

Date: December 2010
To: County Presidents and State Directors
From: Kim Strickland and Lindsey Wiggins
Subject: FCA Sweetheart Contest

There have been several questions asked concerning who is responsible for the expenses of the contestants at the state convention in Marco Island. The state association only pays the expenses of the current FCA Sweetheart. It is up to you as a county to determine if your association will pay all or a portion of your sweetheart's expenses. When selecting your county representative, please advise them on what expenses they will be required to pay.

The cost of the hotel rooms are \$153 plus tax, per night. The contestants will be at the convention for four nights and the convention registration is \$165 per person. Some of the meals are not covered in the convention registration which is an additional expense for the contestant.

The FCA Sweetheart Contest is one of the highlights of the convention and we encourage your county to participate.

If you have any questions, please do not hesitate to contact either of us. Kim can be reached by phone at (239) 851-3896 or by email at kwstrick2@comcast.net and Lindsey can be reached by phone at (863) 674-4092 or email at horse1@ufl.edu .

FCA Sweetheart Qualifications and Standards of Conduct

Preamble: Florida Cattlemen’s Association, Inc. (FCA), is a state-wide organization devoted to protecting and promoting the cattle industry at the local, state and national levels since 1934. FCA members are producers, breeders, and industry proponents who share a common concern and commitment towards a mutual goal- protecting the future. FCA selects an “FCA Sweetheart” annually to assist in promoting and educating consumers about the beef industry. Florida Cattlemen’s Association hereby declares and establishes the following minimum “Qualifications and Standards of Conduct” that shall be applicable to all title-and sub-title holders and all approved contestants competing for the title of FCA Sweetheart. Establishment of this statement of “Qualifications and Standards of Conduct” by, Florida Cattlemen’s Association Inc. does not nullify, cancel, or preclude existing and additional Florida Cattlemen’s Association, Inc. rules, expectations or practices now or in the future. Florida Cattlemen’s Association, Inc. reserves the right to amend its rules and operational guidelines by action of the FCA Executive Director.

Qualification and Standards are listed randomly, not in order of priority or importance.

Adherence to Law:

Shall abide by the laws of the jurisdiction(s) she is in. Shall never have been convicted of a felony crime (or equivalent, while a juvenile.) Shall not have pending criminal charges (other than minor traffic violations, with the exception of DUI, Aggravated DUI, and Reckless Driving) or have adjudicated criminal sentences pending against her. Shall disclose to the FCA Executive Director her criminal history and pending sentences other than minor traffic violations. Shall have and maintain a valid operator’s license.

Adherence to Rules:

Shall abide by all rules and regulations of Florida Cattlemen’s Association, Inc. including: Florida Cattlemen’s Association, Inc. Sweetheart contest rules, general rules, written expectations, official communications and documents, and verbal direction from competent authority (State Chairperson, Judges, and FCA Executive Director.) Concerns shall respectfully be brought to the attention of the involved State Chairperson, or the Executive Director of Florida Cattlemen’s Association, Inc. in a timely manner.

Age:

Must have obtained the age of 17 years old by June 1, 2011 of the contest year and must not have obtained the age of 23 years old by December 31, 2011.

Agreements:

Shall have executed and presented all required documents, consents, waivers, and/or agreements presented as conditions or precedents to competition, title, or contracted party prior to the receipt of prizes, awards, scholarships, monies, or participation in approved activities.

Civil Actions:

Shall not be a principal (initiating) party in any civil action without prior written notification of the FCA Executive Director. The FCA Executive Director reserves the right to disqualify her for title in cases where the initiation or furtherance of a civil action is contrary to the stated purposes of Florida Cattlemen's Association, Inc., or prejudicial to the positive image and effective representation of Florida Cattlemen's Association, Inc., or involves a significant conflict of interest. Shall disclose in writing to Florida Cattlemen's Association, Inc., any pending civil judgments imposed against her.

Contracts/Agreements/Encumbrances:

Shall not enter into any contract, agreement, purchase, or promise to pay that encumbers Florida Cattlemen's Association, Inc., funds, personnel, resources, or commits Florida Cattlemen's Association, Inc., as a responsible entity, without prior written permission of Florida Cattlemen's Association, Inc., the FCA Executive Director, or the Sweetheart Chairperson.

