

2010 NBBQA NATIONAL CONFERENCE AND TRADE SHOW SPONSORED BY:

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ABOUT NBBQA

The mission of the National Barbecue Association is to provide the barbecue community with a visionary, beneficial and responsive association. NBBQA's goals are to promote the art and enjoyment of barbecue, facilitate the effective networking of industry resources and to foster new business opportunities.

WWW.NBBQA.ORG

NBBQA and its 2010 Conference Proudly Managed by



The Spirit of BBQ in the Land of Blues

BRINGING THE BARBECUE COMMUNITY TOGETHER



CONFERENCE PROGRAM

February 2-6, 2010
Memphis, TN

WWW.NBBQA.ORG



WELCOME TO MEMPHIS!

I'm so excited to be celebrating our 19th National Conference here in the Land of the Blues. We have a terrific program in store for you and, of course, top-notch barbecue!

Our educational sessions offer something for everyone no matter where you are in the world of barbecue. From detailed advice on improving your operations and profitability to hot tips for the backyard enthusiast, you'll find it here. Of course it wouldn't be a NBBQA Conference without a good mix of fun and camaraderie thrown in. From bus tours to our annual auction to just sharing a good story while tending a smokey pit, it is sure to be a week of good times and shared memories.

I'd like to thank all of you for making time in your busy schedules to be here. I'd also like give a shout out to our Conference Planning Committee who helped pull all of this together! Lastly, I ask all of you to join me in expressing our appreciation for our corporate partners. Without their generosity, none of this would be possible. When you see any of our sponsors this week, please be sure to thank them for their support.



Here's to a week of great Q!

Joe Oaster, *NBBQA President*

NBBQA LEADERSHIP

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Joe Oaster, Porky's Place BBQ & Catering
York, PA

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NAME BADGE RIBBONS

NBBQA makes it easy to identify certain attendees by the ribbons they are wearing. Ribbon colors at the 2010 Conference are:

Annual Sponsor	Emerald Green
Board Member	Red
Exhibitor	Orange
First Time Attendee	Royal Blue
Gold Sponsor	Gold
Media	Bright Yellow
New Member	Pale Yellow
Past President	Red
Platinum Sponsor	White
Presenter	Hunter Green
President	Red
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Secretary	Red
Silver Sponsor	Gray
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Staff	Purple
Title Sponsor	Turquoise
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DISTRIBUTION OF PUBLICATIONS AND PROMOTIONAL MATERIALS

Distribution of brochures, fact sheets, advertising, industry publications and promotional materials is not allowed during the conference except for companies participating in the official conference sponsorship program. Distribution of these materials by sponsors is allowed only within the guidelines of the sponsorship program.

SCHEDULING NON-NBBQA FUNCTIONS

Events that conflict with officially sponsored NBBQA events or educational programming are not allowed during the conference. This includes hospitality suites, special breakfasts, focus groups or similar events.

SPEAKER PRESENTATIONS

The views, opinions and concepts presented by our session presenters are not necessarily the endorsed views, opinions and concepts of NBBQA.

ADMITTANCE POLICY

Please remember to wear your badge to all educational sessions, BBQ Trade Show, social functions and planned meals. Conference registrants will use their badge as their admittance into these functions, so it is very important that you have this with you.

Tour participants will receive additional identification before boarding tour buses.

PLEASE SILENCE YOUR CELL PHONES

As a courtesy to your presenters and colleagues, please silence all electronic media during all educational sessions and events.

BBQ TRADE SHOW EXHIBITOR LISTING

As of 1/18/10



WHISPERING WOODS Hotel and Conference Center

11200 East Goodman Road, Olive Branch, Mississippi 38654
Reservation Line (866) 851-0393 | www.wwwconferencecenter.com

AutoFry/Multichef-MTI

Steve Lave
Sales Representative
10 Forbes Road
Northborough, MA 01532
Phone: (800) 348-2976 ext. 158
E-mail: slave@mtiproducts.com
www.mtiproducts.com

Bridgford Foods Corporation

Ed Esinhart
National Sales Manager
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Huntersville, NC 28078
Phone: (704) 907-2058
E-mail: edesinhart@bridgford.com
www.bridgford.com

