

N A T I O N A L
Turkey
F E D E R A T I O N

National Turkey Federation

1225 New York Avenue, NW, Suite 400
Washington, DC 20005

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 **TURKEY**
the perfect protein®

**2007 NTF Annual Convention
February 7-10 • Tucson, Ariz.**

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National Turkey Federation Annual Convention

**Marketing...
Regulation...
Trade Barriers...**

**Wrangling
Success in a
Competitive
Environment**

February 7-10, 2007

**Loews Ventana Canyon Resort
Tucson, Arizona**

Marketing ... Regulation ... Trade Barriers ... Wrangling Success in a Competitive Environment

The turkey industry must meet three challenges to sustain the momentum of the past year: it must find marketing avenues that expand its share of the American consumer's food dollar, it must continue to fight for a regulatory environment that is common-sense and science-based, and it must break down unfair trade barriers that slow export growth. With proper preparation and a sound strategy, the industry can be successful in a competitive environment that at first glance appears daunting, even hostile. It is appropriate, then, that NTF's 2007 Annual Convention is in beautiful, historic Tucson, Arizona. The federation is bringing together a line-up of speakers, workshops and committee meetings that will provide members with the in-depth information necessary to prepare for all three challenges, plus any others likely to arise in the coming year. Come join us in the desert of the Old West, and get ready to "wrangle" success in a competitive environment.

Schedule of Events

(Subject to Change)

WEDNESDAY, FEBRUARY 7

2:00 p.m. – 5:00 p.m.
Turkey Industry Avian Influenza Crisis Exercise

2:00 p.m. – 6:00 p.m.
Executive Committee Meeting

6:00 p.m. – 7:30 p.m.
Welcome Reception
Sponsored by Cryovac/Sealed Air Corporation

THURSDAY, FEBRUARY 8

7:00 a.m. – 8:00 a.m.
Breakfast
Hosted by Nicholas Turkey Breeding Farms

8:00 a.m. – 11:30 a.m.
General Session

10:00 a.m. – 11:30 a.m.
Spouse Coffee

Noon – 1:00 p.m.
Luncheon
Sponsored by Alpharma Animal Health

Noon – 1:00 p.m.
Past Chairmen's Luncheon
(by invitation only)

Committee Meetings:

1:00 p.m. – 2:00 p.m.
TURPAC

1:00 p.m. – 5:00 p.m.
Marketing Communications
Membership/Purchasing Managers
Technical and Regulatory
Turkey Health

2:00 p.m. – 5:00 p.m.
Legislative Committee

6:00 p.m. – 7:00 p.m.
Preferred Suppliers Reception
(by invitation only)

7:00 p.m. – 9:00 p.m.
Reception
Sponsored by Elanco Animal Health

FRIDAY, FEBRUARY 9

7:00 a.m. – 8:00 a.m.
Breakfast
Hosted by ChemGen

7:15 a.m. – 7:45 a.m.
New Member Briefing

Committee Meetings:

8:00 a.m. – 11:30 a.m.
Issues Management
Live Production
Technical and Regulatory

10:00 a.m. – 3:00 p.m.
Family Tour Program

12:30 p.m. – 6:00 p.m.
Fourth Annual Turkey Tee-Off Golf Tournament

6:30 p.m. – 8:30 p.m.
Reception
Sponsored by Phibro Animal Health

SATURDAY, FEBRUARY 10

7:00 a.m. – 8:00 a.m.
Breakfast

Concurrent Workshops:

8:00 a.m. – Noon
Marketing
Technical and Regulatory
Turkey Health and Production

9:00 a.m. – Noon
Executive Committee Meeting

Noon – 1:00 p.m.
Executive Committee/State Executives
Luncheon

Concurrent Workshops:

1:00 p.m. – 3:00 p.m.
Public Relations
Purchasing Managers/Preferred Suppliers

Technical and Regulatory
Turkey Health and Production

2:30 p.m. – 3:00 p.m.
New Board of Directors Orientation

3:00 p.m. – 5:30 p.m.
Board of Directors Meeting

6:00 p.m. – 7:00 p.m.
Reception
*Hosted Bar Sponsored by Bayer Animal Health
Hors d'oeuvres Sponsored by Volk Enterprises, Inc.*

7:00 p.m. – 10:00 p.m.
NTF Banquet/Award Presentations
Entertainment Sponsored by Intervet, Inc.

