

THE MEATINGPLACE TEAM

Our editorial and sales teams serve advertisers and readers with a passion for the meat industry. With an award-winning editorial staff comprised of four full-time journalists, several technical contributors, and eight bloggers we create more magazine and online content than any other brand in the industry

EDITORIAL



Lisa M. Keefe
Editor

Lisa M. Keefe joined Meatingplace as editor in 2008 and has since led the editorial team to 11 Jesse H. Neal Awards and numerous other editorial honors. Prior to joining Meatingplace, she held key editorial positions at the American Marketing Association, Crain's Chicago Business, Forbes and the Orlando Sentinel. She holds bachelor's and master's degrees from Northwestern University's Medill School of Journalism. Says Keefe about the industry, "There's something about the meat business that's irresistible to the right kind of people, whether it's the craft or the science or the pleasure of being able to provide others with sustenance. Getting to know people who love their work that much is never boring, always rewarding."



Rita Jane Gabbett
Executive Editor

Janie Gabbett has earned three Jesse H. Neal Awards for her work on Meatingplace. She oversees the industry-leading daily news operation of Meatingplace as well as writes and edits in-depth features for the magazine. "I believe Meatingplace can be an 'early warning system' for the industry by choosing the most relevant stories to cover and writing them in a balanced, intelligent way," said Gabbett. Raised on a farm in Illinois, Gabbett started her journalism career covering the agriculture industry in Washington, D.C. and held several positions with Reuters, including managing editor of Reuters, North America.

EDITORIAL



Tom Johnston **Managing Editor**

Tom Johnston has four Jesse H. Neal Awards to his credit for contributions to Meatingplace, in addition to two (regional, national) awards from the American Society of Business Publications Editors. Johnston manages production of Meatingplace, serves as a lead news writer for Meatingplace's twice-daily newsletter and a lead features writer for the magazine. "The industry relates to so many layers of everyday life. It's not just that the industry provides a vital food source that most of us eat each day; it's that the people, the places, the processes, the science and even the politics that go into producing that food source is a nonstop educational experience."



Michael Fielding **Managing Editor, Technical Content**

Michael Fielding is a veteran journalist with 13 regional and national journalism awards to his credit. In the last five years he has earned four Jesse H. Neal Awards as well as a regional gold and national silver award from the American Society of Business Publication Editors. He holds a master's degree from Northwestern University's Medill School of Journalism. Fielding engages the Meatingplace technical audience in weekly online newsletters, in-depth print analyses and social media. He believes the vast majority of people involved in the industry are sincere in their mission to feed their communities healthy, affordable food. "Most people in the industry are down to earth and very accessible—keys to making good interviews great and creating compelling content."

BLOGGERS

Christine Alvarado

Christine Alvarado, associate professor in poultry science, Texas A&M University (USA), shares her insights on important topics to poultry processors, such as bird slaughter, first and further processing, food safety and quality as well as product packaging. The primary focus of her research and teaching is how to improve poultry meat and egg quality. She holds a bachelors degree in biomedical science as well as a masters and doctorate degree in food science.

BLOGGERS

Gregory Bloom

Gregory Bloom is a meat industry advocate and beef sales trainer for retail, food service and at trade shows, and author of *The Meat Business* blog. Bloom has worked in six USDA inspected meat plants and has toured several hundred meat plants, feed lots, ranches, growing houses and farms in the U.S., China, Japan, Mexico and Canada.

Michael Formichella

Chef Michael Formichella brings a culinary eye to meat product development for foodservice and retail in his *Chef's Table* blog on Meatingplace.com. As president and co-owner of Chella Foods, Formichella uses his 40+ years of culinary experience to direct food product development—from creating ideas, conducting research and development through the introduction of new products into the marketplace.

Mack Graves

Mack Graves has been active worldwide in animal-food proteins for the past 39 years, specializing in corporate strategy, management focus and marketing effectiveness in companies and organizations across the protein chain. He writes the *Meat Your Markets* blog on Meatingplace.com.