Dynamic USA

Denis Anthony
Sales Manager
1320 Route 9
Champlain, NY 12919
Phone: (800) 267-7794
E-mail: denis@dynamicmixers.com
www.dynamicmixers.com

Lang BBQ Smokers

Ben Lang
Owner
US Highway 82 Est
P.O. Box 547
Nahunta, GA 31553
Phone: (800) 462-4629
E-mail: info@pigroast.com
www.pigroast.com

Meadow Creek Barbecue

Melvin Stoltzfus
Owner
221 Jalyn Drive
New Holland, PA 17557
Phone: (717) 354-7533
www.meadowcreekbbq.com

Sam's Club

Bob Fields
Senior Director, Meat and Deli
508 SW 8th Street
Bentonville, AR 72716
Phone: (479) 277-7857
E-mail: robert.fields@samsclub.com
www.samsclub.com

Smackers BBQ

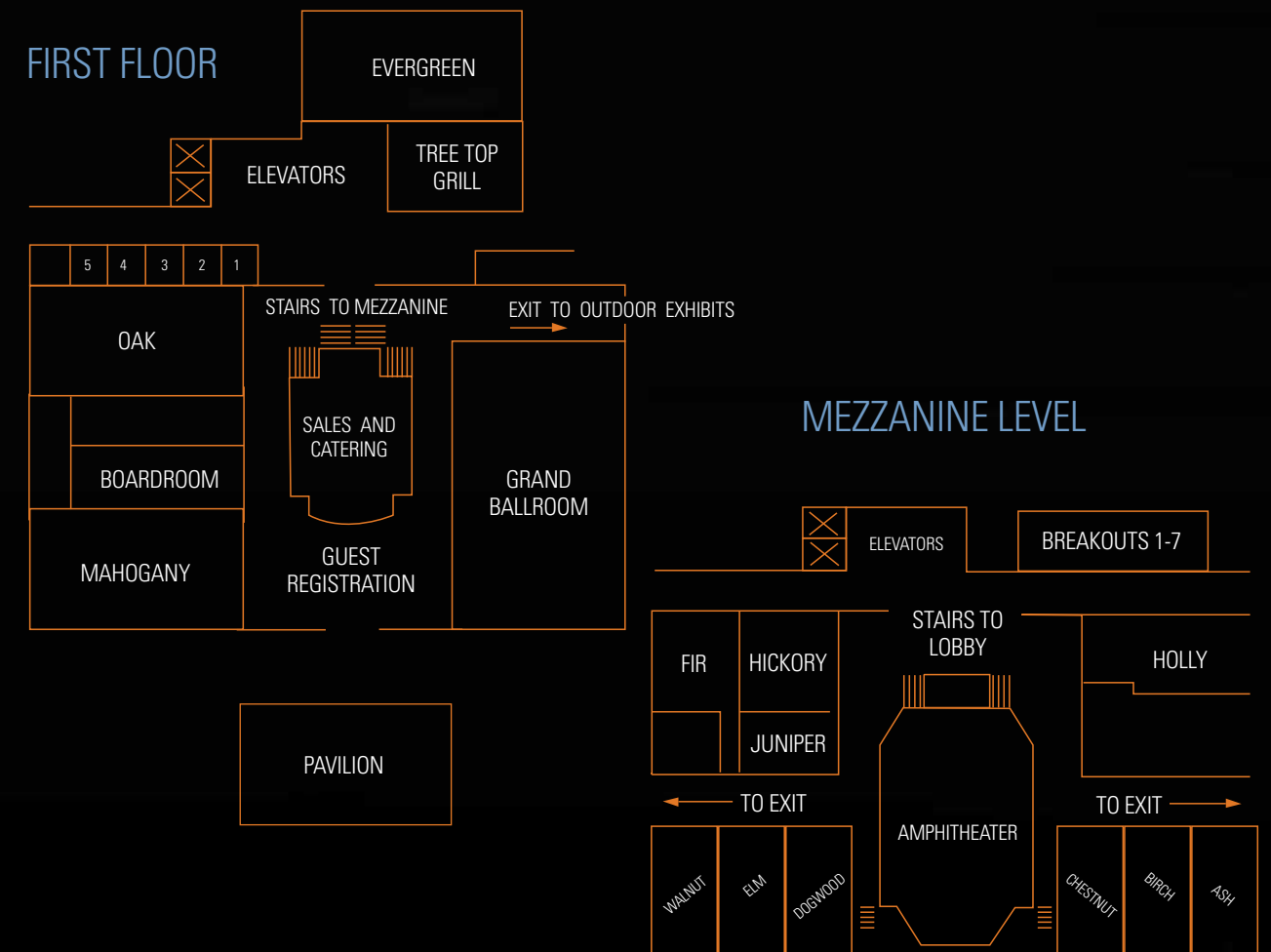
Chuck Averwater
Founder
10080 Country Way Drive
Cordova, TN 38018
Phone: (901) 752-0516
E-mail: chuck@smackersbbq.com
www.smackersbbq.com

