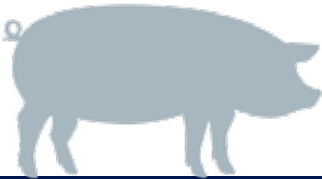




AMERICAN ASSOCIATION
OF
MEAT PROCESSORS



82ND

AMERICAN CONVENTION
of MEAT PROCESSORS and
SUPPLIERS' EXHIBITION

July 15–17, 2021

Omni Oklahoma City Hotel
Oklahoma City Convention Center | Oklahoma City, Oklahoma



THANK YOU TO OUR SPONSORS

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ATTENTION NON-MEMBERS!

Not an AAMP Member? No problem.

If you belong to another national meat trade organization, we are pleased to extend the AAMP member registration rate to you. Contact AAMP for details!

Phone: **877-877-0168**

Website: **www.aamp.com**



AAMP represents small and very small meat processing establishments and offers the opportunity for the exchange of ideas and information. Benefits include nutrition analysis, educational opportunities, newsletters, membership directory, representation in Washington D.C., meat inspection problem-solving, extensive HACCP information, and one-on-one consulting services with our staff.

If you're interested in becoming a member, call AAMP toll-free at 877-877-0168, or visit our website at www.aamp.com for more information and see what you're missing!



WHAT TO DO IN OKC

Energetic and welcoming — OKC is a city open to all. Discover contemporary art and Native American culture, neighborhoods and districts with unique personalities, thriving local restaurants and craft breweries, national sports and family entertainment, plus outdoor adventures for all ages.

Oklahoma City embodies the Modern Frontier with its approachable atmosphere, collaborative community and resilient spirit. You'll fall in love with what OKC has to offer.

Check out VisitOKC.com for inspiration on things to do, attraction coupons or to order a free Visitor Guide.

REGISTER ONLINE

AAMP's annual convention is geared toward U.S., Canadian, and Foreign operators of small and very small firms in the meat, poultry & food business: packers, processors, wholesalers, HRI, retailers, caterers, deli operators, home foodservice dealers, and catalog marketers.

Register for this event at <https://www.aamp.com/event-calendar/convention>



PRE-CONVENTION BUS TOUR LIMITED SPACE AVAILABLE!



**Wednesday, July 14, 2021
8:00 AM – 4:00 PM**

A day of learning and socializing will be a great way to kick off our pre-convention event! Participants will tour Schwab Meat (Oklahoma City), Ralph's Packing Company (Perkins), and the Robert M. Kerr Food and Agricultural Products Center at Oklahoma State University (Stillwater)...all Oklahoma legends in the meat processing industry. Also, we will see the Oklahoma CareerTech System's mobile meat processing unit. Lunch will be served in Stillwater. You will not want to miss out on this great experience!

AMERICAN CURED MEAT CHAMPIONSHIPS (ACMC)

Official Sponsors of the ACMC:



What will be your favorite part of the AAMP Convention? Will it be the educational sessions, the trade show, networking with old and new friends, or perhaps the American Cured Meat Championships (ACMC)? If you like the idea of having your cured meat products judged

against other products from across the country for comparison, then the ACMC is just the place to do it!

With 29 classes to choose from, you can enter one or all of the categories for evaluation by experts in the field. For the competition in Oklahoma City, the 2021 ACMC Judges from academia will hail from various states throughout the country. There will also be AAMP operator members selected from the *Cured Meats Hall of Fame* joining the judging team.

Don't miss this opportunity to throw your hat into the ring and possibly win a coveted American Cured Meat Championships plaque for entering those special popular products from your place of business. Perhaps you will be able to show your customers that your meat ranked in the top four – Grand Champion, Reserve Grand Champion, Champion, or Reserve Champion – at the only national premier cured meat competition of its kind across the entire United States.

The product taking top marks at the competition will receive the coveted *Clarence Knebel Best of Show Memorial Award*. The participant who competes the best overall throughout the entire competition will receive the *Cured Meat Excellence Award*.

Stick around for the ACMC display time following the awards ceremony, where you will find many AAMP members willing to share their knowledge and insights on processing, sales, catering, and more. Learning from ACMC Judges and fellow processors remains one of the many benefits of getting involved in the American Cured Meat Championships!



Entry Requirements:

You **MUST** be a Member of the American Association of Meat Processors to be eligible to enter into the ACMC. You **MUST** be registered for the full convention in order to participate in the ACMC. No one-day registrations allowed.

Price: \$20 per entry
(One entry allowed per class)

On-site registration hours:
Thursday, July 15, 2021

****NEW REGISTRATION HOURS****
9:30 AM – 12:30 PM

For more information and official ACMC rules, please visit www.aamp.com.

