00 pm - 4:30 pm General Session

Opening Remarks
Jon Caspers
USMEF Chairman

New Export Realities
Philip M. Seng
President & CEO

*U.S. Meat Export Federation
Industry Leadership Panel*

5:00 pm - 6:00 pm Concurrent Market Breakouts

- Greater China, ASEAN & Taiwan
- Western Hemisphere
- Europe, Russia & the Middle East

6:00 pm - 8:00 pm Fiesta Night Reception - Olé!

Thursday, November 12

6:30 am - 5:00 pm Registration

6:30 am - 8:00 am New Member Orientation
Breakfast (By Invitation)

6:30 am - 8:00 am Beef Steering Committee
Breakfast

7:00 am - 8:00 am Breakfast

8:00 am - 9:00 am

Concurrent Market Breakouts

- Korea
- Japan

9:30 am - 12:30 pm

Joint USMEF Exporter & AMI
International Trade Committee

9:30 am - 12:30 pm

Feedgrain & Oilseeds Caucus

12:30 pm - 2:00 pm

Awards Luncheon

2:00 pm - 5:00 pm

Beef & Allied Industries Committee

2:00 pm - 5:00 pm

Joint USMEF Pork & Allied Industries &
NPB Trade Committee

5:00 pm - 6:00 pm

Resolutions Committee

Friday, November 13

7:00 am - 8:30 am

Executive Committee

7:00 am - 8:30 am

Breakfast

8:30 am - 11:00 am

Business Session

Your Dollars at Work
USMEF International Directors

Financial Report
Danita Rodibaugh
USMEF Secretary /Treasurer

Committee/Caucus Reports
Exporter
Beef
Pork
Feedgrain & Oilseeds

Chairman's Report
Jon Caspers
USMEF Chairman

*Election of Officers & Sector
Representatives*

MORE 

Conference Details

Registration Fees & Deadlines

Members:

On or prior to October 9th \$495.00
After October 9th \$595.00

Non-Members:

On or prior to October 9th \$595.00
After October 9th \$695.00

Past Chairman: \$295.00

Academic: \$295.00

Companion: \$175.00

Media: Complimentary

Fee does NOT include hotel accommodations or airfare.

Cancellation Policy

Full refund minus \$75 administrative fee if notification is received by close of business October 23; 50% refund if received after this date.

Hotel Reservations

USMEF does not arrange hotel accommodations; reservations should be made directly with the hotel. A block of sleeping rooms will be held at the Marriott City Center (1701 California St., Denver, CO 80202). The cutoff date for securing a room at the program rate of \$184 is Friday, October 16. You are encouraged to make your reservation early, as the hotel may sell-out before this date. After this date, reservations will be accepted on a space-available basis and higher rates may apply.

Internet Reservations

To make reservations via the internet:

Log in to: www.usmef.org and locate USMEF Notes in the lower right corner. Click on the link for the "USMEF Strategic Planning Meeting" to be directed to the Marriott hotel reservation link.

Phone Reservations

For reservations, please call 866.706.7707 and be sure to refer to the "US Meat Export Federation" room block to receive the group rate.

Air Transportation

For assistance with your travel arrangements, please contact Amy Buchmann at Andavo Travel (800.893.2359; 303.740.3049 or abuchmann@andavotravel.com).

Ground Transportation

The Marriott City Center is located in downtown Denver, approximately 30 minutes from Denver International Airport (DIA).

DIA to Hotel:

Super Shuttle offers transportation to the hotel from the baggage claim level. Cost is \$19 one-way, \$34 roundtrip. Tickets may be purchased at the Super Shuttle booth located in the concourse of the baggage claim level or you may call in advance for reservations 800.258.3826.

Taxi: approximately \$70 - standard rate from airport

Hotel to DIA:

Super Shuttle: \$19; Taxi: \$46

All rates listed above are subject to change.

Weather

Denver's average temperature in mid November is generally in the low 60s during the day; falling to the mid 30s during the evening. However, be sure to consult your newspaper's national weather section or the internet (www.weather.com) prior to packing.

Travel/Tourist Information

To receive a visitor's guide or to preview local attractions, contact the Denver Convention & Visitors Bureau 303.892.1112 or visit their website at www.visitdenver.com.

Conference Attire

Attire for the conference is business casual (no ties). Remember that meeting rooms are often cool, so you may wish to include a jacket or sweater.

Important Dates & Deadlines

Early Bird Registration Ends	Friday, October 9
Hotel Reservation Cut-Off	Friday, October 16

Registration Procedures & Meeting Assistance

For questions regarding the schedule or registration, please contact Jackie Boubin at USMEF's Denver office:

phone: 303.623.6328
email: jboubin@usmef.org



1855 Blake Street, #200
Denver, Colorado 80202