



USMEF STRATEGIC PLANNING CONFERENCE NOVEMBER 6-8, 2018 LONG BEACH, CA

SCHEDULE AT A GLANCE

Tuesday, November 6

7:30 am - 1:00 pm Executive Committee
1:00 pm - 6:00 pm Registration
3:00 pm - 5:00 pm General Session I

Opening Remarks

Dennis Stiffler
USMEF Chair

Welcome Remarks

Kevin Kester
National Cattlemen's Beef Association

President & CEO Address

Dan Halstrom
USMEF President & CEO

Port of Long Beach Update

Wendy Fung, Manager, Business Development
Port of Long Beach

Trump's Trade Policy and the Midterm Elections

Dave Juday, Senior Analyst
World Perspectives

5:15 pm - 7:30 pm Welcome Reception

Wednesday, November 7

6:30 am - 7:45 am Buffet Breakfast
6:30 am - 7:45 am New Member/First-time Attendee
Orientation Breakfast
8:00 am - 9:00 am General Session II

Labor, Logistics & Trade

Peter Friedmann, Executive Director
Agriculture Transportation Coalition
Chad Martin, Senior Vice President and General
Manager, Beef Enterprise
Tyson Foods, Inc.
Kevin Smith, Vice President, International & Processor
Sales
Seaboard Foods
Travis Arp, Director, Market Access & Export Services
U.S. Meat Export Federation (Moderator)

9:30 am - 11:30 am Exporter Committee

9:30 am - 11:30 am Feedgrains & Oilseeds Caucus
11:30 am - 12:45 pm Awards Luncheon
1:00 pm - 3:00 pm Beef & Allied Industries Committee
1:00 pm - 3:00 pm Pork & Allied Industries Committee
4:00 pm - 5:30 pm Port of Long Beach Boat Tour

Thursday, November 8

6:30 am - 7:15 am Resolutions Committee
7:15 am - 8:00 am Buffet Breakfast
7:15 am - 8:15 am Executive Committee
8:15 am - 8:30 am Business Session Sign-in
8:30 am - 11:15 am Business Session

Capitalizing on Global Demand Dynamics

Monty Brown
USMEF Representative - Africa & Europe
Joel Haggard
USMEF Senior VP - Asia Pacific
Taz Hijikata
USMEF Senior Manager, Consumer Affairs, Research &
Communications - Japan
Jihae Yang
USMEF Director - South Korea
Greg Hanes (Moderator)
USMEF Vice President, International Marketing Programs

Cybersecurity Threat Prevention

Financial Update

Pat Binger
USMEF Secretary/Treasurer

Resolutions Report

Conley Nelson
USMEF Chair-Elect & Resolutions Committee Chair

Executive Committee Report

Dennis Stiffler
USMEF Chair

Nominating Committee Report

Bruce Schmoll
USMEF Nominating Committee Chair
- Election of Officers
- Sector Representatives

Incoming Chair Remarks