

OUR TEAM

Our editorial and sales teams are as passionate about the meat industry as our readers and advertisers. With an award-winning editorial staff composed of six full-time journalists, highly respected contributors, and a full roster of bloggers, our magazine and online coverage is the most trusted in the industry.

meatingplace

EDITORIAL



Lisa M. Keefe
Editor-in-Chief

Lisa M. Keefe is a self-described “factory geek” who loves to see how the pieces of a humming processing plant come together. She joined Meatingplace as editor in 2008 and has since led the editorial team to 16 Jesse H. Neal Awards and numerous other editorial honors. She also authors *The Center of My Plate* blog on meatingplace.com, where she offers commentary on the news and issues of the day affecting the meat and poultry industry. She holds bachelor’s and master’s degrees from Northwestern University’s Medill School of Journalism. Says Keefe, “I’m always awed by the way people and machinery and computers come together in a plant. And, manufacturing is the foundation of our economy: At the end of the line, something ‘real,’ that you can hold and cook and eat, is sent out into the world. That is powerful in a way that no other kind of business is.”



Tom Johnston
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 leads editorial content and serves as a lead writer for Meatingplace magazine, while serving as a lead news writer for Meatingplace’s twice-daily newsletter. Johnston also offers his opinion and insight on meat and poultry industry developments in his *Writer’s Block* blog. He holds a bachelors degree in journalism from Penn State University. “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.”

EDITORIAL



Peter Thomas Ricci

Managing Editor

Peter Thomas Ricci brings more than a decade of journalism experience to Meatingplace, where he serves as managing editor. In that capacity, Peter not only facilitates the magazine's production, but also writes feature articles, contributes to the publication's twice-daily newsletter, and visits dozens of meatpacking facilities, where he learns about new approaches to labor, operations, and logistics. "I formerly edited a trade publication that covered housing and real estate, and in that role, I learned to love nuance – how things work, how things have changed, and most importantly, how my coverage can inspire the probing discussions that change perspectives." Peter earned his B.S. in magazine journalism from Ohio University, and his MFA from Columbia College Chicago.



Melissa Sue Sorrells

Senior Editor

Melissa Sue Sorrells is senior editor at Meatingplace as well as managing editor for Alt-Meat in all its forms. In her previous professional lives, Melissa wrote and edited award-winning service features for women's magazines, worked on community building efforts at Hearst and created award-winning marketing materials and experiences for small liberal arts colleges. Says Melissa, "I've worked in a variety of different fields and covered lots of different beats, from health and nutrition to the Internet of things. The common denominator is my passion for learning about new science, new technologies, new ways people are changing the world. I look forward to telling the stories behind the breakthroughs as I cover this exciting business."

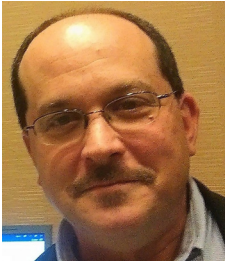


Chris Moore

News Editor

Chris Moore is the news editor for Meatingplace, joining the team in December 2022. Working out of Texas, he has covered a wide range of news beats during his career. Moore was the managing editor and sports editor for the Lamar University Press. After graduating, he covered local news in Southeast Texas at the Port Arthur News and the Beaumont Enterprise, where he reported on everything from Texas high school football to an international drug ring trial. With that under his belt, he now aims to tackle the breaking news of the meat industry.

EDITORIAL



Ed Finkle

Contributing Editor

Ed Finkel writes and edits magazine and e-newsletter articles, blog posts, white papers and other print and digital editorial copy for a wide variety of business- and public-policy-related outlets. Finkel began freelancing for Meatingplace more than a decade ago and has been a regular contributor of the Food Focus feature since then and the Taste Test column in more recent times. He also coordinates the Poultry Processor, Industry 4.0 Connect and R&D Matters e-newsletters.



