

# NATIONAL BEEF AMBASSADOR PROGRAM



## STATE CHAIR HANDBOOK



Funded by America's Beef Producers  
through the Cattlemen's Beef Board.



Managed by the American  
National CattleWomen, Inc.

*Revised: January 2010*

# STATE BEEF AMBASSADOR PROGRAM

STATE PROGRAM MISSION STATEMENT: Help promote and strengthen the beef industry by hosting a state event to secure a winner who will educate and promote in state as well as compete at the national event.

GOAL: Create and implement a youth spokesperson development plan that contributes to increased beef consumption and dispels myths and misconceptions held by consumers and peers.

## STATE CHAIR/VICE CHAIR RESPONSIBILITIES

### GETTING STARTED

- Review National Beef Ambassador Program website for up-to-date program information. [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org)
- Identify and support local chairpersons to implement county and regional competitions.
- Select a date and site for the state competition. An established youth show or event works best.
- Select subcommittee chairs to assist you in a successful state event. Align state competition with the national competition to provide continuity throughout.
- Provide educational and orientation materials to all potential contestants. Select judges and carryout competition.
- Conduct an annual competition which best represents youth spokespersons statewide.

### FINDING CONTESTANTS

- Contact State FFA, FCCLA, HERO and other school sponsored organizations to include the Beef Ambassador Program in their current program or curriculum.
- Contact other agriculture and youth organizations (4-H, Scouts) in areas not associated with CattleWomen.
- Attend meetings, which provide access to youth. Provide program and educational information and encourage these organizations to conduct a local competition.

### WORKING WITH STATE WINNERS

- Arrange consumer events, classroom presentations, media interviews or speaking engagements for winners. Collect and send activity reports to NBAP Program Manager.
- Send out press releases of state ambassador activities to encourage participation.
- Encourage participation and reporting by all program contestants to increase industry messaging.
- Establish the concept of the Beef Ambassador Program as more than an annual competition by providing continuing education to participants, as well as opportunities for Media Interviews, Consumer Promotions and Classroom Presentations.

## CHARTING THE PROGRAM

- Track past participants and encourage them to get involved in additional CattleWomen activities and remain active in the beef industry

## SHARING YOUR SUCCESS

- Send program report to National Project Manager upon completion of state competition.

## THE NATIONAL BEEF AMBASSADOR PROGRAM

- Follow national guidelines for program development throughout the state where applicable.
- Make registration and travel arrangements for state contestant and chaperone.
- State Beef Ambassador Chairs will require all of their participants submit activity report forms for each event they participated in to the National Project Manager prior to the competition every 30 days a report should be made to the national office following local competition which evaluates participants, cattle women involvement, ideas for future successes, and other pertinent information concerning the ongoing program.

## OPPORTUNITIES FOR LEARNING AND NETWORKING

- Attend the NBAP Competition, ANCW National Convention and Summer Conference when possible. Meetings and educational workshops are conducted at each of the national events to assist you in running a successful program.

# PREPARING FOR YOUR STATE CONTEST

You can help your contestant prepare for the interview part of the competition by:

## **A. Preparing your judges.**

It is important to inform Judges and Contestants about the training procedures used for both. Judges should be aware of what is expected from the Contestants and Contestants should be aware of what is expected from the judges.

1. Talk with the judges about the importance of being consistent in the way they score contestants. They need to determine for themselves how they will distribute points. If they begin generously, they need to continue that method throughout the contest. Reinforce the need to be as fair in the distribution of points as possible. Consistency will enhance fairness.
2. Explain what is expected of our Ambassadors. Discuss how knowledgeable they need to be about the Beef Industry, also discuss how they are expected to present themselves to the public. If they have not seen a copy of the Beef Ambassador Handbook, have one available.
3. Encourage judges to strive to understand each contestant. They can accomplish this by watching how the contestants respond under pressure. Noticing the poise and self-confidence of each contestant will help the judges with this understanding.
4. If a judge is acquainted with a contestant, ask them to inform you ahead of time. Discuss this with the judge and ascertain whether this acquaintance will hinder the judge's ability to judge the contestant fairly.
5. Scoring sheets should be carefully explained. Discuss how the winners are chosen. Allow time for questions before the competition. Be sure they understand the significance of each category and time limits.
6. Explain the policy of taking a break after three interviews or presentations. This allows the judges to examine the scores they are giving and discuss any modifications they may need to make.
7. Encourage judges to help put the contestants at ease with their questions. We want to bring out the best in each contestant in order to gain an understanding of their level of knowledge. If judges will be asking questions they should agree ahead of time on 2 or 3 questions that will be asked of the contestants as a point of beginning. The contestant's answers will lead into additional questions. Ask the judges to refrain from making extensive notes while the contestant is speaking.

## PREPARING YOUR CONTESTANT

1. Contestants should have knowledge of the Judges Score Sheets and suggestions for preparing for each competition area. Go over these carefully with each contestant. Make sure they understand the significance of each category and the necessity of being prepared.
2. Give the students information about the judges training. It will give them a better understanding of what is expected of them and increase their confidence in the judging process.
3. Some contestants will need extra coaching. If you feel your contestant(s) will benefit from additional help, arrange for someone to work with them. Many high schools have resources available to help students through their speech and business departments.
4. Contestants need to practice their areas of presentation as many times as possible before the contest. Help them to arrange presentations to many different types of organizations. Be sure to record each practice audience on a Report Activity Form.
5. Arrange for practice Media interviews for your contestants. Local newspaper and radio media with some background in the beef industry will be able to give them feedback about: personal attitude; posture; incomplete answers and areas where more study is needed.
6. Arrange for contestants to be taped during these practice sessions. This gives contestants an opportunity to see their strong points as well as areas that are in need of improvement.
7. Maintain communication with the contestants. They need you to be honest and direct about their work. If you are the coach you will need to focus on what needs to be improved in their presentation techniques. Be sure to tell them what they are doing right, it will give them the courage to tackle the problem areas.
8. Arrange for contestants to learn about the Cattlemen's Beef Board and the importance of the Beef Check Off.

