

2012-2013

NATIONAL BEEF AMBASSADOR PROGRAM

RULES & REGULATIONS



Funded in part by the
Beef Checkoff



Managed by the American
National CattleWomen, Inc.

NATIONAL BEEF AMBASSADOR COMPETITION RULES AND REGULATIONS

Open to all youth ages 12 - 20.

MISSION STATEMENT: The National Beef Ambassador Program strives to provide an opportunity for youth to educate consumers of all ages about beef nutrition, food safety and stewardship practices of the beef industry.

OVERALL GOAL: Utilize National Beef Ambassadors to tell the beef production story to consumers and youth through promotion, education, media and the online environment.

PROGRAM MANAGER: American National CattleWomen, Inc.

AWARDS: Each of the top five Senior division winners will be awarded \$1,000 upon fulfillment of requirements. Each of the top three Junior division winners will also be awarded cash prizes (amounts TBD).

\$5,000 total cash prize

SCHOLARSHIPS: The American National CattleWomen Foundation, Inc. generously awards a \$1000 scholarship to each competition winner.

STATEMENT OF REQUIREMENTS

The title *National Beef Ambassador Team* will refer to the top five Senior division placers at the National Beef Ambassador competition as determined by the judge's scores.

The *National Beef Ambassador Team* will be the official youth representatives of the American National CattleWomen, Inc. [ANCW] and the beef industry. The term of the *Team* will begin immediately following the completion of the National Beef Ambassador Contest and will last for one year. The *National Beef Ambassador Team* is required to travel under the auspices of ANCW throughout the year. Appearances will be required at the Cattle Industry Annual Convention, the following year's National Beef Ambassador Contest, and a minimum of 70% of all scheduled NBAP engagements throughout the year. A minimum of one hour per week is also required to complete social media assignments such as weekly blog posts and other online updates.

The *National Beef Ambassador Team* is expected to be available for assigned events and speaking engagements, to conduct themselves in a professional, mature manner and to represent ANCW and the beef industry in a positive light. A team member can be removed from the team at any time as determined necessary by the National Beef Ambassador Committee and the Program Manager.

ELIGIBILITY AND REQUIREMENTS FOR ENTRY IN THE NATIONAL COMPETITION

1. Each state is eligible to enter one Senior division contestant and an unlimited number of Junior division contestants.
2. Senior division contestants must be at least 17 years of age by September 1st of the contest year, but not over the age of 20 by September 1st of the contest year. Junior division contestants must be at least 12 years of age by September 1st of the contest year, but not over the age of 16 by September 1st of the contest year.
3. Contestants must be unmarried and cannot become married or a parent during their national term.
4. Senior division contestants may only enter the national competition one time. Junior division contestants are able to compete as many times as they are eligible.
5. All contestant entry forms must be received by the due date stipulated in the registration package. Late entry forms will not be accepted.
6. The following requirements must be completed by the due date stipulated in the registration package for all Senior division contestants.

One - *Media Interview* – local, state or national, print, radio or television media.

Three - *Youth Presentations* – made for elementary age youth. If it's not possible to make the presentation in a classroom, after school programs or youth organizations such as 4-H, YMCA or scouts groups may be used.

Two - *Consumer Promotions* – consumer events such as in-store demonstrations and health fairs may be used to fulfill this requirement.

Junior division contestants are not required to complete these requirements, but are encouraged to actively share the Beef story with youth and consumers in their communities.

7. Official NBAP Activity reports must be submitted for the media interview, youth presentation and consumer promotion requirements. Reports can be submitted with the registration packet for the national competition or online. Reports submitted after the deadline will not be accepted.
8. All contestants must be accompanied to the national competition by an adult chaperone (parent, organization representative or CattleWoman).