2021 EXHIBITORS

A.C. Legg, Inc.
Advanced Labeling System
AmTrade Systems Inc.
Automaten und Bedarfshandel
BAADER North America Corp.
Best & Donovan
Biro Manufacturing Co.
Bunzl Processor Division/Koch
Supplies
Carlisle Technology
Con Yeager Spice Co.
Craemer US Corporation
CRM North America
Daniels Food Equipment
EcoDrum Composter
Econ-O-Marker
Edge Manufacturing Inc.
Enviro-Pak
Excalibur Seasoning Co.
Flair Flexible Packaging Corporation
Framarx/Waxstar
Fusion Tech Integrated
Globe Packaging
G-M-I
Handtmann Inc.
Hantover Inc.
High Plains Frontier Supply LLC
Hollymatic Corp./Rollstock
Hovus Inc.
Industrial Netting
Insurance Associates, Inc.
IST Trading
Jarvis Products Corporation
Kentmaster Manufacturing
Kerres USA
Lance Industries
MadgeTech
Mainca USA Inc.

Mar/Co Sales
Mound Tool Company
Multivac Inc.
New Age Industrial
Ozo Kleen Solutions
Patty Paper, Inc.
Poly-clip System
PS Seasoning/Pro Smoker
Profol Americas, Inc.
Promarks
Provision Processing System
Quality Casing Co., Inc.
QuanTEM Food Safety
Laboratories, LLC
Red Top Farms Powered by Premier
Proteins, LLC
Reiser
RGF Environmental Group
Risco USA Corp.
Ross Industries, Inc.
Schoneman Inc.
ScottPec, Inc.
Silikal America
silver-clip LLC
Spartan Chemical Company
Speco Inc.
Sucklebusters Inc.
Tempac LLC
Thompson Meat Machinery Pty Ltd.
Tipper Tie, Inc.
UltraSource LLC
UW Provision Company Inc
Van Hessen USA, Inc.
VC999 Packaging Systems
Walton's Inc.
We R Food Safety
Witt Gas Controls

HOTEL REFERENCE FORM

- **Cost of room per night: \$179.**
Hotel room rates are subject to applicable state and local taxes in effect at the time of check-out.
- You can reserve a room by calling **1-800-THE-OMNI** (1-800-843-6664) and requesting the 2021 American Association of Meat Processors Annual Convention AAMP group rate.
- Please visit the AAMP website to make reservations online: www.aamp.com/event-calendar/convention/
- All reservations must be guaranteed by a valid credit card at the time of booking.
- Any guaranteed reservation not cancelled 72 hours prior to the arrival date will be subject to a one-night room and tax cancellation fee.
- Check-in time is at 4:00 PM and check-out time is 11:00 AM.
- An early departure fee of one night's room and tax will apply if an attendee checks out prior to their original check out date.
- **Deadline for group rate ends June 21, 2021.** Reservations made after this date are based on availability.

* Reservations are only accepted at the Omni phone number or at the online link.

Please do not call AAMP with reservations.

EXHIBIT HOURS

Thursday, July 15, 2021	1:00 PM – 4:30 PM
Friday, July 16, 2021	9:30 AM – 12:30 PM
Saturday, July 17, 2021	10:30 AM – 1:30 PM

OMNI  HOTELS
& RESORTS
oklahoma city

Omni Oklahoma City Hotel
100 West Oklahoma City Blvd,
Oklahoma City, OK 73109

AGENDA

Wednesday, July 14, 2021

8:00 AM – 4:00 PM

Pre-Convention Bus Tour

Cost: \$50 per person

Location: Depart from Omni lobby

Tour includes Schwab Meat, Ralph's Packing Company, and Oklahoma State University. Lunch will be provided.

6:00 PM – 8:00 PM

President's Reception

Location: Omni Hotel

AAMP President Rick Reams will be hosting a reception for convention attendees with refreshments provided. All are welcome.

Thursday, July 15, 2021

(All sessions to be held in the OKC Convention Center)

8:00 AM – 9:30 AM

Welcoming Session

Keynote Speaker: Major Ed

Attend this session and get an overview of the coming week plus highlights of the convention. Opening remarks will be made by AAMP President Rick Reams along with the presentation of the F.W. Witt Supplier of the Year Award and the Stephen F. Krut Scholarship Award. After the awards presentation, hear from keynote speaker, Major Ed.

Major Ed Pulido, U.S. Army (Ret.) is the Sr. VP of the Folds of Honor Foundation a Veteran's charity which provides the spouses and children of the fallen and wounded educational scholarships. Additionally, he is a founding member of Warriors for Freedom Foundation a leadership institute focused on the mental, physical and wellness support of our wounded Veterans and their families. He is the spokesperson for AROGA Health. Major Ed is the Founder of Warrior Nation, a movement focused on the rights of liberty, freedom and patriotism with an autobiography entitled Warrior for Freedom: Challenge, Triumph and Change, the Major Ed Pulido Story.

