

6/2/2009

TENTATIVE—Subject to Change

**2009 WORLD PORK EXPO
NEWS CONFERENCE SCHEDULE**

All news conferences will be held in the West Theater near the entrance of the World Pork Expo News Center (Family Center) unless otherwise noted. Uniformed security officers will be stationed at the main entrance during Expo hours. World Pork Expo media credentials are required for entry into news conferences and the media work room.

We look forward to seeing you at World Pork Expo!

The National Pork Producers Council reserves the right to change any or all news conference times and content in the event of breaking news events.

Wednesday, June 3:

8:15 a.m.

NPPC

**Location: News Center West Theater
2009 World Pork Expo**

- Don Butler, President, NPPC
- Neil Dierks, CEO, NPPC

8:30 a.m.

NPPC

**Location: News Center West Theater
Industry Economic Update**

- Neil Dierks, CEO, NPPC
- Don Butler President, NPPC

9:00 a.m.

NPPC

**Location: News Center West Theater
Trade Update**

- Don Butler, President, NPPC
- Nick Giordano, International Trade Counsel, NPPC

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10 a.m.

National Pork Board

Location: News Center West Theater

The Role of the Pork Checkoff in Today's Industry

- Steve Weaver, President, National Pork Board
- Chris Novak, CEO, National Pork Board
- Dr. Paul Sundberg, Vice President of Science and Technology, National Pork Board
- Dr. Liz Wagstrom, Asst. Vice President of Science and Technology, National Pork Board

11 a.m.

NPPC

Location: News Center West Theater

Environmental Update

- Michael Formica, Chief Environmental Counsel, NPPC

MEDIA LUNCHEON – Media Center

Served at conclusion of 11 a.m. news conference

- **Provided by National Pork Board**

11:30 a.m.

NPPC

Location: Varied Industries Building Upper West Meeting Room

NPPC Strategic Investment Program (SIP) Luncheon – Media Invited

- Featured speaker: Cindy Smith, USDA Administrator of the Animal and Plant Health Inspection Service, (APHIS)

1:30 p.m.

Producer Retirement Program

Location: Media Center West Theater

Producer Retirement Program

- Chuck Wirtz, Program Chair
- Brian Foster, Project Director

2 p.m.

US Pork Center of Excellence

Location: Media Center West Theater

US Pork Center of Excellence Update

- Dr. David Meisinger, Executive Director

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3 p.m.

NPPC

Location: Media Center West Theater

“We Care” News Conference

Scheduled presenters:

- R.C. Hunt, Chairman, We Care Advisory Group
- Don Butler, President, NPPC
- Dallas Hockman, Vice President Industry Relations, NPPC
- Chris Novak, CEO, National Pork Board
- Steve Weaver, President, National Pork Board

4:45 p.m. - 6:30 p.m.

Media Reception

Location: Media Center East Theater

Please join us for food, beer and fun!

Thursday, June 4:

8:15 a.m.

Boehringer Ingelheim

Location: News Center West Theater

PRRS: Integrating Complimentary Components of a Systematic Approach to PRRS Control for Farms, Systems and Area/Regions

- Dr. Scott Dee, Swine Disease Eradication Center, University of Minnesota

9:15 a.m.

NPPC

Location: Media Center West Theater

SIP, LEADR Update

- Sam Carney, President-Elect, NPPC
- Pat McGonegle, Vice President State Relations, NPPC

10 a.m.

Fort Dodge Animal Health

Location: Media Center West Theater

Economic Update, PCV2 Research Findings & SIV Discussion

- Glenn Grimes, Professor Emeritus, University of Missouri Dept. of Ag Economics
- Dr. Joseph F. Connor, president, Carthage Veterinary Service, Ltd.,
- Dr. Greg Stevenson, Iowa State University Veterinary Diagnostic Laboratory

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11:30 a.m.

NPPC

Location: Varied Industries Building Upper West Meeting Room

NPPC Strategic Investment Program (SIP) Luncheon – Media Invited

- Featured speaker: Craig Morris, USDA Deputy Administrator of Agricultural Marketing Services Livestock and Seed Program

2:30 p.m.

NPPC

Location: News Center West Theater

H1N1 Update

- Dr. Jennifer Greiner, Director of Science and Technology, NPPC

Friday, June 5

8 a.m. to 1 p.m. – Media Center open