Workshop Descriptions

(listed in alphabetical order)

Marketing

Keep Turkey Top of Mind in a Competitive Environment

Increasing demand for the variety of turkey products the industry produces is a number-one priority. Moving more products to a variety of channels and demographics will keep the "perfect protein" top of mind. That's why this year's workshop will include presentations from the foodservice and retail community. The half-day session will also look at Hispanic and natural/organic food purchasers.

Public Relations

Strategic Planning to Wrangle Activist and Consumer Groups

There are thousands of consumer and activist groups around the world, and their influence and clout is growing. Their primary focus is on animal agriculture ... threatening our industry, our livelihood and our lives. In this two-hour session, you'll learn the big picture view of the key activists and consumer groups: who they are, how much clout they have, what tactics they employ, and how to respond if your company is targeted. This workshop will provide the strategic platform that your company can use to prepare for and manage activist and consumer group situations.

Purchasing Managers/Preferred Suppliers

Motivation, Commitment and Mental Toughness: Keys to Wrangling Success in Life

As the son of the late Vince Lombardi, one of the greatest football coaches in history,

Vince Lombardi Jr.'s early years were spent in an atmosphere full of personal power and achievement. In more recent years, Lombardi's enthusiasm for growth, change and improved performance, blended with his strong personality and first-hand knowledge of his legendary father's leadership and team-building techniques, have made him a dynamic speaker. Join us as Lombardi discusses how motivation and commitment are key to wrangling success in any facet of life. This will be a powerful session that you shouldn't miss!

Technical and Regulatory

Dusting off the Saddle: Sanitary Design of Equipment and Plant Programs

It doesn't matter how healthy our birds are, how efficient our workers are, or how advanced our plants and equipment are if the atmosphere our product is being made in is unsanitary. As the industry strives for excellence in every aspect of processing and production, it is time to reevaluate how to ensure we are operating under sanitary conditions. This workshop is designed to help familiarize attendees with every aspect of sanitation including sanitary design of equipment and the development of plant programs as well as the analysis of chemical compounds. Join us for this workshop to make sure that your company is up to par on sanitary design, plant programs and chemical compounds.

Turkey Health and Production

Turkey Cellulitis: Wrangling in the Culprit

While the turkey industry continues to struggle with animal health and welfare, disease control and eradication, and numerous environmental challenges, the industry also needs to commit to staying abreast of new ideas and technologies. Turkey cellulitis is a disease with significant economic impact on the industry, which has been increasing in prevalence. In an effort to help combat this disease with education, this workshop will bring together those in the industry that have first-hand experience and knowledge in dealing with turkey cellulitis. It will provide participants with the latest research and other information needed to wrangle this disease.

General Session Program

Keynote Address

The 2006 mid-term elections are the most volatile in more than a decade. As this brochure went to print, control of Congress hung in the balance and every expert was predicting the final margins in each chamber would be very tight. NTF will bring a public policy speaker to Tucson who will explain exactly how the dust settled from this bruising fight, what to expect from the new Congress and how the mid-term elections have affected the 2008 presidential race.

Economic Review

Back by popular demand, Tom Elam, *FarmEcon.com*, will review the excellent economic growth the turkey industry experienced in 2006 and provide a forecast for what is in store for 2007.

Trade Issues Panel

The U.S. export market is key to the success of the turkey industry. In the global world in which we live, our neighbors to the North and South have become very valuable allies. NTF has invited poultry representatives from Mexico and Canada to participate in a panel discussion on tri-lateral poultry trade issues, potential trade barriers and avian influenza response.

