



2017 Florida Beef Ambassador Contest 2017 Rules & Regulations

Sponsored by: Florida CattleWomen, Inc.
Florida Cattlemen's Association
Florida Beef Council

Dear Advisors, Leaders, and Youth Organizers:

Florida CattleWomen, Inc. is looking for Beef Ambassadors to promote beef across Florida.

The Florida Beef Ambassador Program provides an opportunity for youth to become spokespersons and future leaders for the beef industry. The goal is to provide consumers with information about beef nutrition, safety, and convenience as well as to provide producers with industry information, including facts about the beef check-off program.

Attached you will find information about the state competition. Please pass this information on to anyone between the ages of 12 - 20 and who would be interested in a public speaking opportunity in the Beef Industry.

All forms must be postmarked by the registration deadline: **Saturday, July 22, 2017** to the FBA Program Co-Chair. The state competition will be held on Friday, July 28, 2017, at 1:00 p.m. at the Florida State Fairgrounds, 4800 US Hwy 301 North, Tampa, FL 33610.

FLORIDA BEEF AMBASSADOR APPLICATION

Entry Deadline: Saturday, July 22, 2017

Contest Date: July 28, 2017

Complete and mail or email the form to:

Tami Newsome
Florida Beef Ambassador Program
P.O. Box 801
Riverview, FL 33568
813-376-4966
tamnews1@hotmail.com

Name: _____ County: _____

Address: _____

City: _____ State _____ Zip _____ Phone: _____

Email address: _____

Age: _____ Date of Birth: _____

I hereby certify that I meet the eligibility statement in the contest rules and agree to abide by the rules of the 2017 Florida Beef Ambassador Contest.

Applicant Signature

Printed Name of Parent/Guardian

Signature of Parent/Guardian

Eligibility and Prerequisites for Entry in the State Competition

- Junior contestants must be 12 but not over 16 by 01/01/2017.
- Senior contestants must be 17 but not over 20 by 01/01/2017.
- Contestants who have won the Senior competition previously are ineligible to compete again.
- Proof of Completion of Consumer Demonstration– contestants must have completed and performed one presentation to a non-agricultural consumer group prior to the contest date. See Contest Areas of Evaluation for further documents to be submitted and further details.
- Contestants must be accompanied by an adult to the State competition.
- Contestants must meet all requirements stated in "Qualifications and Standards of Conduct".

Contest Information

- All information presented by the contestant in each judging area must be factual based on data provided on the following websites or through personal research: www.explorebeef.org, www.beefitswhatsfordinner.com, www.beefnutrition.com, www.factsaboutbeef.com, and www.bseinfo.org.
- Contestants may introduce themselves by first name only in their presentations.
- Contestants will be sequestered in the ready room on competition day for the entirety of the competition.
- The decision of the judges is final.
- The term of the Florida Beef Ambassador will begin in July at the state competition and conclude the next July.

Contest Areas of Evaluation

Senior Contestants:

1. **Media Interview** – The contestant will participate in a mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or to clarify a point. A panel of judges will observe the interaction for: knowledge, articulations, poise and the contestant's ability to "Tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.

2. **Consumer Promotion** – A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a “sample” to serve as well as beef industry production and nutrition literature and recipes. Scripted “consumers” will approach the table to take the sample. They will ask questions to test the contestant’s knowledge, capacity to perform in the field and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide the consumers with the appropriate information to answer their questions.
3. **Consumer Presentation**– The purpose of this part of the competition is for the contestant to validate a beef presentation has been made to one non-agricultural group prior to the contest. Creativity within the presentation, consumer interest, and overall knowledge of the beef industry will be judged. During the competition, the contestant will be required to do this same presentation in front of the judges/spectator. Presentation will be between 3 – 5 minutes in length.
4. **Issues Response** – will be conducted at the state contest. Contestants will be provided with a recently published news article regarding the beef industry. Using a computer provided by FCW, compose a brief (150 words or less) response to the article. The contestant will have 30 minutes to complete this assignment. The responses will be judged by staff currently working in an online environment. The judges will score the contestants on their ability to respond to an industry article. Contestants will not be allowed to use any printed materials/resources during this section of the competition.