The Smithfield Packing Co., Inc.

Scott Modica
Vice President, Foodservice
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Smithfield, VA 23430
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E-mail: scottmodica@smithfield.com
www.smithfieldfoods.com

Winston Industries

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Jeffersontown, KY 40299
Phone: (502) 495-5468
E-mail: tcford@winstonind.com
www.winstonind.com



First Floor Pre-Function**REGISTRATION** | 7:00 A.M. – 2:00 P.M.**Hickory, Mezzanine Level****BARBECUE BUSINESS BOOT CAMP** | 8:00 A.M. – 11:00 A.M.*(Optional: Additional cost for participation)**Michael Attias, Barbecue Evangelist and former VP of Nashville Corky's Ribs & BBQ*

Restaurateurs and caterers will learn how to clobber increased competition, sideswipe a sputtering economy and keep their sales growing. In this three-hour marketing makeover, Michael Attias will teach you many invaluable tips including:

- How to recognize wasted advertising and marketing expenditures
- Ways to increase your profitability without increasing overhead one dime
- Who your best customers are and how to find others just like them

WOODY'S BAR-B-Q CATERING & SAUCE BUS TOUR | 1:00 P.M. – 5:00 P.M.*(Optional: Additional cost for participation)***Attendees will meet in the hotel lobby at 12:45 p.m. The tour will depart promptly at 1:00 p.m.**

Climb aboard the bus to Woody's Bar-B-Q in Waldenburg, Arkansas to see how NBBQA Board Member Woody Wood runs his BBQ company, sauce mixing and bottling facility. Waldenburg is approximately 90 miles from the conference hotel.

SATURDAY, FEBRUARY 6

First Floor Pre-Function**REGISTRATION** | 7:00 A.M. – 1:00 P.M.**Oak, First Floor****JACK'S OLD SOUTH COOKING SCHOOL** | 7:30 A.M. – 6:00 P.M.*(Optional: Additional cost for participation)*

Myron Mixon of the famed Jack's Old South hosts an exceptional class designed to give you the lowdown on cooking from one of the competition greats. Brisket, chicken, pork and ribs will be covered; this includes meat selections, prep, injections, marinades, sauces, rubs and final presentation of meat.

Pavilion**MBN JUDGING SCHOOL** | 7:30 A.M. – 12:00 P.M.*(Optional: Additional cost for participation)*

Memphis Barbecue Network President Randy McGee conducts this class to certify attendees to judge MBN sanctioned cook-offs.

Holly, Mezzanine Level**WORKSHOP FOR BACKYARD BBQ ENTHUSIASTS** | 8:30 A.M. – 10:00 A.M.

Join BBQ expert and former NBBQA President Howard Miller as he delivers the low and slow on cooking up BBQ fun for everyone.

Evergreen, First Floor**BBQ TRADE SHOW** | 9:00 A.M. – 1:00 P.M.

The trade show continues as exhibitors demonstrate the latest BBQ equipment, products and services available today.

LUNCH ON YOUR OWN**Hickory, Mezzanine Level****KCBS JUDGING SCHOOL** | 12:30 P.M. – 4:30 P.M.*(Optional: Additional cost for participation)*

John Ross, KCBS judge, will conduct this class to certify attendees to judge KCBS sanctioned cook-offs.