William James

William James capped a 28-year career at USDA's Food Safety & Inspection Service (FSIS) as the agency's chief veterinarian. He now writes the *Regs, Rules and Remedies* blog for Meatingplace. During his career with FSIS James supervised district offices, coordinated animal welfare enforcement throughout the country, directed ante-mortem and post-mortem inspection of livestock and poultry, implemented pathogen and residue sampling and had executive oversight of import and export issues.

BLOGGERS

Richard Raymond

Former Undersecretary of Agriculture for Food Safety Richard Raymond dissects and debates food safety policies and proposals in the “*Food (Safety) Fight*” blog.

Steve Sayer

Sayer brings 30 years of meat and poultry plant experience and worker safety consulting to the subject of reducing injuries and illnesses on the plant floor in the *Working Safely* blog on Meatingplace.com

Shawn Stevens

Attorney Shawn Stevens writes the *Legally Speaking* blog on Meatingplace.com. He has defended some of the nation’s largest beef producers, national restaurant chains, food distributors and grocers in hundreds of foodborne illness claims throughout the country. He is an equity member of the Milwaukee law firm Gass Weber Mullins LLC.

Hannah Thompson

As director of Communications for the Animal Agriculture Alliance, Hannah Thompson discusses ways to help animal agriculture better tell its story on the *Animal Ag Watch* blog.

CONTRIBUTORS

Robert Jon Maddock

Technical Contributor

An Assistant Professor of Animal Science at North Dakota State University, Maddock is the author of more than 25 scientific journal articles, technical papers and abstracts. Previously he was Extension Associate, Meat Quality at Texas Agricultural Extension Service and Texas A&M University where he received his Ph.D. in Meat Science.

Joseph G. Sebranek

Technical Contributor

Joseph Sebranek, a professor of Animal Science, Food Science and Human Nutrition at Iowa State University, has been a member of the World Food Logistics Organization's Scientific Advisory Council since 2002. He is a past president of the American Meat Science Association and is the review editor for the *Processed Meats Manual*.

Wes Schilling

Technical Contributor

Wes Schilling is Associate Professor in the Department of Food Science Nutrition and Health Promotion at Mississippi State University. At MSU, Schilling's research focuses on increasing added value, shelf life prediction, flavor issues and processing. He received his bachelor's of science, two master's of Science and Ph.D. degrees from Virginia Polytechnic Institute and State University.

Jude Capper

Independent Sustainability Consultant

Most recently Capper was an adjunct professor of animal sciences at Washington State University. Her research and outreach work focuses on modeling the environmental impact of livestock production systems.

CONTRIBUTORS

Dayna Harhay

Scientist, USDA Agricultural Research Service

Harhay is a microbiologist in the Meat Safety and Quality Research Unit at the USDA's Agricultural Research Service. She is currently working on a project exploring genomic differences and ecological reservoirs to control foodborne pathogens, particularly E. coli and Salmonella.

Tatiana Koutchma

Research Scientist with Agriculture and Agri-Food Canada (AAFC)

Previously she was with the National Center for Food Safety and Technology (NCFST). She helps food companies develop innovative processing technologies such as high pressure, UV light and electromagnetic heating.

Jeff Sindelar

Assistant Professor and Extension Meat Specialist at the University of Wisconsin-Madison

Sindelar provides assistance to meat processors in the areas of product development, problem solving and regulatory compliance.

SALES & MANAGEMENT



Bill Kinross VP, Group Publisher

As Vice President, Group Publisher Bill Kinross leads the CarneTec and Meatingplace brands. In the 11 years since he was appointed publisher, Kinross has worked to create a successful platform for multimedia marketing, well ahead of most publishing brands. “The most satisfying part of my job is helping suppliers build their brands through access to our highly engaged audience,” said Kinross.