Junior Contestants:

1. **Media Interview** - The contestant will participate in a mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or to clarify a point. A panel of judges will observe the interaction for: knowledge, articulations, poise and the contestant’s ability to “Tell the Beef Production Story” and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.
2. **Consumer Promotion** – A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a “sample” to serve as well as beef industry production and nutrition literature and recipes. Scripted “consumers” will approach the table to take the sample. They will ask questions to test the contestant’s knowledge, capacity to perform in the field and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer

and provide the consumers with the appropriate information to answer their questions.

3. **Consumer Presentation** – A Beef Presentation - Creativity within the presentation, consumer interest, and overall knowledge of the beef industry will be judged. Juniors are not required to present this presentation prior to the contest. During the competition, the contestant will be required to do this presentation in front of the judges/spectator. Presentation will be between 3 – 5 minutes in length.

Awards

The State Competition for both Junior and Senior Florida Beef Ambassador will be held at the Florida State Fairgrounds at 1:00 p.m. on Friday, July 28th, 2017

The Junior Beef Ambassador awards are:

- State winner will receive \$75 cash.
- First runner up will receive \$50 cash.

The Senior Beef Ambassador awards are:

- State winner will receive \$150 in cash and the potential to earn up to a \$1000 scholarship.
- First runner up will receive \$75 in cash.
- State Winner will receive a membership in the Junior Florida Cattlemen's Association with magazine for the year.
- State Winner will receive paid registration and two-nights (Tuesday and Wednesday) at the Florida Cattlemen's Convention. The winner will be required to attend the meals and activities included in the registration pack.

State Winner May or May Not Be Chosen.

Consumer Presentation Evaluation

Presenter's Name:			
Organization:			
Title of Presentation:			
		Number of consumers	
		Presentation Date:	
Rate each question below using the following scale:	<i>1= Needs Improvement 2= Good 3 = Very Good 4=Excellent</i>		
PRESENTING TECHNIQUES			
Utilizes resources effectively	Rating: Comments:		
Demonstrations sufficient mastery of contest:	Rating: Comments:		
Makes effective use of a variety of materials:	Rating: Comments:		
Makes clear, practical demonstrations:	Rating: Comments:		
EFFECTIVE PLANNING			
Displays evidence of preparation:	Rating: Comments:		
Directions to consumer are clearly thought out and well stated:	Rating: Comments:		
Materials are organized and appropriate:	Rating: Comments:		
Maintains consumer interest and attention:	Rating: Comments:		
Works constructively	Rating:		

with individuals and groups:	Comments:		
Exhibits poise, voice control, and tact:	Rating: Comments:		
Graciously accepts less than "right" responses:	Rating: Comments:		
Uses positive statements:	Rating: Comments:		
Makes supportive comments:	Rating: Comments:		
OVERALL FEEDBACK			
Commendable Features:			
Suggestions for improvement:			
Other comments:			
Presenter's Signature:		Date:	
Evaluators Signature:		Date:	

Florida Beef Ambassador Program

2017

Qualifications and Standards of Conduct

Sponsored by:
Florida CattleWomen, Inc.
Florida Cattlemen's Association
Florida Beef Council

FCW Beef Ambassador Qualifications and Standards of Conduct

Preamble: Florida CattleWomen, Inc. (FCW), is a state-wide organization devoted to protecting and promoting the cattle industry at the local, state, and national levels since 1934. FCW members are producers, breeders, and industry proponents who share a common concern and commitment towards a mutual goal- protecting the future. FCW selects a “FCW Beef Ambassador” annually to assist in promoting and educating consumers about the beef industry. Florida CattleWomen, Inc. 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 FCW Beef Ambassador. Establishment of this statement of “Qualifications and Standards of Conduct” by Florida CattleWomen, Inc. does not nullify, cancel, or preclude existing and additional Florida CattleWomen, Inc. rules, expectations or practices now or in the future. Florida CattleWomen, Inc. reserves the right to amend its rules and operational guidelines by action of the FCW Executive Committee.

