

Florida Cattlemen's Association
"REACH OUT" Award

1. PURPOSE OF AWARD

To recognize a member of FCA who has been most proactive in communicating facts about the beef cattle industry to the community at large.

2. ELIGIBILITY

The nominee must be an FCA member in good standing to be considered for this award.

3. NOMINATION

The recipients must be nominated by an affiliated organization. The affiliated organization can nominate from the entire field of FCA membership.

4. SELECTION PROCESS

(a) Nominations from the affiliated organizations go directly to a Selection Committee comprised of Chairman and Vice Chairman of the Environmental and Private Lands Management Committee and three other members appointed by the President.

(b) Nominations must be received by the Selection Committee on or before **April 1st** each year.

(c) The Selection Committee, by meeting or teleconference, and on the basis of information provided by the affiliated organizations, shall select the winner by majority approval.

(d) The Award shall be presented by the President and any other persons he deems appropriate during the annual meeting of the Association. The President may make other arrangements for presentation when he deems it in the best interest of the Association.

(e) A criteria to be considered includes, but need not to be limited to, speaking engagements, public testimony official hearings and workshops, involvement in civic organizations, ranch tours, participation in Farm City Week and similar programs, Letter to-the- Editor communications, other publications and local elected or appointed service.