First Floor Pre-Function

REGISTRATION | 7:30 A.M. – 5:00 P.M.

Grand Ballroom, First Floor

CONTINENTAL BREAKFAST | 8:00 A.M.

EDUCATIONAL SESSIONS | 8:30 A.M. – 10:00 A.M.

Oak, First Floor**The Bold & the Barbecue: A Story about Public Relations & Marketing** – *Paul Mackay, Aussom Aussie Australian Barbecue Co./OnCue Consulting and Amy Mills Tunncliffe, 17th Street Bar & Grill/OnCue Consulting*

These acclaimed BBQ business experts share their secrets of success and teach you how to play the PR game.

Mahogany, First Floor**Hot n' Spicy: The Latest Trends in Spices & Rubs** – *Benjamin Segovia, New Mexico Department of Agriculture and Reuben Gomez, Butts and Suds Competition Team*

Gear up for this chili pepper mini boot camp! Discussion will revolve around individual spices and how to create the perfect combination for rubs.

Amphitheater, Mezzanine Level**All You Wanted to Know About Concessions & Special Vending** – *National Independent Concessionaires Association representative and Shelly Hunt, Desperados Barbecue & Catering*

Enter the wide world of concessions by learning how to prepare for vending, securing and keeping your position within the concession network as well as regulatory concerns unique to BBQ vendors. Explore a wide array of vendor set-ups and gain tips and tricks for concessionaires.

First Floor Pre-Function

NETWORKING BREAK | 10:00 A.M. – 10:30 A.M.

EDUCATIONAL SESSIONS | 10:30 A.M. – 12:00 P.M.

Oak, First Floor**Greening Up the Art of Q** – *Elizabeth Blondis, Central BBQ and Margot McNeeley, Project Green Fork*

Get ready to recycle and re-use the information from this session led by one of the first restaurants certified by the local Memphis green dining organization. Topics will range from energy efficiency to thinking “green” during restaurant construction and upgrades as well as food and packaging materials waste.

Mahogany, First Floor**The True Genius of Low and Slow Meat Tenderizing** – *Mark Lambert, Sweet Swine O’ Mine Competition Team and Mark West, 10 Bones Competition Team*

Learn how various tenderizing processes affect the end product differently. Pulled, sliced, chopped and injected – we cover it all with chicken, beef and pork.

Amphitheater, Mezzanine Level**Selling the Sizzle: Protecting Your Valuable Brand** – *Joel Beres, Stites & Harbison Attorneys*

This exciting session will help you protect some of your most valuable assets – your good name and your great brand. Learn how to use intellectual property law to your advantage to grow your business and protect your investment.

Evergreen, First Floor

BBQ TRADE SHOW | 12:00 P.M. – 4:00 P.M.

Exhibitors will demonstrate the latest barbecue equipment, products and services available.

LUNCH ON YOUR OWN

Grand Ballroom, First Floor

BBQ CATERER’S SHOWCASE DINNER & AUCTION | 6:00 P.M. – 9:00 P.M.

Sponsored by Sam’s Club

This spectacular feast is graciously prepared by a trifecta of local legends and Memphis in May winners! Central BBQ’s Craig Blondis, Sweet Swine O’ Mine’s Mark Lambert and Natural Born Grillers’ John Wheeler showcase their masterpieces — surely some of the best barbecue ever! Stop by the staging area to soak up all the expertise these caterers have to share as they work their magic Q. The fun continues with the auction where exhibitors and attendees are encouraged to donate gift baskets of items from their hometown, plus you’ll have the opportunity to purchase Awards of Excellence winning products.

Also included in the auction will be three all-new, 3rd Generation, Championship Award-Winning Lang 36” Patio BBQ Smokers - original, reverse flow design in a black stainless steel model with an off set fire-box. There will also be a drawing for a Meadow Creek TS120 competition rig with BBQ262 trim package and insulated fire-box.

WEDNESDAY, FEBRUARY 3

First Floor Pre-Function

REGISTRATION | 9:00 A.M. – 5:00 P.M.

Oak, First Floor

MEET THE BBQ MASTERS | 10:00 A.M. – 12:00 P.M.