Disqualification:

Shall not have been disqualified in current competition nor have forfeited the FCA Sweetheart title.

Finances:

- ♣ Shall account for all approved expenses with receipts in a timely manner and document automobile mileage, completing required forms for reimbursement from Florida Cattlemen's Association, Inc. Reasonable expenses stemming from approved, scheduled activities will be considered by the Sweetheart Chairperson for reimbursement. Budgeted annual reimbursements not to exceed \$1,500 without prior consent of the FCA Executive Director to the Sweetheart Chairperson.
- ♣ Shall not purchase or charge items to Florida Cattlemen's Association, Inc., that have not been approved by the Sweetheart Chairperson, or the FCA Executive Director. Shall pay all just personal debts.
- ♣ Approved FCA Sweetheart expenses are normally reimbursed **after-the-fact**, pending approval of submitted receipts. Expenses incurred should be in the most economical manner possible.

Insurance:

- ♣ Shall maintain personal health insurance and automobile liability insurance.
- ♣ Florida Cattlemen's Association, Inc., assumes no liability for personal injury or property damage as result of FCA Sweetheart's appearances and activities.

Marital Status:

- ♣ Shall not have ever been married. ("Married" includes "common law" marriage if a legal status in states/countries in which she has lived.)
- ♣ Shall not cohabit or live as part of a domestic partnership living arrangement or share living facilities with any person in a romantic relationship, or with a member of the opposite sex outside the degrees of consanguinity as established by law. Normal college dormitory/sorority living arrangements are specifically accepted from this rule.

Magazine Article:

Must submit a written report on activities of interest to the general membership of FCA for inclusion in the FCA Magazine. Article to be submitted no later than the first of each month to the Magazine Editor. Form, content and photos may be altered at the discretion of the Magazine Editor or Sweetheart Chairperson.

Written Activity Reports:

Shall submit written activity reports to the Sweetheart Chairperson on designated form.

Confidentiality and Public Criticism:

Shall exercise and maintain confidentiality in respect to all FCA issues, discussions, decisions, and other business of the Florida Cattlemen's Association, Inc.. Shall not be publicly critical in word or action of the Sweetheart Chairperson, FCA Executive Director, Board of Directors, or membership, singly or as a group.

Personal Appearance:

Attire while driving to events may be casual, but presentable in public. When arriving at an appearance location shall be well dressed in appropriate attire, including banner.

Examples of Appropriate Attire:

1. Shall maintain a wardrobe sufficient to fulfill appearance and activity requirements.
2. No faded jeans, shirts, or hats – It is best to have your jeans/shirts dry-cleaned and heavy starched. Always make sure your hat is very clean and shaped, in a popular and flattering style.
3. Boots, luggage, and other equipment must be clean, polished and in good repair.

4. Tiara, buckle, and jewelry are always clean and polished. Keep the banners in excellent condition and clean, also.
5. Hair and makeup shall be tasteful and complete in appearance.
6. Business attire to include suit jacket, appropriate blouse if needed, and slacks or skirt. If a skirt is suited to the event, such should be no shorter than fingertip length and hosiery should be worn.

19. Personal Conduct/Wholesome Image:

FCA Sweetheart is a highly visible icon, a role model who represents and is often synonymous with the cattle industry, the people of the state of Florida, Florida Cattlemen's Association, Inc., the FCA Executive Director, her hometown, family, and her own personal character.

Acceptance of the FCA Sweetheart title presupposes her voluntary relinquishment of a certain amount of freedom in personal choices and activities while competing for or holding this position of public scrutiny and responsibility. Florida Cattlemen's Association, Inc., expects her personal conduct during official appearances and in her private life to exemplify the highest standards of morality, integrity, honesty, fairness, sincere concern, public service, poise, tact, and the traditional, family-oriented western lifestyle she represents. She shall conduct herself at all times to reflect most favorably on herself, her title, Florida Cattlemen's Association, Inc., and the state of Florida.