Restaurant Trends

Hear from an expert in the foodservice sector, when Michael Sanson, editor-in-chief, *Restaurant Hospitality*, reveals how turkey is currently included on the menu and what opportunities the industry has for getting turkey added in more restaurants.

Fifth Annual T.O.M. Award

Don't miss the unveiling of the fifth annual "Turkey on the Menu" (T.O.M.) award, which will go to a foodservice chain that creates enthusiasm and shows market success with turkey in its operation.

General Membership Meeting

❖ **State of the Turkey Industry:** NTF Chairman Mike Briggs will assess the state of the turkey industry and provide observations on the future as he delivers the accomplishments of the federation during his tenure as chairman.

❖ **Board of Directors Election:** Following the chairman's address, NTF's membership will elect the Board of Directors from the turkey producing states.

Sponsorship Information

The National Turkey Federation provides the opportunity for NTF members to sponsor Annual Convention events. The levels of sponsorship are:

600 Club	\$ 600
Bronze*	\$ 1,600 – 2,499
Silver*	\$ 2,500 – 4,999
Gold*	\$ 5,000 – 9,999
Platinum*	\$10,000+

*Automatically a 600 Club member.

We urge you to participate in NTF's 2007 Annual Convention Sponsorship Program. Your sponsorship affords NTF the opportunity to offer outstanding educational programs, general session speakers and social networking events at the convention. Please contact Brie Wilson (202/898-0100, ext. 229) if you would like more information about available sponsorship opportunities.


TURKEY
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Three Easy Ways to Register

MAIL TO:

NTF Annual Convention
 1225 New York Avenue, N.W., Suite 400
 Washington, DC 20005

FAX TO:

202/898-0203

*ONLINE:

www.eatturkey.com
 "Members" Area
 Membership/Meetings/NTF Meetings/
 2007 Annual Convention/Meeting Registration
 *Additional Processing Fees Apply

FOR MORE INFORMATION:

Call NTF at 202/898-0100

CONVENTION REGISTRATION:

The pre-registration deadline is **JANUARY 12, 2007**. After January 12, all registrations must be purchased on site at the NTF Registration Desk, located in the West Foyer of the Loews Ventana Canyon Resort. **The hotel reservations cut-off date is January 7, 2007.**

CANCELLATION POLICY:

Cancellations and refund requests must be made in writing on or before (postmarked or faxed) **January 12, 2007**, for a refund of registration fees less a \$95 processing fee. **NO REQUESTS WILL BE HONORED AFTER JANUARY 12, 2007.**

REGISTRATION FORM

Type or print one form for each attendee with family.

Name _____ Badge Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Spouse/Guest _____ Badge Name _____

Youth _____ Badge Name _____

Youth _____ Badge Name _____

Please register for the workshop(s) you plan to attend:

Marketing

Public Relations

Purchasing Managers/Preferred Suppliers

Technical and Regulatory

Turkey Health and Production

CONVENTION REGISTRATION:

CATEGORY	PRE-REGISTRATION (Pre Jan. 12)	ON SITE REGISTRATION	TOTAL FEES ENCLOSED
NTF Member	\$375	\$425	_____
Non-NTF Member	\$445	\$495	_____
Other (Govt., Academia, Assn.)	\$300	\$350	_____
NTF Past Chairman	\$115	\$165	_____
Spouse/Youth/Guest Registration (Does not include family tour.)	\$125	\$175	_____
Family Tour Ticket	\$ 60	\$ 70	_____
Golf Tournament Ticket	\$140	----	_____

TOTAL AMOUNT ENCLOSED

\$ _____

Payment **MUST** accompany registration form. NTF accepts a personal or business check, VISA, MASTERCARD and AMERICAN EXPRESS.

Please check one: Check VISA MASTERCARD AMERICAN EXPRESS

Payment Amount _____

Credit Card # _____ Exp. Date _____

Name on Card _____

Signature _____

Please check here if you require any special assistance to fully participate.