9:30 AM – 10:30 AM

State Officers' Conference

This annual meeting gives AAMP's affiliated meat trade associations the opportunity to discuss important industry topics and a time to get acquainted with other officers.

10:30 AM – 11:30 AM

Session: Digital Marketing 101

Speaker: Megan Voyles, Hibu, Wichita, KS

With your customer base ever-evolving, you may need to acquire some more tricks up your sleeve. Megan will give you a tour through the digital marketing world. Learn how to increase your visibility online, bring customers to your website and generate leads. And learn when it is time to hand your digital marketing over to a professional instead of your 15-year-old nephew. You may be surprised what an investment in these services will do for your business while saving you time, money, and frustration!

10:30 AM – 11:30 AM

Session: Incineration – An Alternative Means of Disposal of Rendering Waste

Speaker: Manie Nel, Clarion Locker, Clarion, IA

Are you looking for ways to decrease your rendering costs? Have you thought about an incinerator? Join Manie as he gives first-hand experience on his process and see if it would work for your business.

10:30 AM – 11:30 AM

Session: Break Down your REAL Costs

Speaker: John & Lyndon Walke, Walke Brothers Meat Company, Claremore, OK

Most, or all of us are neck deep in retail, wholesale, and/or custom processing. Tracking your costs in each of these areas can be challenging, particularly if your plant encompasses multiple revenue sources. Each business is unique, but following your true numbers is simpler and less time consuming than you might imagine, given you start with some simple numbers. This affects, and can be applied to pricing your products, labor costs, as well as production costs.

11:45 AM – 12:45 PM

Session: Raw Frozen Pet Food

Speaker: Roger Holdeman, Texas Tripe, Detroit, TX

In addition to processing for humans, Roger with Texas Tripe in Detroit, TX, processes for our furry friends. Find out how and why they got started, what they wish they would have known, and where they plan to go with this growing trend in customers.

11:45 AM – 12:45 PM

Session: Educating your Customers

Speaker: Sheri Glazier, Oklahoma Beef Council

You know how to cut meat but then your customer comes in and asks for "that new thing I saw on Food TV". Sheri will talk about new beef trends and what your customers might be asking for. She will also share several ideas on how to keep your customer educated and coming back to your shop more.

11:45 AM – 12:45 PM

Session: Break Down your REAL Costs

Speaker: John & Lyndon Walke, Walke Brothers Meat Company, Claremore, OK

Most, or all of us are neck deep in retail, wholesale, and/or custom processing. Tracking your costs in each of these areas can be challenging, particularly if your plant encompasses multiple revenue sources. Each business is unique, but following your true numbers is simpler and less time consuming than you might imagine, given you start with some simple numbers. This affects, and can be applied to pricing your products, labor costs, as well as production costs.

1:00 PM – 4:30 PM

Exhibit Hall Open

Location: OKC Convention Center

6:00 PM – 9:00 PM

Welcome Reception – National Cowboy & Western Heritage Museum

Join us at America's premier institution of Western history, art and culture. Founded in 1955, the museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to promote interest in the enduring legacy of the American West. The Welcome Reception will take place from 6:00-9:00 p.m. and will offer dinner, dessert, drinks and adult beverages. While at the museum you will be able to view exhibits, enjoy great outdoor spaces and wander through Prosperity Junction, a turn-of-the-century cattle town located inside the Museum.

This ticketed event costs \$25 per adult, \$10 per child for ages 5-11, and is free for children 4 and under.

Buses will transport guests from the Omni lobby starting at 5:30 p.m. and offer continuous service throughout the evening. There is plenty of parking space for you to drive your family and friends to the event as well.

Friday, July 16, 2021

(All sessions to be held in the OKC Convention Center)

8:00 AM – 9:30 AM

Session: Evaluating Costs

Presenters: Jake Nelson, OTMPA & John Walke, Walke Brothers Meats

Come join a session which will demonstrate a practical application of evaluating costs of fresh meat fabrication practices. A review of the thought process on how to assess and apply fixed versus variable costs, product yields, fabrication practices to maximize throughput, and how to allocate labor to tasks. Jake Nelson and John Walke of the Oklahoma-Texas Meat Processors Association will provide a beef cutting demonstration intended for any processor and a plan to discuss all the different methods to understand and assess costs of operations

9:30 AM – 12:30 PM

Exhibit Hall Open

Location: OKC Convention Center

10:30 AM – 11:30 AM

Kid's Competition: Cowboy Hat Cookies

Come decorate a cookie! Children of all ages are welcome to participate!