She shall not use tobacco products or drink alcoholic beverages illegally, or in public while identifiable as FCA Sweetheart, and Florida Cattlemen's Association, Inc., representative. She shall not become publicly intoxicated or associate notoriously with any person(s) in a manner that brings disrepute on her title, Florida Cattlemen's Association, Inc., or the FCA Executive Director. She shall not attend frequent places of questionable repute or moral turpitude. She shall not allow herself, her name, photographs, or her title to be knowingly used or represented verbally, in print or in electronic media in a manner inconsistent with these "Qualifications and Standards of Conduct."

Integral to the success of her title is her wholesome image as the "Cattlemen's Sweetheart." Body piercing in excess of two earrings per ear or any visible tattoos will not be acceptable. If questions about correct behavior or appropriateness arise, she shall discuss them in a timely manner with the Sweetheart Chairperson whose direction will be final.

20. Political Activity/Endorsements:

Shall not endorse or use her title to represent a political candidate, political party, or partisan cause. Shall not run for public, elective office. She may participate in public causes deemed by the Sweetheart Chairperson to be consistent with her title, the purposes of Florida Cattlemen's Association, Inc., or that support legitimate aspects of the traditional western lifestyle.

21. Pregnancy:

Shall not have ever been pregnant or borne a child out of wedlock nor become pregnant during the term of the contract or competition.

22. Representative or Agent:

Although every effort will be made by the Sweetheart Chairperson and Florida Cattlemen's Association, Inc., to communicate completely and effectively with immediate family members about issues of mutual concern, the Sweetheart Chairperson only recognizes its commitment with the titleholder herself. The FCA Executive Director and the Sweetheart Chairperson shall not deal with an agent or personal representative. FCA Sweetheart (and Florida Cattlemen's Association, Inc., contractees) shall maintain herself approachable and available to the FCA Executive Director and the Sweetheart Chairperson.

23. Residency:

Shall maintain her primary residence in the state of Florida. An exception shall be made for a student currently enrolled in post-secondary education in another state/country as long as her permanent home address is in Florida. NOTE: FCA Sweetheart who is a student temporarily residing out-of-state must demonstrate her ability to fulfill all FCA Sweetheart activities and commitments successfully if actual residency will not be re-established in Florida. The Sweetheart Chairperson will review and rule on such situations.

24. Scheduling/Sweetheart Chairperson's/ Positions:

1. FCA Sweetheart shall be assigned to the Florida Sweetheart Chairperson, for guidance and direction of her official activities, image, and as her direct liaison to the FCA Executive Director.
2. All requests for appearances shall be referred to the Sweetheart Chairperson for approval.
3. The Sweetheart Chairperson may assign some coordination and scheduling responsibilities to others.
4. FCA Sweetheart shall inform the Sweetheart Chairperson of her personal scheduling needs, her current location, and contact information throughout the term of her reign.
5. FCA Sweetheart first Runner-Up commitments shall also be coordinated through the Sweetheart Chairperson. All needs and questions should be referred to the Sweetheart Chairperson.
6. FCA Sweetheart shall notify the Sweetheart Chairperson no less than three days in advance if she cannot make a scheduled commitment. The only exception shall be unforeseen emergencies or illness that preclude prior notification. Every reasonable effort will be made to notify responsible parties prior to missing commitments, rescheduling them, if possible.

25. Scholarship Requirements:

As the FCA Sweetheart you are encouraged to promote the Florida Cattlemen's Association, the cattle industry, and Florida Agriculture at as many functions as you can that do not conflict with your education. In order to receive your \$1000 scholarship you must materially participate in at least 10 approved activities throughout the year. All activities must be approved by the Sweetheart Chairman in advance, on an approved form. Form will include audience, length of time estimate for presentation and public engagement, travel distance, and any hotel cost if anticipated. Each activity should be for at least a two hour period, depending on the type of activity, not including travel time. Your target audience should be the non-cattle producing public. Sample activities could include:

- a. Ag In the Classroom or AgVenture type activities. For example, if you have a 30 minute presentation, you would have to present to 4 groups or more in a day to get the travel approved.
- b. Civic and Community club events- if you give a ten minute presentation, and stay for the dinner and to answer questions and meet with the public before and after for approximately an hour and 50 minutes, this could qualify.
- c. Beef promotions to include in store demonstrations and Southern Women's Shows- if you materially participated in these events for at least 4 hours, this would qualify. Multiple days in the same event and location in the same week would count as one event.
- d. Fair activities- if you were to pass out brochures and engage the public in conversation for at least two hours at an exhibit hall or the entrance to a barn area, and then also wanted to ring steward or assist with the show, this would qualify.

