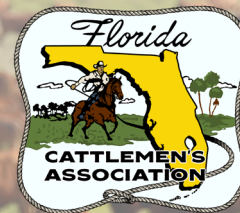


FCA SWEETHEART CONTEST



PURPOSE:

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. 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. 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. The crowning of the FCA Sweetheart is not only a highlight of the convention but is a deeply rooted tradition of our organization.

ELIGIBILITY:

1. Each contestant must be at least 18 years old by September 1st, not over the age of 24 as of December 31st, and must be or will be a high school graduate by June 30th of the year competing. Contestants will only be allowed to compete for up to 2 years in the competition.
2. The contestant must be the daughter of a member (parent or "legal" guardian). The FCA 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 his/her daughter will be representing in the contest.
3. The FCA Sweetheart shall be selected at the annual convention in June. All contestants must be able to attend the convention to compete. The responsibility for the contestant's lodging expenses is handled individually in whatever manner is satisfactory between the local county association and the contestant. The contestants registration will be covered by Sponsorships to the FCA Sweetheart Program, however their chaperone is expected to register for the convention.
4. The FCA Sweetheart must be able to represent the Florida Cattlemen's Association, the Florida Beef Council, and the Florida CattleWomen at all approved events and activities.
5. Contestants must be currently enrolled in an institution of higher education or have been accepted to begin enrollment in the fall semester at a college, university, or vocational/technical school. It is highly recommended that each contestant pursues higher education while remaining in a Florida institution. Since the FCA Sweetheart is asked to travel rather extensively to fulfill her duties, being out of state would hinder her opportunities.
6. The Florida Cattlemen's Association will pay the FCA Sweetheart's travel expenses for pre-approved functions.
7. The contestants shall not be a representative of any major agribusiness of any other group that could create a conflict during her reign as FCA Sweetheart.
8. 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.
9. Attendance at a pre-convention meeting will be mandatory (No Exceptions). This mandatory meeting has proven very beneficial to the contestants as it gives everyone an opportunity to meet one another and ask questions. **This mandatory meeting will be announced on the FCA Website, FCA Sweetheart social media pages, and shared directly with the applicants.**
10. Each county may send only one (1) contestant.
11. Each county should conduct its own contest to select a candidate for the FCA Sweetheart Contest.
12. Each county is responsible for having the entry form properly signed by the contestant, parent or chaperone, and county officer or state director and postmarked by February 15th.
13. Counties shall be responsible for ensuring the contestant is properly chaperoned. In the event a parent cannot attend the convention, a qualified adult chaperone should be designated and named at the bottom of the entry form. The Florida Cattlemen's Association, Florida Beef Council, and the Florida CattleWomen are not responsible for any contestant.
14. 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.

LETTER OF INTENT:

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. 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 February 1st. Please see that your candidate receives the rest of the information packet that is enclosed so she is well-prepared and informed. The completed entry form, application, and other required items must be submitted by the contestant no later than February 15th.

DUE FEBRUARY 1ST (RECEIVED OR POSTMARKED)

APPLICATION:

- 1. Completed Contestant Entry Form & Application-** All required signatures must be completed. This also includes the completed Sweetheart Contestant Questions.
- 2. 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.
- 3. Three (3) Typed Letters of Recommendation-** One must be from a member of the Florida Cattlemen's Association or Florida CattleWomen. The other two must be from non-relatives (i.e. mentor, guidance counselor, FFA advisor, 4-H agent, teacher, professor, supervisor, etc.).
- 4. Photographs-** Print and include four (4) copies of the same photo, and email the photo to convention@floridacattlemen.org for use in convention program, social media, and *Florida Cattleman and Livestock Journal*. The photo should be a high-resolution full color photo from the waist up. The four printed copies should be 5x7 glossy photographs. These are the judges' materials and will remain the property of FCA.
- 5. Completed Sponsorship Commitment Form-** Each contestant is required to secure a minimum \$100 sponsorship from a company/organization payable to the Florida Cattlemen's Association with Sweetheart Contest in the memo. Convention sponsorship forms can be found at www.floridacattlemen.org.

Please make a copy of your application for your own reference and to re-submit if the original gets lost in the mail.

DUE FEBRUARY 15TH (RECEIVED OR POSTMARKED)

CONTESTANT EXPECTATIONS:

- Must abide by the rules of eligibility of the FCA Sweetheart Contest.
- **Must attend mandatory contestant meeting the 4th Saturday of February (date subject to change). The details of this meeting will be posted on the FCA website, FCA Sweetheart social media pages, and shared directly with the applicants.**
- Will be required to sell Sweetheart Raffle tickets
- Will participate in several business interviews.
- Will be presented on stage before the FCA and FCW membership.
- Will prepare and present a PowerPoint slideshow before the judges.
- Is expected to portray professionalism and conduct herself in a manner that would best represent FCA throughout the entire contest.

JUDGING WILL BE BASED ON:

- Knowledge of the Beef Industry
- Communication Skills
- Personality, Poise, and Appearance
- Overall Impression

The decision of the judges is final.

PRIZES:

- The FCA Sweetheart will receive a cash prize with the potential to earn up to an additional \$3,500.00 in scholarship money.
- The First Runner-Up will receive a cash prize with the potential to earn up to an additional \$750.00 in scholarship money.
- Miss Congeniality (Maryanne Glaese Spirit Award) will receive prizes and gifts.
- If there is a significant number of contestants, there will be a Second Runner-Up.
- All contestants will receive a gift.

QUESTIONS:

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

Florida Cattlemen's Association

Mail: P.O. Box 421929, Kissimmee, FL 34742-1929

Hand Deliver: 800 ShakeRag Rd, Kissimmee, FL 34744



FLORIDA CATTLEMEN'S SWEETHEART CONTESTANT LETTER OF INTENT

The _____ County Cattlemen's
County Name
Association intends to have a Sweetheart Contestant for the

Year Florida Cattlemen's Association Annual Convention.

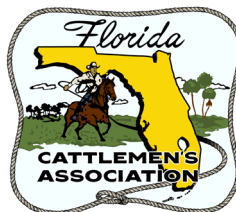
Print Name of County Officer or State Director

Signature of County Officer or State Director

This letter of intent must be postmarked no later than February 1st

Mail signed letter 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



FLORIDA CATTLEMEN'S SWEETHEART CONTESTANT ENTRY FORM

As a Sweetheart from _____ ,
Name of City

representing _____ , I hereby
Name of County Association

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 Sept. 1st, and no more than 24 years of age by December 31st of the year competing. 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 Florida Cattlemen's Sweetheart Contest.

If I marry or have a child during the year ensuing, beginning July 1st of the year I compete, 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 to my title. This also applies to First & Second Runner-Up.

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 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: _____ State: _____ Zip: _____

Phone: _____

Signature of Contestant

Signature of Parent/Guardian

Signature of County Officer or State Director

FLORIDA CATTLEMEN'S SWEETHEART 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 via email kwstrick2@comcast.net or by phone (239) 851-3896.

Contestant's Name: _____

County: _____ Age: _____ Date of Birth: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Cell #: _____

E-Mail Address: _____

Currently Employed As: _____

Contestant's Highest Education to Date: _____

High School: _____ HS Graduation Year: _____

College: _____ Years Completed: _____

Major/Minor: _____

Parents' Names: _____

Parents' Address: _____

City: _____ State: _____ Zip: _____

Father's Occupation: _____

Mother's Occupation: _____

Future Plans:

Your Local Newspaper: _____

Contact Name: _____ Phone #: _____

Address: _____

City: _____ State: _____ Zip: _____

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 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?