



FAX ALERT!

NMA EXTRA TRIMMINGS

NATIONAL MEAT ASSOCIATION

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To: NMA General Members

Fr: Rosemary Mucklow, NMA Executive Director

RE: Webcast of July 10 New *E. coli* Directives Workshop

June 25, 2004

Attendees with basic Internet access will have the opportunity to attend the July 10 New York City, NY, New *E. coli* Directives Workshop via "cyberspace!" NMA and Southwest Meat Association (SMA) are partnering with FSIS in a pilot webcast of the July 10, 2004 workshop. The pilot program is designed to reach more of the industry to educate them about the new *E. coli* directives. NMA, SMA and FSIS, through this joint venture, hope to revolutionize information delivery within the meat and poultry industry by making it readily accessible at low cost.

Participants will need to have a computer with Windows 98 or higher, Internet Explorer of 5.5 or higher, and a Sound Card. A 56 K modem connection is recommended. Participants will be able to type-in questions to the FSIS Moderator in New York, which will then be answered on the webcast.

FSIS officials Bill Smith, Assistant Administrator for Field Operations; Daniel Englejohn, Assistant Deputy Administrator for Policy; Mary Cutshall, Small Business Outreach; and Lou Lenny, District Manager for New York will lead the discussion. Bryce Quick, Assistant Administrator for the Office of Public Affairs, Education and Outreach, will moderate the session.

To participate, industry firms should contact NMA Communications Manager Kiran Kernellu at (510) 763-1533 or staff@nmaonline.org. Kindly provide name, title, and company or organization affiliation with your RSVP. Or, just fill out the registration form below completely and fax it back to us at 510-763-6186.

I will participate in the webcast.

Please print:

Name: _____

Company: _____

Title: _____ E-mail: _____

Phone: _____ Fax: _____