Summary: The Florida Cattlemen’s Association Sweetheart shall bring problems, questions and the possibility of personal non-compliance with Florida Cattlemen’s Association, Inc., Sweetheart rules to the attention of the Sweetheart Chairperson or the FCA Executive Director in a timely manner. Equitable problem resolution is much simpler and more likely when addressed openly and early. (In the event of any inconsistency between the above and the signed contracts, the signed contracts shall prevail.)

I HAVE READ AND UNDERSTAND THE:

FCA SWEETHEART

QUALIFICATIONS AND STANDARDS OF CONDUCT

FCA Sweetheart _____

Sweetheart Chairperson _____

FCA Executive Director _____

DATE: _____

FLORIDA CATTLEMEN'S SWEETHEART
LETTER OF INTENT

Name of County

The above County intends to have a Sweetheart Contestant for the Florida Cattlemen's Association Annual Convention, June 20-24, 2011.

Signature of County Officer or State Director

THIS LETTER OF INTENT MUST BE RECEIVED BY THE FCA OFFICE NO LATER THAN
MARCH 1, 2011.

FLORIDA CATTLEMEN'S ASSOCIATION
FCA SWEETHEART PROGRAM
P.O. BOX 421929
KISSIMMEE, FL 34742-1929

QUESTIONS TO BE DIRECTED TO:

KIM STRICKLAND
1709 Lakeview Terrace
N. Ft. Myers, FL 33903
kwstrick2@comcast.net
Mobile: (239) 851-3896

Dear Cattlemen and Cattlewomen:

The year 2011 has arrived, which means that the annual Florida Cattlemen's Association Convention in Marco Island (June 20-24, 2011) is just around the corner. The crowning of the FCA Sweetheart is not only a highlight of the convention, but is a deeply rooted tradition of our organization.

We would like to encourage you to select and support (financially and otherwise) a young lady from your county to participate in this year's contest. The Florida Cattlemen's Sweetheart Contest will provide opportunities for your representative to gain professional experience, industry knowledge, enhanced communication skills, and relationships that will last a lifetime. This contest will offer scholarship opportunities as well.

In selecting your representative, we would like you to keep the criteria outlined on pages 3-5 in mind. Your county candidate must meet the criteria enclosed in order to participate in the state contest.

Please remember that each county sweetheart is as equally important as the state sweetheart. The county sweetheart will represent you as well as the entire industry at various functions.

We hope you will consider selecting a young lady to participate in this year's contest. We are setting a goal of 10 contestants this year! This will only be accomplished with your help.

A letter of intent is included in this packet. If your county is interested in entering a sweetheart contestant, please complete the enclosed letter of intent, and return it to the FCA office by March 1, 2011. The completed entry form, application, and other required items must be submitted by the contestant no later than March 15, 2011.

Please see that your candidate receives the rest of the information packet that is enclosed so she is well prepared and informed. Electronic copies of this packet (in Microsoft Word) are available upon request. If you or your contestant would like a copy of this sent via email, please feel free to contact me. Thank you for your time and cooperation.

If you have any questions, please do not hesitate to contact me. I will be more than happy to assist you!

Warm regards,

Kim Strickland
1709 Lakeview Terrace
N. Ft. Myers, FL 33903
kwstrick2@comcast.net
Mobile: (239) 851-3896

FLORIDA CATTLEMEN'S ASSOCIATION SWEETHEART CONTEST CRITERIA

The Florida Cattlemen's Sweetheart Contest was established to build favorable publicity for the Florida Cattlemen's Association, Florida Beef Council, and the Florida CattleWomen. The FCA Sweetheart's purpose is to promote and educate consumers about beef and the Florida beef industry.