Other Events

Fourth Annual Turkey Tee-Off

Friday, February 9
12:30 p.m. – 6:00 p.m.
Ventana Canyon Resort

Join us for the fourth annual NTF Golf Tournament at the Ventana Canyon Resort golf course, which offers a championship 36-hole course designed by Tom Fazio. The Canyon and Mountain Courses at the Ventana Canyon Resort have won numerous awards, including being honored by *Golf Digest* for the best resort course in Arizona and by *Golf Week* for one of the nation's best golf courses.

We'll be playing a Captain's Choice format and will have a shotgun start at 12:30 p.m. There will be TURPAC prizes on various holes, numerous prizes for the winning team and other distinctions.

The entrance fee for the tournament is \$140 per player. This fee includes green fees and a boxed lunch at the course. Tournament check-in will begin at 11:45 a.m. at the entrance to the course. Be sure to sign up for the Golf Tournament on the enclosed convention registration form.

Family Program

Arizona-Sonora Desert Museum & Old Town Artisans
Friday, February 9
10:00 a.m. – 3:00 p.m.

The *New York Times* refers to the Arizona-Sonora Desert Museum as "the most distinctive zoo in the United States." The Desert Museum is Southern Arizona's most popular visitor attraction. Nestled in Tucson Mountain Park, the Desert Museum exhibits the living, outdoor world of nature found in the Sonoran desert region. On your way to the museum, you'll drive through Saguaro National Park, which preserves the most magnificent Saguaro cactus forest in the world. The great Sonoran desert region is filled with natural beauty and mystery. This outing will provide a unique opportunity to see a comprehensive collection of plants, animals and geology of the area. From the museum, guests will then visit the Old Town Artisans, which is a restored adobe structure

with distinctive shops and galleries featuring unique and beautifully handcrafted works of art from hundreds of local and regional artists.

Spouse Get Acquainted Coffee

Thursday, February 8
10:00 a.m. – 11:30 a.m.

Join us for an opportunity to share a cup of coffee and meet with other spouses as we learn about our host city from a representative with the Tucson Convention and Visitors Bureau.

Weather

In February, Tucson's average high temperature is 69 degrees F and average low is 50 degrees F. A sweater or jacket is advisable for the cooler evenings.

Suggested Attire

Committee Meetings/
Educational Sessions..... Business Casual
Receptions..... Business Casual
Banquet Business/Cocktail
Spouse Program Casual

Future NTF Meetings

2007 Leadership Conference

July 9-11
The Madison Hotel
Washington, D.C.

2008 Annual Convention

February 9-12
Loews Coronado Bay
San Diego, Calif.

Hotel Cut-Off Date: January 7, 2007

Make your reservations by contacting:

Loews Ventana Canyon Resort

7000 North Resort Drive

Tucson, AZ 85750

Telephone: 520/299-2020

Web site: www.loewshotels.com/hotels/tucson/

**Remember to mention NTF
when making your reservation!**

Or log into the "members" area of the
NTF Web site:

www.eatturkey.com

Click on Membership/Meetings/NTF Meetings/2007 Annual Convention

**NTF has negotiated the following room rates
for February:**

Single/Double.....\$199

Transportation to the Hotel

The Loews Ventana Canyon Resort is located approximately 35 minutes from the Tucson International Airport. Taxi service, limousine, car rental, and shuttle services are available. For more information contact the Concierge Desk at the Loews Ventana Resort. Further information regarding reservations and rates for other transportation services can be found at the airport's Web site: www.tucsonairport.org/html/tia_ground.html.

Hotel Information

The Loews Ventana Canyon Resort is situated in the Catalina Mountain foothills on 100 acres of ancient Sonoran desert and overlooks a beautiful 80-foot waterfall. You will enjoy the many amenities offered by this resort, ranked by *Conde Nast Traveler* as one of the top 25 resorts in North America, including lighted tennis courts, a full service spa, two swimming pools, hiking and biking trails and a state of the art gym. Located a short drive away are several points of interest, including the Arizona-Sonora Desert Museum, Saguaro National Park and the Pima Air and Space Museum.