

# 2010 POULTRY PROCESSOR WORKSHOP



May 12–13, 2010  
Marriott Marquis  
Atlanta, Georgia

## Modern poultry processing is...

- *Advanced technology*
- *Regulatory mandates and initiatives*
- *Changing people / changing cultures*
- *And much, much more!*

In today's rapidly changing processing environment, companies must stay ahead of the curve on these issues in order to keep your plant operating with maximum production and efficiency. Yesterday's knowledge is no match for today's challenges!

USPOULTRY's Poultry & Egg Institute's *2010 Poultry Processor Workshop* keeps food safety, QA, and plant management informed. The program, developed and led by experienced industry professionals, will give you the information you need to run a successful operation. Learn ways to help play a role in increasing your company's bottom line - *Register Today!*

## IMPORTANT INFORMATION

The 2010 Poultry Processor Workshop begins with sign-in Tuesday, May 11, 5 – 7 p.m. at the Marriott Marquis, downtown Atlanta, Georgia. The program is scheduled Wednesday, 8:30 a.m. – 4:30 p.m.; Thursday, 8:30 a.m. – Noon.

A block of rooms has been reserved until April 19, 2010, at the Marriott Marquis, downtown Atlanta, Georgia. We cannot assure our rate or availability after that date. The rate is \$149 single or double. Mention **USPOULTRY** when you call the hotel at 404.521.0000 to make your reservation or go to our web site [www.poultryegginstitute.org](http://www.poultryegginstitute.org) and click on the hotel reservation link.

## ENROLLMENT FEE:

- \$150 USPOULTRY Member
  - \$300 Non-Member
  - \$ 75 University and Government
- Complimentary: Students, Press and Planning Committee

## PROGRAM HIGHLIGHTS

- Marketing in an Animal Activist Environment - What's At Stake and What Can Be Done
- The Benefits of Sustainability Programs
- Marination Pick-Ups / Phosphate Alternatives
- Changing Workforce / Changing Culture
- Regulatory Food Safety Update
  - A. FSIS Initiatives
  - B. Poultry Industry Perspective
  - C. The Turkey Industry Perspective on SIP
- Rapid Micro Testing
- Extended Run Times / Less Than Daily Sanitation
- GFSI Audit Overview: Comparing BRC and SQF
- New Processing Technology
- Antimicrobial Interventions
  - A. What One Company Is Doing
  - B. Affect on Russian and EU Markets and A China Update



Rediscover the sophisticated Atlanta Marriott Marquis, a destination downtown Atlanta hotel conveniently located in Peachtree Center, offering an indoor connection to MARTA and a short 15 minute ride to Hartsfield Jackson International Airport. This contemporary Atlanta, GA hotel is steps from the Georgia Aquarium, World of Coca-Cola, and few blocks

from CNN Center, Georgia World Congress Center, Philips Arena, and Georgia Dome. Create the perfect atmosphere for a professional conference or sophisticated soiree inside the Atrium Ballroom, showcasing 25,000 square feet of pure extravagance for your attendees at the unrivaled Marriott Marquis Hotel in downtown Atlanta, GA. USPOULTRY meeting attendees will enjoy complimentary in-room internet and discounted overnight parking of \$18 per night.

Sponsored by  
U.S. Poultry & Egg Association's



# 2010 CALENDAR

**Feed Mill Management Seminar**  
 March 10 – 11, Nashville, Tennessee  
 Renaissance Hotel

**Environmental Management Seminar**  
 March 17 – 18, New Orleans, Louisiana  
 JW Marriott Hotel

**Human Resources Seminar**  
 April 26 – 28, National Breeders Roundtable  
 May 6 – 7, St. Louis, Missouri  
 Airport Marriott Hotel

**Poultry Processor Workshop**  
 May 12 – 13, Atlanta, Georgia  
 Marriott Marquis

**Financial Management Seminar**  
 June 21 – 23, Destin, Florida  
 Sandestin Golf & Beach Resort

**Information Systems Seminar**  
 July 19 – 21, Nashville, Tennessee  
 Doubletree Hotel

**Women's Leadership Conference**  
 August 19 – 20, Orange Beach, Alabama  
 Perdido Beach Resort

**Poultry Production & Health Seminar**  
 September 21 – 22, Memphis, Tennessee  
 The Peabody Hotel

**Poultry Protein & Fat Seminar**  
 October 7 – 8, Nashville, Tennessee  
 Doubletree Hotel

**Grain Forecast and Economic Outlook Conference**  
 November 10, Atlanta, Georgia  
 Airport Hilton Hotel

**Air Cargo Seminars**  
 Dates TBD  
 Atlanta, Georgia  
 Miami, Florida  
 Chicago, Illinois

**Grower Relations Seminars**  
 TBA

**Hatchery-Breeder Clinic**  
 January 2011 - In conjunction with IPE

## POULTRY PROCESSOR WORKSHOP REGISTRATION FORM

Register online at [www.poultryegginstitute.org](http://www.poultryegginstitute.org).

Name (for badge) \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

Please choose a payment option:

Credit Card:  VISA  MasterCard  Discover  AmEx

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

- Choose Enrollment Type:**
- \$150 USPOULTRY Member
  - \$300 Non-Member
  - \$ 75 University and Government
  - Complimentary: Students, Press and Planning Committee

Name and address as it appears on billing statement \_\_\_\_\_

Check Enclosed (Make payable to U.S. Poultry & Egg Association)  Check here if you have special needs. Specify: \_\_\_\_\_

Cancellation Notice: Prior to one week = no charge / Within last week = half of enrollment fee / No show = entire enrollment fee. Mail completed form to: U.S. Poultry & Egg Association, 1530 Coolidge Road, Tucker, GA 30084-7303 or fax to: 770.493.9257.



U.S. Poultry & Egg  
 ASSOCIATION

U.S. Poultry & Egg Association  
 1530 Coolidge Road | Tucker, Georgia 30084-7303  
 770.493.9401 | Fax: 770.493.9257