Rules of Eligibility for the Contest:

- Each contestant must be 18 by June 1, 2011 and not over the age of 23 as of December 31, 2011 and must be or will be a high school graduate by June 30, 2011.
- The contestant must never have been married nor have any children.
- The contestant must be the daughter of a member (parent or “legal” guardian) in GOOD STANDING OF THE FLORIDA CATTLEMEN'S ASSOCIATION OR THE CATTLEWOMEN'S ASSOCIATION FOR THE PAST TWO YEARS.
- The FCA and FCW member must live in the state of Florida and must be a paid member in good standing for two consecutive years in the county association that is sponsoring his/her daughter in the contest. Candidates are not qualified if they have only a junior membership.
- The FCA Sweetheart shall be selected at the annual convention in June. All contestants must be able to attend the convention and should be registered. The responsibility for the contestant's registration and lodging expenses is handled individually in whatever manner is satisfactory between the local county association and the contestant.
- The FCA Sweetheart must be able to represent the Florida Cattlemen's Association, the Florida Beef Council, and the Florida Cattle Women at all approved events and activities.
- It is highly recommended that each contestant pursue higher education while remaining in a Florida institution. Due to the fact that the FCA Sweetheart is asked to travel rather extensively to fulfill her duties, being out of state would hinder her opportunities.
- Each county may send only one (1) contestant.
- Counties shall be responsible for ensuring the contestant be properly chaperoned. In the event a parent cannot attend the convention, a qualified adult chaperone should be designated and named on the bottom of the entry form. The Florida Cattlemen’s Association, Florida Beef Council and the Florida CattleWomen are not responsible for any contestant.
- The Florida Cattlemen's Association will pay the FCA Sweetheart's travel expenses for pre-approved functions up to \$1,500.00 for the year.
- Each county should conduct its own contest to select a candidate for the FCA Sweetheart Contest.

- Name, completed application, professional resume, sponsor form and (High Resolution) photographs of the contestants must be submitted to the Florida Cattlemen's Association, FCA Sweetheart Program, P.O. Box 421929, Kissimmee, FL 34742-1929, postmarked no later than March 15, 2011.
- Each county is responsible for having the entry form properly signed by the contestant, parent or chaperone, and sponsor and post marked by March 15, 2011.
- The FCA Executive Committee reserves the right to cancel the FCA Sweetheart Contest at any time without prior notice. The FCA Executive Committee reserves the right to make changes to the contest at any time.
- Judging will be on the basis of the following criteria:
 - Knowledge of the Beef Industry 25%
 - Communication Skills 25%
 - Personality, Poise, and Appearance 25%
 - Overall Impression 25%
- Prizes shall be presented as follows:
 - The 2011 FCA Sweetheart will receive \$250.00 cash with the potential to earn an additional \$1,000.00 in scholarship money.
 - The First Runner-Up will receive \$150.00 cash with the potential to earn an additional \$500.00 in scholarship money.
 - Miss Congeniality (Julia Parrish Spirit Award) will receive prizes and gifts.
 - All contestants will receive a gift.
- Because, natural attractiveness is important, no wigs, hair pieces, false eyelashes, or excessive make-up are permitted.
- The contestants shall not be representative of any major agribusiness of any other group that could create a conflict during her reign as FCA Sweetheart.
- The Sweetheart Committee shall be the screening committee as to the eligibility of contestants; each contestant acknowledges this by her signature on the entry form.
- Attendance at a pre-convention meeting will be mandatory. This mandatory meeting will be at the FCA office in Kissimmee and has proven very beneficial to the contestants as it gives everyone an opportunity to meet one another and to ask questions. This mandatory meeting has been **tentatively scheduled for Saturday April 02, 2011**. Kim Strickland will contact each contestant at a later date to confirm the date and time for the meeting.
- The decision of the judges is final.

Florida Cattlemen's Association
P.O. Box 421929
Kissimmee, FL 34742-1929
Phone (407) 846-6221 Fax (407) 933-8209

Sweetheart Contest Entry Form

As a Sweetheart from (Name of City) _____, sponsored by (Name of County Association) _____, I hereby submit my entry as a contestant in the FLORIDA CATTLEMEN'S SWEETHEART CONTEST sponsored by the Florida Cattlemen's Association, governed by the rules under the following terms and conditions.