Additionally, qualified youth from states **without** a formal beef ambassador program may be eligible to compete in the National Beef Ambassador program, should the following criteria be met:

1. One student from each state will be allowed to compete in the Senior age division and an unlimited number of Junior contestants may compete. Senior contest registrations will be handled on a first come, first served basis and should more than one registration be received on the same day, a random drawing will be conducted by designated ANCW staff to determine who will compete from that state.
2. Contestants must provide at least one letter of endorsement as a part of their registration packet. Endorsements may come from a local beef producer, beef industry organization, or related agriculture business. The letter should articulate why the individual or organization supports the potential contestant, and must be on official letterhead.
3. All registration, travel and associated contest fees and expenses must be covered by the contestant. Sponsorships to help cover the costs are encouraged, but not required.
4. The Senior contestant pre-requisites to complete a designated number of youth presentations, media interviews and consumer promotions will be the contestant's responsibility to coordinate and complete prior to the registration deadline. Contestants are strongly encouraged to work with local community leaders and beef producers to schedule the events. Please contact the National Beef Ambassador Program manager for suggestions on how to plan for these events or to explore creative alternatives, if needed.
5. When completing the registration packets, a parent must sign in all spaces designated for the State Chair.
6. All other NBAP rules and regulations apply.

FOUR AREAS OF EVALUATION IN THE COMPETITION-SENIORS

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 clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, 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. **Youth Presentation** – The purpose of this part of the competition is for the contestant to validate one beef presentation made to three different student groups. Creativity within the lesson, student interest, and the capability of this lesson to be replicated by other teachers is valued.

On competition day contestants will submit a project binder to represent the three presentations made to youth. (Youth is defined as students who have not graduated high school.) The project is to be completely contained within a two-inch, three-ring binder. Anything outside of the binder will be discarded before judging. Points will be deducted if the binder is not a two-inch, three-ring binder.

The project binder may have the standard plastic cover on the front and/or back plastic sleeves. Plastic sleeves may be used inside the binder to contain materials and pages. There is to be no other additional cover on the binder other than the standard cover or points will be deducted. There is to be nothing protruding from the edges of the binder. The binder tells the story of the lesson and documents the presentation, student reactions and involvement.

The project ring binder must contain the following items:

1. Classroom Lesson Plan (see form provided by NBAP).
2. Presentation Report (see form provided by NBAP).
3. Three (3) Presenter Evaluation forms (see form provided by NBAP). These forms are to be completed by the supervising teacher or adult leader for each student group to give feedback to the presenter.
4. Photos of the contestant presenter teaching the lesson and student interaction.
5. Examples of items used. These materials must all fit inside the binder. (Games, books, activities, hand-outs, visuals, etc.)

Contestants are asked to make this binder at home and bring it to the NBAP competition. This project binder will be evaluated at the competition by a panel of judges. Contestants will have a five-minute interview with the judges to explain their presentation. Reports and all materials contained in them become the property of the NBAP.

4. **Issues Response** - Contestants will be provided with a recently published news article regarding the beef industry. Using a computer provided by the NBAP each contestant will compose a brief (150 words or less) response to the article. The responses will be judged by staff currently working in the 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.

TWO AREAS OF EVALUATION IN THE COMPETITION-JUNIORS

1. **Media Interview** - The contestant will introduce themselves and articulate why they've chosen to compete in the National Beef Ambassador contest. Introductions will be completed in two minutes or less. The contestant will also participate in a mock media interview. The interviewer will have two-three pre-determined questions related to current topics in the beef industry to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, 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.

THE DECISION OF THE JUDGES IS FINAL.

RULES

1. All information presented by the contestant in each judging area must be factual based on data provided on the Explore Beef website or through personal research. (www.explorebeef.org)
2. Contestants may introduce themselves by first name only in their presentations. Inadvertent identification of last name or state will not disqualify the contestant, but could result in a point deduction.
3. Contestants will be sequestered in the Ready Room on competition day for the entirety of the competition. They will not be allowed contact with family members, chaperones, or companions prior to completion of the competition.
4. Contestants must complete thank you cards by the end of the competition. Five points will be deducted for each card not turned in.

SPOKESPERSON'S WORKSHOP

A comprehensive, media, spokesperson and industry workshop will be presented during the contest. All contestants must attend the entire workshop and complete an essay conveying the knowledge gained from this professional training, to be turned in at the end of the workshop.

For questions or to obtain further information, contact Sarah J. Bohnenkamp, Project Manager, at sbohenkamp@ancw.org or by phone at 303-850-3440.