## **B. Training and instructing your contestants for your state competition.**

1. Go over the suggestions that are shared with the contestants for preparing for the presentation techniques section. Make sure you understand the suggestions being made to the students.
2. Have the contestant practice their presentation techniques (again and again and again). Assist them in giving their presentation techniques in as many different audiences as possible. Remember each practice audience should be recorded on an Activity Report Form.
3. Set up practice media interviews. Get a group of 3 or 4 adults together with some background in the beef business and/or education, scholarship programs and/or someone with a media background. Have them interview the contestant and then give them feedback about: how questions were answered; personal attitude; posture; incomplete answers; areas of information about the beef industry needing more study, etc. If preparing a contestant for a media interview is not your area of strength personally, find someone who does have experience in this area, and have that person work with the student. Marketing, business and job coaches in high schools have plenty of resources. Ask for help.
4. Arrange for the student to be taped giving their presentation techniques and doing the media interview. It is amazing what the student will see and correct personally.
5. Give the students the information about the judges training process. This will increase the student's confidence and sense of security, as they will understand how the process should go.

**IMPERATIVE:** You are the contestant's coach. Be honest. Deal with any negatives right at the start—privately, one-on-one with the contestant. Then move to the contestant's positive assets.

# TIPS FOR SUCCESS IN CONTACTING EDUCATORS

## KEY CONTACTS

### STATE

- Contact the person in your State Department of Education directly involved with providing materials and coordinating programs in the student youth organizations such as FFA, HERO, etc. This person could open the door to successful involvement within the schools.
- Listen to the ideas they may have and be open to necessary changes they may offer. Each state has similar, yet different education standards so it might be necessary to tweak the curriculum established for the NBAP to fit within the state guidelines.
- If your cattle women are already working within the schools highlight the programs they provide, (for example Ag in the Classroom). This will demonstrate the relationship you have already established in the education arena.
- If possible set up a meeting to present your ideas and ways you can collaborate. If possible bring your present beef ambassador to the meeting. A member with teaching credentials could accompany you and help make the meeting flow and stay on target.

### LOCAL

- Organize CattleWomen across the state to meet with their local vocational administrators. These people are directly involved with home sciences, agriculture, food service and student activities through organizations. Using the same approach as with the Department of Education, ask for time during an in-service day to display your program materials. Ask if a beef ambassador could make a presentation. This could also attract speech and English teachers.

The success of the NBAP is dependent on the involvement of our members. This is YOUR PROGRAM and your responsibility to facilitate it.

# STATE BEEF AMBASSADOR COMPETITION REPORT

Reporting State \_\_\_\_\_ Date of Competition \_\_\_\_\_

State Beef Ambassador Program Chair \_\_\_\_\_

Contestants Participating: (Name, age, city)

Name of winner \_\_\_\_\_ Age \_\_\_\_ Date of Birth \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Parent(s) \_\_\_\_\_

CattleWomen involved: (Name, city, hours volunteered; include your self)

Program Successes:

Ideas for future state competitions:

Comments:

Mail to: NBAP Project Manager, 9110 E Nichols Ave. Suite 302, Centennial, CO 80112

# ACTIVITY REPORT FORM

Presenter Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Date of Activity \_\_\_\_\_ Approximate audience number? \_\_\_\_\_

Group or Organization Name \_\_\_\_\_

Please check the box that best describes the activity/group you worked with:

- News Media Organization    
  Youth Education & Information Organization    
  Civic Organization  
 Food/Health Organization    
  Beef/Agricultural Industry Organization    
  Other \_\_\_\_\_

\_\_\_\_\_ Activity done in urban area of \_\_\_\_\_ (city) population \_\_\_\_\_ (number)

Did the activity receive any additional publicity other than at presentation time (ex: newspaper/magazine/newsletter articles, radio or television coverage/interviews)?

Yes                      \_\_\_\_\_ No

If yes, please provide circulation numbers for print media coverage and/or estimated audience reach of electronic media coverage.

Publication/Station Name	Media Type (i.e. newspaper, radio, magazine, etc.)	Circulation or Audience Size
<i>ex:</i> KVTU	<i>Television</i>	<i>25,000 Homes</i>

Please describe additional media coverage below and attach copies if possible.

For example: I was interviewed on the KVTU cooking show, Cooking With Kate. I explained about the role of beef in a healthy diet.

Completion of this form is essential to the continued growth and success of the National Beef Ambassador Program. Your time and cooperation are greatly appreciated!

**PLEASE RETURN THIS FORM WITHIN 30 DAYS OF YOUR ACTIVITY TO:**

**National Beef Ambassador Coordinator**  
**ANCW, 17374 Freeburg Ridge Rd., Caledonia, MN 55921**  
**Phone: 507-724-3905                      Fax: 507-724-3905**  
[cabrahamzon@beef.org](mailto:cabrahamzon@beef.org)