Chris Scott

Contributing Editor

MeatingPod Producer/Host

Chris Scott has worked with Meatingplace and other MTG publications on a variety of projects since 2010, including daily news, the magazine, The Meat Processor's Journal Vol. I-IV, and producing and hosting our award-winning podcast, MeatingPod. Chris' previous work in the journalism game has included United Press International, Thompson Reuters, Crain's Chicago Business, as well as Digital Chicago and Digital New York magazines. His broadcast credentials include nearly a decade writing and reporting on business for WBBM-AM/Newsradio 78 in Chicago. He studied behavioral science and biology at the University of Chicago, but earned his journalism credentials on the job(s). "The goal of all of this is to bring something new to a reader's or a listener's orbit that they can use to become better aware of what's actually out there."

BLOGGERS



Christine Alvarado

Christine Alvarado, senior food scientist at Prosur Inc., shares insights on important topics to poultry processors in her blog, *For the Birds*. She has 20-plus years of experience in academia, industry and government, working with poultry meat quality and food safety. Dr. Alvarado has a degree in biomedical science and a master's and doctorate, both in food science, from Texas A&M University.



Danette Amstein

Danette Amstein shares meat marketing insight on her blog, *A Marketer's Lens*. She's a managing principal for Midan Marketing — a full-service agency that solely focuses on supporting the meat industry.



Gregory Bloom

Gregory Bloom, CEO of US Protein, shares over 30 years of industry experience selling meats on *The Meat Business* blog on Meatingplace.com. He also hosts a weekly radio show and podcast about food production called Food Chat which can be heard at FoodChat.US.



Mindy Brashears

Mindy Brashears pens the *Food Safe and Sound* blog on Meatingplace.com. She is the Roth and Letch Family Endowed Chair in Food Safety at Texas Tech University, having wrapped up her tenure in January 2021 as Under Secretary for Food Safety for USDA's Food Safety and Inspection Service (FSIS). She attended Texas Tech herself as an undergraduate, and earned her MS and PhD from Oklahoma State.

BLOGGERS



Michael Formichella

As president and co-owner of Chella Foods, Chef Michael Formichella uses his 50+ 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. He shares his insight on meat product development in his *Chef's Table* blog on Meatingplace.com. Prior to launching Chella Foods, Formichella was senior vice president and chief operating officer of Smithfield Innovation Group, a subsidiary of Smithfield Foods. A Certified Master Chef, Formichella is a graduate of the Culinary Institute of America (CIA). He is also a past president of Les Amis d'Escoffier Foundation and a member of Société Culinaire Philanthropique.



Mack Graves

Mack Graves founded Latigo Management & Marketing Consultants in 1995 to help define and implement their management focus and exact their marketing programs. In his *Meat Your Markets* blog he shares 39 years of experience in animal protein corporate strategy, management focus and marketing effectiveness.



Jack Hubbard

Jack Hubbard is a partner and owner of Berman, an advocacy firm in the D.C. area. He regularly provides advice and counsel to clients in the agricultural sector. In the blog *Free Range Thoughts* he brings Beltway perspective to the readers of Meatingplace.



Angie Krieger

Angie Krieger authors the *Pork and Pearls* blog. A lawyer by trade, Angie holds over 20 years of experience in the agriculture industry, including service with the National Pork Board, JBS Live Pork and Cargill Meat Solutions Corporation

BLOGGERS



Jacque Matsen

Jacque Matsen authors the Lessons from the Farm blog on www.meatingplace.com. She is a communications strategist passionate about bridging the gap between food producers and the public. Matsen has more than 20 years of public relations experience, including work for the National Cattlemen's Beef Association, DuPont Pioneer (now Corteva) and the National Pork Board.



Matt Sherman

Matt Sherman authors the *Historically Speaking* blog on www.meatingplace.com. He is the General Manager of Kern Meat Company in Saint Louis, Mo. In 2011, he earned a doctorate in American History and Comparative Political Development from Saint Louis University.