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

1. Adherence to Law:

Shall abide by the laws of the jurisdiction(s) he/she is in. Shall never have been convicted of a felony crime (or equivalent) 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 him/her. Shall disclose to the FCW Executive Committee his/her criminal history and pending sentences other than minor traffic violations. Shall have and maintain a valid operator’s license.

2. Adherence to Rules:

Shall abide by all rules and regulations of Florida CattleWomen, Inc. including: Florida CattleWomen, Inc. Beef Ambassador contest rules, general rules, written expectations, official communications and documents, and verbal direction from competent authority (State Co-Chairs, Judges, and FCW President). Concerns shall respectfully be brought to the attention of the involved State Co-Chairs, or the President of Florida CattleWomen, Inc. in a timely manner.

3. Age:

Junior contestant must be 12 but not over 16 by January 1, 2017. The senior contestant must be 17 years of age but not over the age of 20 years old by January 1, 2017.

4. 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.

5. Civil Actions:

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

6. Contracts/Agreements/Encumbrances:

Shall not enter into any contract, agreement, purchase, or promise to pay that encumbers Florida CattleWomen, Inc. funds, personnel, resources, or commits Florida CattleWomen, Inc. as a responsible entity, without prior written permission of Florida CattleWomen, Inc. Executive Committee.

7. Disqualification:

Adherence to all Standards of Conduct is required. Any violation might result in the disqualification of the individual from holding the Florida Beef Ambassador title.

8. Finances:

- All travel **MUST** be approved five (5) days prior to attending any event/activity in writing with approximate expenses to either the Beef Ambassador Co-Chairs or the FCW President.
- The Florida Beef Ambassador must submit all approved expenses with receipts as well as documented automobile mileage on the required reimbursement form obtained from the Florida CattleWomen, Inc. Reimbursement must be submitted within **30 days** after the activity to the Beef Ambassador Co-Chairs or reimbursement will be forfeited. Approved FCW Beef Ambassador expenses are normally reimbursed **after-the-fact.** Expenses incurred should be in the most economical manner possible. The Beef Ambassador will be reimbursed up to \$9 for breakfast, \$11 for lunch, and \$21 for supper or actual cost, whichever is less. Meal receipts must be submitted with reimbursement form. The Beef Ambassador will be reimbursed 50 cents per mile for mileage. **Travel that is not approved prior to the event/activity will not be reimbursed and is the responsibility of the representative.**
- Shall not purchase or charge items to Florida CattleWomen, Inc., that have not been approved by the Beef Ambassador Co-Chairs or the FCW President. Shall pay all personal debts.
- **Contestant may not travel without prior written approval.**

9. Insurance:

- Shall maintain personal health insurance and automobile liability insurance.
- Florida CattleWomen, Inc., assumes no liability for personal injury or property damage as result of FCW Beef Ambassador's appearances and activities.

10. Marital Status:

- Shall not have ever been married. ("Married" includes "common law" marriage is a legal status in states/countries in which she/he 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 as established by law. Normal college dormitory/sorority living arrangements are specifically exempted from this rule.

11. Pregnancy

Shall not have ever been pregnant, borne a child out of wedlock, or fathered a child. The contestant must not become pregnant or father a child during the term of the contract or competition.

12. Magazine Article:

Senior Beef Ambassador must submit an article to be published in the FCA Magazine according to the following schedule:

- Due August 25th for October magazine - introduce themselves as the new ambassador
- Due October 25th for December magazine – article about Beef for the Holidays
- Due March 25th for May magazine – article about Legislative Quarterly
- Due June 25th for August magazine – article following state convention

Junior Beef Ambassador must submit an article to be published in the FCA Magazine according to the following schedule:

- Due September for November magazine – introduce themselves as new junior ambassador
- Due November 25th for January magazine – article about Beef for Holidays

Magazine articles should include the suggested topic and also include any activities the ambassador has been/will be involved in or items that might be of interest to the general membership of FCW and FCA. Article must be submitted no later than the 25th of the month to the Florida Beef Ambassador Co-Chairs. If the Ambassador so chooses, additional articles outside of those required months may be submitted for submission to the FCA Magazine. Form, content, and photos may be altered at the discretion of the FCA Magazine Editor or Beef Ambassador Co-Chairs. Form, content, and photos may be altered at the discretion of the FCA Magazine Editor or Beef Ambassador Co-Chairs.