12:45 PM – 2:00 PM

Session: Value Added Products

Presenters: Members of OK-TX Meat Processors Association

Join in on this laid-back session that will have members of the OK-TX Meat Processors Association share their tips and tricks on value added products. There will be plenty of time for questions and sharing of your own tips with the group.

REGISTRATION HOURS

(Exhibit Hall Lobby, Convention Center)

Wednesday, July 14, 2021

2:00 PM – 4:00 PM

Thursday, July 15, 2021

9:00 AM – 3:00 PM

Friday, July 16, 2021

9:00 AM – 12:00 PM

Saturday, July 17, 2021

10:00 AM – 12:00 PM

Saturday, July 17, 2021

(All sessions to be held in the OKC Convention Center)

7:30 AM – 10:00 AM

ACMC Awards

Have your products earned top honors? Grand Champion, Reserved Grand Champion, Champion and Reserve Champion plaques will be awarded in 29 classes, including the 2021 Featured Class of Pepper Flavored Small Diameter Smoked & Cooked Sausage. Who will be awarded the coveted *Clarence Knebel Best of Show* award and who will earn the *Cured Meat Excellence Award* for having competed the best throughout the competition? Candidates selected for induction into the Cured Meats Hall of Fame will also take place during this session.

Business Meeting

Join us for the annual AAMP Business Meeting, where you will hear a few words from AAMP's leadership, discuss elections to AAMP's Board of Directors, and most importantly, a critical report on the state of the small plant operator in the meat & poultry industry.

Awards will be presented at this session for the following: Best Single Booth Award, Best Multiple Booth Award, and the Golden Cleaver Awards.

10:30 AM – 1:30 PM

Exhibit Hall Open

Location: OKC Convention Center

1:45 PM – 2:45 PM

Bull Session 1: Costing – Jake Nelson, OTMPA & John Walke, Walke Brothers Meats

This session will focus on understanding the costs that go into both the products and services you offer your customers and how you can price them to be competitive and profitable. We will focus on pricing of slaughter and processing services, as well as wholesale pricing of products. The goal of this workshop is to make sure that you are counting all the costs related to your products and services to ensure that you can make an informed decision when it comes to pricing and profitability.

1:45 PM – 2:45 PM

Bull Session 2: Marketing – Brett Walton, Walton's, Inc., Sheri Glazier, Oklahoma Beef Council, OTMPA Members

Hear tips and maybe learn some new tricks to improve different marketing aspects of your business including retail, social media, online sales and curbside services.

5:00 PM – 6:00 PM

Cocktail Reception

Junior Pre-function, Omni Hotel

6:00 PM – 9:00 PM

Closing Banquet

Junior Ballroom, Omni Hotel

The American Convention of Meat Processor's Closing Banquet will be held in the Junior Ballroom at the Omni and will conclude the annual convention. The Achievement and Accomplishment Awards will be presented, and the Grand Prize winner will be drawn. The Grand Prize is a trip for two (2) to the 2022 American Convention of Meat Processors & Suppliers' Exhibition in Des Moines, IA. The grand prize includes: economy airfare from any "major" gateway city in the U.S.; four (4) nights' accommodations, compliments of the Hilton Des Moines; complimentary convention registration for two (2); and two (2) tickets to the Welcome Reception and Closing Banquet. **2021 Closing Social sponsored by: A.C. Legg, Inc., Calera, AL; Bunzl, Kansas City, MO; Handtmann, Lake Forest, IL; Kerres USA, Pennsdale, PA; Mar/Co Sales Inc., Burnsville, MN; Multivac, Inc., Kansas City, MO; PS Seasoning & Pro Smoker, Iron Ridge, WI; Quality Casing Co. Inc., Hebron, KY; ScottPec, Inc., Box Elder, SD; UltraSource LLC, Kansas City, MO; Walton's Inc., Wichita, KS.**

Cost: \$40 per adult / \$10 per child ages 5-11 (Children under 4 are free).

A "kid friendly" menu will be available for children ages 5-11.



1 Meating Place
Elizabethtown, PA 17022
www.aamp.com

Return Service Requested

82ND

AMERICAN CONVENTION of MEAT PROCESSORS and SUPPLIERS' EXHIBITION

REGISTER ONLINE

<https://www.aamp.com/event-calendar/convention>

- 1 Expand your knowledge of the meat industry.
- 2 Hear from meat industry related speakers.
- 3 Learn new processing techniques.
- 4 REASONS WHY YOU SHOULD ATTEND
- 5 Share your ideas and get new ones.
- 6 Make important business contacts.
- 7 Bring back useful information to your employees.
- 8 View hands-on processed meat demonstrations.
- 9 Compete in the American Cured Meat Championships (ACMC).
- 10 Socialize and have fun!
- 11 Visit the three-day trade show.