Shawn Stevens

Shawn Stevens authors the *Legally Speaking* blog on Meatingplace.com. He is the founding member of Food Industry Counsel LLC, the only law firm in the United States that represents the food industry exclusively. As a food industry consultant and lawyer, Stevens works with growers, processors, restaurant chains, distributors and grocers to help them protect their brands by complying with FDA and USDA regulations, reducing risk, managing recalls, and defending high-profile foodborne illness claims. Stevens also speaks regularly to national and international audiences on a wide variety of emerging scientific, regulatory and food safety legal trends.



Hannah Thompson-Weeman

Hannah Thompson-Weeman authors the *Animal Ag Watch* blog on Meatingplace.com. She is the president and CEO of Animal Agriculture Alliance. She provides strategic direction to the organization and oversees its operations along with engaging key stakeholders about the value of animal agriculture and providing guidance to the animal agriculture community about managing various issues, including animal rights extremist activity and campaigns.



Laura Zinger

Laura Zinger authors Omnivorous Opinions, a blog that shares personal insights into her career and experiences in the protein sector and life as a working mother. She is the VP of Sales Enablement and Marketing at Semper Foods and hosts The Semper Spotlight podcast.

TECHNICAL CONTRIBUTORS

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Chris Williams, Sr. Vice President of Operations and Business Development at Pineland Farms Natural Meats

SALES AND MARKETING



Bill Kinross
VP, Group Publisher

As Vice President, Group Publisher, Bill leads the CarneTec, Meatingplace and Alt-Meat brands. Since taking the helm in 2005, Kinross and his team continue to be at the forefront of the processing industry with high engagement content and innovative multimedia advertising platforms. “We help ensure that the industry leaders continue to lead, that up-and-comers can break through the clutter to be recognized and that new entries can be noticed by our audience.” He holds a B.S. in Administrative Management from Clemson University and an MBA from DePaul University.



John McMillan
Senior Account Executive

John McMillan has spent more than 15 years in marketing and advertising, including work in print, television, and on the agency side of the business. He also started his own marketing business. McMillan takes pride in his responsiveness to client inquiries and requests. “I love working with clients to find creative ways to solve problems with different marketing avenues and developing long-term plans to grow their business,” he said. “Working the last two and a half years within the food industry I found my passion for the industry and people that work in it.”



Karen Moriarty
Senior Account Executive

Karen Moriarty has spent nearly 20 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.”



Jeff Sutley
Senior Account Executive

Jeff Sutley brings more than 15 years of experience working with clients to effectively deliver their important news and messaging to industry buyers. “Working closely with companies and understanding their marketing priorities provides the foundation to effectively position the right message, in front of the best audience, at the most opportune time” said Sutley. He joined the MTG Media Group team in 2021 and enjoys working hand-in-hand with suppliers to help tell their full professional story to potential buyers.



Laurie Hachmeister
Vice President, Corporate Marketing

As Vice President, Corporate Marketing, 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.

PRODUCTION



Karen Ruesch
Production Manager

Karen Ruesch has more than 25 years of production and operations experience with business-to-business publications. "I am very fortunate to work with a wonderful group of enthusiastic, successful and talented professionals who are dedicated to customers and content."

DESIGN



Brittney Hackbart

Associate Art Director

Brittney Hackbart is an award-winning designer who has spent nearly a decade in the B2B publishing industry, refining her skills. As Associate Art Director she is involved in both print and website design for all MTG brands. In her free time, this design aficionado and outdoor enthusiast enjoys rock climbing.



Steve Vanden Heuvel

Vice President/Creative Director

Steve is an award-winning creative director and more than 20-year veteran of B2B publishing, not to mention a film enthusiast and connoisseur of the craft beer variety. He's responsible for creative direction on all of MTG Media Group's properties.

CORPORATE MANAGEMENT



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, now MTG Media 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.