13. Written Activity Reports:

Shall submit written activity reports to the Beef Ambassador Co-Chairs on designated form. Form must be turned in to the Beef Ambassador Co-Chairs within two weeks of the activity/event and is provided in this application packet.

14. Confidentiality and Public Criticism:

Shall exercise and maintain confidentiality in respect to all FCW issues, discussions, decisions, and other business of the Florida CattleWomen, Inc. The Beef Ambassador shall not be publicly critical in words or actions of the Beef Ambassador Co-Chairs, the FCW Executive Committee, the FCA, the FBC, or the FCW membership in a group or one-on-one.

15. 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.
- Examples of Appropriate Attire:
 1. Shall maintain a wardrobe sufficient to fulfill appearance and activity

requirements.

2. No faded jeans or shirts.
3. Hair and makeup shall be tasteful and complete in appearance.

16. Personal Conduct/Wholesome Image:

1. FCW Beef Ambassador 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 CattleWomen, Inc., the FCW Executive Committee, his/her hometown, family, and his/her own personal character.
2. **Acceptance of the FCW Beef Ambassador title presupposes his/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 CattleWomen, Inc., expects his/her personal conduct during official appearances and in his/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 he/she represents. He/She shall conduct herself/himself at all times to reflect most favorably on herself/himself, his/her title, Florida CattleWomen, Inc., FCA, FBC and the state of Florida.
3. He/She shall not use tobacco products or drink alcoholic beverages illegally, or in public while identifiable as FCW Beef Ambassador. He/She shall not become publicly intoxicated or associate notoriously with any person(s) in a manner that brings disrepute on his/her title, Florida CattleWomen, Inc., or the FCW Executive Committee. He/She shall not attend frequent places of questionable repute or moral turpitude. He/She shall not allow thyself, his/her name, photographs, or his/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.”
4. Integral to the success of his/her title is his/her wholesome image as the “FCW Beef Ambassador.” **Contestants may not have any visible body piercing other than earrings as well as NO visible tattoos.**
5. There shall be no inappropriate postings on social media websites (i.e. Facebook, Twitter, Instagram).

If questions about correct behavior or appropriateness arise, he/she shall discuss them in a timely manner with the Beef Ambassador Co-Chairs whose direction will be final.

17. Political Activity/Endorsements:

Shall not endorse or use his/her title to represent a political candidate, political party, or partisan cause. The Beef Ambassador shall not run for public, elective office. He/She may participate in public causes deemed by the Beef Ambassador Co-Chairs to be consistent with his/her title, the purposes of Florida CattleWomen, Inc., or that support legitimate aspects of the traditional western lifestyle.

18. Representative or Agent:

Although every effort will be made by the Beef Ambassador Co-Chairs and Florida CattleWomen, Inc., to communicate completely and effectively with immediate family members about issues of mutual concern, the Beef Ambassador Co-Chairs only recognizes its commitment with the titleholder himself/herself. The FCW President and the Beef Ambassador Co-Chairs shall not deal with an agent or personal representative. FCW Beef Ambassador (and Florida CattleWomen, Inc., contractees) shall maintain himself/herself approachable and available to the FCW President and the Beef Ambassador Co-Chairs.

19. Residency:

Shall maintain his/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 his/her permanent home address is in Florida. NOTE: Beef Ambassador who is a student temporarily residing out-of-state must demonstrate his/her ability to fulfill all FCW Beef Ambassador activities and commitments successfully if actual residency will not be re-established in Florida. The FCW Executive Committee will review and rule on such situations.