I attest that I am a resident of the State of Florida and that I will be at least 18 years of age by June 1, 2011 and no more than 23 years of age by December 31, 2011. I am a high school graduate, and further state that I am not under contract to any person, firm, or corporation other than my sponsored organization, or have any other legal obligation that would prevent my participation or appearance in the 2011 Florida Cattlemen's Sweetheart Contest.

If I marry or have a child during the year ensuing, beginning July 1, 2011 the FCA Executive Committee of the Florida Cattlemen's Association may, at their discretion, revoke my title of "FCA Sweetheart". I will then agree to forfeit the right of my title.

I agree to participate in all events in connection with the Florida Cattlemen's Sweetheart Contest and to adhere and be bound by the rules governing the selection of the 2011 Florida Cattlemen's Sweetheart.

I understand and agree that the time, manner, and method of judging the Florida Cattlemen's Sweetheart Contest and the supervision of awards shall be the sole responsibility of the contest committee and that the decision of the judges regarding the selection of the winner shall be final.

I understand and agree to all information and photographs accompanying my entry form become the property of the Florida Cattlemen's Association and that these items may be used for publicity.

Contestant's Name: _____

Chaperone's Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

Signature of Contestant _____

Signature of Parent or Guardian _____

Signature of County Officer or State Director _____

FCA Sweetheart Contest Contestant Application

Welcome to the Florida Cattlemen's Association Sweetheart Contest! The completed application shall be typed
If you have any questions, please contact Kim Strickland at kwstrick2@comcast.net or at (239) 851-3896.

Name: _____

County: _____

Age: _____ Date of Birth: _____

Address: _____

Phone Number: _____

E-mail Address: _____

Currently employed as: _____

Attends School at: _____

Major: _____

Parents' Names: _____

Address: _____

Phone Number: _____

Father's Occupation: _____

Mother's Occupation: _____

Contestant's Highest Education To Date:

High School: _____ Year Graduated: _____

College: _____

Number of years completed: _____

College Major/Minor: _____

Future Plans:

Your Local Newspaper: _____

Contact Name/ Address/Telephone: _____

Sweetheart Contestant Questions:

Attach a separate sheet with completed questions. Answers should be brief, but specific.

1. What do you feel is the purpose of the FCA Sweetheart?
2. What qualities do you possess that would make you the best candidate for the title of FCA Sweetheart?
3. If chosen as the 2011 FCA Sweetheart, what do you plan to do to promote beef and the beef industry?
4. What do you see as your major strengths and weaknesses?
5. Describe your involvement with the cattle industry (i.e. organizations, family, education).
6. What do you see as some of the current and future challenges and potential opportunities of the Florida beef industry? How do you think our Association should address them?

To be entered, the following items must be submitted to the FCA office in Kissimmee and be postmarked no later than March 15, 2011:

- **Professional Academic Resume**
Note that if you are just graduating from high school and have little work experience then highlight your high school activities and accomplishments.
- **Three Letters of Recommendation**
One must be from a member of the Florida Cattlemen's Association or Florida Cattle Women. The other two must be from non-relatives (i.e. mentor, guidance counselor, FFA advisor, 4-H agent, teacher, professor, supervisor, etc.).

- **Six (6) 5x7 High Resolution Color Glossy Photographs**

The photographs must be of the same pose from the waist up. These are the judges' materials and will remain property of FCA.

Each contestant:

- Must abide by the rules of eligibility of the FCA Sweetheart Contest.
- Will be required to sell Sweetheart Raffle tickets
- Will be required to have a \$100 sponsor
- Will participate in several business interviews.
- Will take a written beef industry exam.
- Will be presented on stage before the FCA and FCW membership.
- Will prepare and present a Power Point slideshow before the judges.
- Is expected to portray professionalism and conduct herself in a manner that would best represent FCA throughout the entire contest.

Mail all materials by March 15, 2011 to the address listed below. I recommend that each contestant make a copy of her application for her own reference and/or in the event that it gets lost in the mail.

Mail Completed Application To:
Florida Cattlemen's Association
FCA Sweetheart Program
P.O. Box 421929
Kissimmee, FL 34742-1929

Direct Questions To:
Kim Strickland
1709 Lakeview Terrace
N. Ft. Myers, FL 33903
kwstrick2@comcast.net
Mobile: (239) 851-3896