(Optional: Additional cost for participation)

Take this opportunity to really talk to these BBQ experts in a small group and ask questions.

Choose three masters to meet with for 30 minutes each during this program.

Successes & Challenges in Opening BBQ Restaurants – *Craig Blondis, Central BBQ*How to Write a Cookbook – *Paul Kirk, Righteous Urban Barbecue*How to Compete and Win BBQ Contests – *Mark Lambert, Sweet Swine ‘O Mine Competition Team*Anything Goes – *William Latimer, Bubba Q*How to Start a BBQ Contest – *Randy McGee, MBN President*Positive PR: How to Work with the Public – *Mike Mills, 17th Street Bar & Grill and Memphis Championship Barbecue*Anything Goes – *Myron Mixon, Jack’s Old South*Entering the Wide World of Franchising – *Brad Orrison, The Shed*BBQ Pits: Trends, New Innovations and Old Stand-By’s – *Kell Phelps, National Barbecue News*Standardization of Contest Rules – *John Willingham, Willingham’s*How to Cook Great Q – *John Wheeler, Natural Born Grillers*How to Start a Barbecue Contest – *Carolyn Wells, KCBS President*Bottling & Marketing Your Sauce and Dry Rub – *Woody Wood, Woody’s Bar-B-Q Catering & Sauce*

BBQ RESTAURANTS BUS TOUR | 1:00 P.M. – 6:30 P.M.

*(Optional: Additional cost for participation)***Attendees will meet in the hotel lobby at 12:45 p.m. The tour will depart promptly at 1:00 p.m.**

One of our most popular events! Check out several Memphis area famed BBQ joints. Meet the owners, tour their kitchen, sample tasty products and get your barbecue business questions answered.

CENTRAL BBQ — 4375 Summer Avenue, Memphis, TN 38122 | (901) 767-4672

Owners Roger Sapp and Craig Blondis are restaurant veterans and longtime participants in the Memphis in May International World Championship. Central BBQ has two locations and both feature award winning Memphis wings and unique BBQ nachos.

THE GERMANTOWN COMMISSARY — 2290 South Germantown Road, Germantown, TN 38138 | (901) 754-5540

Located in historic Germantown, The Germantown Commissary features hickory smoked, slow cooked BBQ and ribs the old time Memphis-style. Walker Taylor has been the owner and operator for over 25 years.

OLD STYLE BAR-B-Q — 8920 Expressway Drive (Hwy. 305 at New Hwy. 78), Olive Branch, MS 38654 | (662) 895-9932

Rick and Carla Dlugach opened Old Style Bar-B-Q in 1976 under a different name. Since then, they expanded to a new building in 2001. Old Style Bar-B-Q has been voted best Bar-B-Q in DeSoto County for eight of the past ten years.

WHOLE HOG CAFÉ — 1250 N. Germantown Parkway, Cordova, TN 38016 | (901) 757-5732

Bobby Grubbs and Carl Moody run this BBQ joint which has won several Memphis in May awards including 1st in whole hog (2002), 2nd (2000 and 2002) and 3rd in ribs (2008). Whole Hog Café has two locations in the Memphis area. Make sure you ask about the “Whole Hawg Platter!”

First Floor Pre-Function**REGISTRATION** | 7:00 A.M. – 5:00 P.M.**Grand Ballroom, First Floor****CONTINENTAL BREAKFAST** | 7:30 A.M.**Grand Ballroom, First Floor****WELCOME AND GENERAL MEMBERSHIP MEETING** | 8:00 A.M. – 9:00 A.M.

NBBQA Board Member Roy Slicker will share his experience starting a business utilizing the NBBQA network of business members, manufacturers and suppliers.

EDUCATIONAL SESSIONS | 9:15 A.M. – 10:45 A.M.**Oak, First Floor****Laying Down the Law: Legal Stuff Every Restaurant Operator Needs to Know** – Carl Jacobson, Lenny's Sub Shop Corporate Counsel

Refresh and increase your knowledge of those pesky but important legal issues constantly faced by restaurant operators.

Topics include employment issues, leases and contracts. Protect your valuable business!