20. Scheduling/ Beef Ambassador Co-Chairs's/ Positions:

1. The FCW Beef Ambassador shall be assigned to the Florida Beef Ambassador Co-Chairs for guidance and direction of his/her official activities, image, and as his/her direct liaison to the FCW President.
2. All requests for appearances shall be referred to the Beef Ambassador Co-Chairs or FCW President for approval, in writing, five (5) days prior to the event/activity.
3. The Beef Ambassador Co-Chairs may assign some coordination and scheduling responsibilities to others.
4. The FCW Beef Ambassador shall inform the Beef Ambassador Co-Chairs of his/her personal scheduling needs, his/her current location, and contact information throughout the term of his/her title.
5. The FCW Beef Ambassador shall notify the Beef Ambassador Co-Chairs no less than three days in advance if he/she cannot make a scheduled commitment. The only exception shall be unforeseen emergencies or illnesses that preclude prior notification. Every reasonable effort will be made to notify responsible parties prior to missing commitments, rescheduling them, if possible.

21. Scholarship Requirements:

As the FCW Beef Ambassador you are encouraged to promote the Florida CattleWomen, Inc., 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 all required activities throughout the year. All activities must be approved by the Beef Ambassador Co-Chairs or the FCW President 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. Your target audience should be the non-cattle producing public. Required activities include:

- **Required** to present at Ag in the Classroom or AgVenture activities for a total time of three (3) days and 12 non-agriculture group activities.
- **Required** to submit a quarterly article to the Cattlemen's Livestock Journal to keep the membership abreast of your activities.
- **Required** to attend the FCA Legislative Quarterly held in Tallahassee each year and lobby with the FCW Executive Committee. The ambassador will be reimbursed for the hotel room, registration fee, meals according to a standard/customary reimbursement rate and mileage to attend this meeting.

- **Required** to submit a welcome paragraph related to the Florida Cattlemen's Convention Theme the year of appointment.
- **Required** to attend the Florida Beef Ambassador Competition the year completing the title of Beef Ambassador.
- **Required** to attend the Florida Cattlemen's Convention on Tuesday and Wednesday (2 nights) and participate in FCW activities.
- Attend Civic and Community club events as **requested**.
- Attend beef promotions to include in store demonstrations as **requested**.
- Attend Fair activities, County Cattlemen's Meetings, County CattleWomen's Meetings, other beef industry related organization appearances as **requested**.

Summary: The FCW Beef Ambassador shall bring problems, questions and the possibility of personal non-compliance with the FCW Beef Ambassador Rules and Standards to the attention of the Beef Ambassador Co-Chairs or the FCW President 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.)

FLORIDA BEEF AMBASSADOR PROGRAM

I, _____, have received a copy of the FCW Beef Ambassador Qualifications and Standards of Conduct. I have also read, understand and agree to uphold the FCW Beef Ambassador Qualifications and Standards of Conduct.

Beef Ambassador Signature

Date

Parent Signature if under the age of 18

Date

Beef Ambassador Co-Chair Signature

Date

FCW President Signature

Date

Florida Beef Ambassador Activity Report

Directions: Complete the information below when you attend an official beef ambassador event (consumer/retail event, youth presentation, etc) and forward to the FBA Co-Chairs *within 10 days of the event* to receive credit.

Name:		Activity Date:	
Address:			
City, St, Zip:			
Phone Number:		Email:	
Organization/Event Name:			
Indicate type of activity: a) Youth Event (i.e. classroom presentation, audience of high school aged youth or younger) b) Consumer Event (i.e. retail event, food show, event targeting consumers over age of 18) c) Youth & Consumer event			
Approximate Audience Size/ People at Event:			
Please provide a brief event summary and description of your activity/presentation:			
Was there media coverage of this event? <small>If yes, provide publication/station/website name and address. Also provide estimate media impressions based on viewership/circulation.</small>			
Please explain how you've determined this event was a success for beef education and promotion (i.e. survey results, comments from audience, feedback from teacher?):			

Signature of Representative at Activity /Event

Date

Print name of Representative

Contact Phone Number