Jim Shannon Senior Account Executive

A born and bred Long Islander, Jim Shannon has been involved with sales and marketing with the Marketing & Technology Group since its inception in 1993. He brings more than 25 years of industry experience to suppliers. “Gratification comes when my customers consistently achieve their advertising goals with both the Meatingplace and CarneTec brands,” explained Shannon. He is grateful to work in an organization that values award-winning editorial expertise for its core processor readership along with effective marketing vehicles for its advertising base.



Mike Walsh Senior Account Executive

Mike Walsh enjoys helping customers find creative, impactful and effective ways to communicate their brand stories to the marketplace. “Our job is to help our customers tell their story in a meaningful, positive way and to help them to project a strong image.” A strong belief in the value that Meatingplace and CarneTec deliver has guided his efforts to build a high level of trust with customers over the past 16 years. “There seems to be a special, down-to-earth quality about most people I come across in this industry.”

SALES & MANAGEMENT



Karen Moriarty Account Executive

Karen Moriarty has spent more than 12 years connecting suppliers who are passionate about serving the meat industry with Meatingplace and CarneTec. "Helping them get their product in front of processors is the most satisfying part of the job," said Moriarty. She listens carefully to client objectives and provides clear options based on those objectives. She believes that a salesperson really needs to care for customers to be successful. "The industry feels like family," added Moriarty. "I love working with people who are passionate about what they do."



Rob Brockley Account Executive

Rob Brockley brings more than 35 years of experience in B2B publishing to his clients. "I have always been a good listener and enjoy bringing new ideas to a customer," said Brockley. Since joining Meatingplace in 2009, Brockley has focused on building strong relationships with customers in the meat and poultry industry. "They know I am interested in their products and seeing their advertising succeed."



De Luca Filho Latin America Sales Director

De Luca Filho serves as Latin America sales director for both CarneTec (Spanish) and CarneTec (Portuguese), a role he has held since October 2014. He brings more than 14 years of experience as a sales executive in tradeshow and publications related to the food industry to his clients. Filho has travelled extensively to trade shows and conferences in and out of Brazil and has maintained customer loyalty and secured new business. He now works together with editorial and marketing to strengthen CarneTec's presence throughout the Latin American continent. Filho has an MBA in Business Economics and Management Strategy from the Fundação Getúlio Vargas in São Paulo along with a bachelor's in Commerce from the Universidade Paulista of Brazil.

SALES & MANAGEMENT



Laurie Hachmeister
Corporate Director, Marketing and Events

As Corporate Director, Marketing and Events, Laurie Hachmeister oversees efforts to elevate the company's brands through integrated marketing programs, face-to-face events and custom publishing. With Laurie's more-than 25 years of marketing and branding expertise, Meatingplace and its sister brands have experienced a myriad of sales and event successes.



Steve Vanden Heuvel
Senior Art Director / Senior Interface Designer

Steve is an award-winning art director and 17-year veteran of B2B publishing, not to mention a film enthusiast and connoisseur of the craft beer variety. He's the Senior Art Director for Meatingplace and CarneTec as well as the Senior Interface Designer for all of MTG's properties.



Mark Lefens
President

With more than 35 years immersed in the meat and poultry industries, Mark Lefens has personally visited hundreds of packing and processing plants around the world. Seeing a need for more targeted meat and poultry industry publications, in January of 1993, he founded Marketing & Technology Group. He is a recognized authority on industry trends and issues by packers, processors and suppliers. Lefens holds a B.S. in Economics from Utah State University.



Bill McDowell
Vice President & Editorial Director

Bill McDowell oversees content strategy and operations for Meatingplace, CarneTec, Plate and HOTELS. As a reporter, writer and editor, he's spent his entire career covering different segments of the food and hospitality industries and understands how important it is to connect with your audience. "Our editors want to be an essential part of each reader's day," he says. "We spend a lot of time and energy engaging and listening to our audience to understand the kind of information and questions that are truly important to them."