Mahogany, First Floor**Feeding the Fire: How to Organize a Competition** – Randy McGee, MBN President; Becky Streuter, 17th Street Bar & Grill and Carolyn Wells, KCBS President

Learn from expert organizers what to expect when you host a contest and the common misconceptions about contest organization.

Discussions will include sanctioning information, collaborating with existing events and more.

Amphitheater, Mezzanine Level**How to Go From Fiery Passion to Starting a Barbecue Business** – Brad Orrison and Brooke Orrison Lewis, The Shed

The Orrison duo reveals the story of how their family business started in a shed, literally, and grew into the booming business, complete with franchise opportunities, that it is today.

First Floor Pre-Function**NETWORKING BREAK** | 10:45 A.M. – 11:15 A.M.**EDUCATIONAL SESSIONS** | 11:15 A.M. – 12:45 P.M.**Oak, First Floor****Food & Kitchen Safety: Barbecue Basics to Keep Your Customers and Q Safe** – Lisa Elgin, Management Solutions, ServSafe Instructor

This course will cover the "big three" bacteria forms – Staph, E. Coli and Salmonella as well as the ways food becomes unsafe according to the CDC.

Discover how to control these common bacterial and viral pathogens as well as the Norovirus and Hepatitis A.

Amphitheater, Mezzanine Level**Smokin' & Servin': Barbecue Event Catering** – Lloyd Hess, Hess BBQ and Dave Story, formerly of Jim 'N Nick's Bar-B-Q

Learn how to execute an event from start to finish and everything in between. Key topics will be event set-up tips, checklists and waivers as well as generating additional business.

Mahogany, First Floor**The International World of BBQ** – Bonnie Gomez, Bonnie's Barbecue and Catering and Reuben Gomez, Butts and Suds Competition Team

Australia, Korea and Mexico oh my! Explore BBQ beyond America to see how the rest of the world cooks up their Q.

Grand Ballroom, First Floor**LUNCHEON** | 1:00 P.M. – 2:30 P.M.

Local Memphis Historian Jimmy Ogle will provide entertaining commentary and interesting facts about the area's history, music scene and notable celebrities.

EDUCATIONAL SESSIONS | 2:45 P.M. – 4:15 P.M.**Amphitheater, Mezzanine Level****From Rib to Bib: Business Concepts for BBQ Operators** – Mike Mills, 17th Street Bar & Grill/Memphis Championship Barbecue and Brad Orrison, The Shed

Join Mike and Brad as they speak to the day-to-day components everyone wants to know – efficient food lines, inventory control, profit and loss and more.

Oak, First Floor**Sparks of Success in Barbecue Competitions: Secrets & Strategies** – Paul Kirk, Righteous Urban Barbecue; Mark Lambert, Sweet Swine O' Mine Competition Team; Myron Mixon, Jack's Old South and Mark West, 10 Bones Competition Team

These experts are red-hot when it comes to competitions. Learn from some of the best in the business and squirrel away their competition tips and tricks.

Mahogany, First Floor**Tri-Tips: Three Things You Must Know about Santa Maria Style Cooking** – Harry Stewart, Great American Barbecue

We'll cover the origins and basics of Chuckwagon Santa Maria Style and tri-tip meats. Demonstrations will include cooking methods and a live fired Red Oak Santa Maria grill.

Grand Ballroom, First Floor**NBBQA AWARDS OF EXCELLENCE PRESENTATION** | 5:00 P.M. – 6:00 P.M.**Sponsored by Lang BBQ Smokers and The Smithfield Packing Co., Inc.**

Don't miss the awards presentation for the winners of the product and condiment competition. Winners of the 22 categories will be announced and congratulated!

Evergreen, First Floor**PRESIDENT'S RECEPTION & BBQ TRADE SHOW** | 6:00 P.M. – 9:00 P.M.**Sponsored by Lang BBQ Smokers and The Smithfield Packing Co., Inc.**

This year, there are even more reasons for you to visit the BBQ Trade Show. With budget cuts and daily operational challenges, NBBQA's exhibition combines everything BBQ professionals need to deliver positive results. Exhibitors will demonstrate the latest BBQ equipment, products and services available today.