



Florida Beef Ambassador Contest 2013 Rules & Regulations

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

Dear Advisors, Leaders, and Youth Organizers:

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

Attached you find information about the state competition. Please pass this information on to those interested in public speaking in the Beef Industry.

All forms must be post marked by the registration deadline: Friday, January 4, 2013 to the FBA Program Chairperson. The state competition will be held on Saturday, January 26, 2013, at 9:00 a.m. the FCA Headquarters, 800 Shakerag Road in Kissimmee, Florida.

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

Florida Beef Ambassador Competition

Rules and Regulations

2013

Open to all youth ages 12 – 20

Purpose: 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.

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Statement of Requirements

The Florida Beef Ambassador will be the official youth representative of the Florida CattleWomen's Inc. (FCW) and the Florida Beef Industry.

The term of the Florida Beef Ambassador will begin in January at the state competition and conclude the next January.

1. The Florida Beef Ambassador will be required to attend the Florida Cattlemen's Legislative Quarterly meeting held in Tallahassee in March 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.
2. The Florida Beef Ambassador is encouraged to make visits to Cattlemen's meetings and non-agricultural groups as requested
3. The Florida Beef Ambassador is required to participate in 3 days of an ag-venture type program or farm city week activities and 12 non agriculture group activities in order to receive the scholarship in an amount up to \$1,000.00. Please note our main audience is non-agricultural consumers.
4. The Florida Beef Ambassador is required to receive prior approval for potential reimbursement prior to

attending an event. The Florida Beef Ambassador is expected to turn in to the Florida Cattlewomen Ambassador Chairman his/her monthly event/travel form by the 10th of each month. A form must be submitted for each event they attend and take part in. Also the form must be signed by the event coordinator before receiving any funds.

5. The Florida Beef Ambassador will be required to submit a monthly article to the Program Chair to be published in the Florida Cattlemen and Livestock Journal (If Ambassador had no activities the previous month then no article is required).
6. The Florida Beef Ambassador is expected to be available for assigned events and speaking engagements when called upon (that will work into his or her schedule).
7. The Florida Beef Ambassador is expected to conduct themselves in a professional, mature manner and to represent the Florida CattleWomen's Association, the Florida Beef Council and the beef industry in a positive light.

Awards

The Jr. State Competition will be held at the Florida Cattlemen's Association in Kissimmee at 9:00 a.m. on Saturday, January 26, 2013.

1. State winner will receive \$100 cash
2. First runner up will receive \$75 cash

The Sr. State Competition will be held at the Florida Cattlemen's Association in Kissimmee at 9:00 a.m. on Saturday, January 26, 2013.

1. State winner will receive \$250 in cash and the potential to earn up to a \$1000 scholarship, and an opportunity to attend the Florida Junior Cattlemen's Tour.

Also, a membership in the Junior Cattlemen's Association with magazine for the year.

As well as, registration and two-nights (Tuesday and Wednesday) at the Cattlemen's Convention in Marco Island. The winner will be required to attend the meals and activities included in the registration pack.

He/She will have the opportunity to attend the National Beef Ambassador Contest; information and resources online at www.nationalbeefambassador.org

2. First runner up will receive \$150 in cash

A State Winner May or May Not Be Chosen.

Eligibility and Pre-requisite for Entry in the State Competition

1. Junior contestants must be between 12 and 16
(By 1/01/2013)
Senior contestants must be between 17 and 20
(By 1/01/2013)
2. Winners in the Senior competition are only eligible to win one time.
3. Three Youth Presentations - made for elementary- age children, by contest date.
4. Contestants must be accompanied by an adult to the State competition. The state senior winner must be accompanied by an adult to the Cattlemen's Convention.

Four Areas of Evaluation on the Senior Competition

- 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 attentions 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 involvements.

The project ring binder must contain the following items:

- a. Classroom lesson plan
- b. Presentation Report
- c. Three (3) presenter evaluation forms (see form provided by FBAP). These forms are to be completed by the supervising teacher or adult

leader for each student group to give feedback to the presenter.

- d. Photos of the contestant presenter teaching the lesson and student interaction.
- e. Examples of items used. These materials must all fit inside the binder. (Games, books, activities, handouts, visuals, etc.)

Contestants are asked to make this binder at home and bring it to the state 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 FCW.

4. **Issues Response** – to be conducted during the January 19th contest. Contestants will be provided with 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 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 on the Junior Competition

1. **Media Interview** – the contestant will introduce themselves and articulate why they've chosen to compete in the Florida 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 or three predetermined 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.
3. Contestants will be sequestered in the ready room on competition day for the entirety of the competition.

FLORIDA BEEF AMBASSADOR ENTRY FORM

Entry Deadline: Friday, January 12, 2013

Contest Date: January 26, 2013

Complete and mail or email the form to:

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

Name: _____ County: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email address: _____

Age: _____ Birthdate: _____

Printed Name of Parent / Guardian

Signature of Parent/ Guardian

I hereby certify that the contestant meets the eligibility statement in the contest rules, and agrees to abide by the rules of the 2013 Florida Beef Ambassador Contest Rules.

FLORIDA BEEF AMBASSADOR ACTIVITY REPORT FORM

Presenter name: _____ Activity date: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email _____
 Group / Organization name: _____

Title of Presentation: _____

Type of Event: (circle one)
 Ag in the Classroom In-store demo Other _____

Approximate audience number: _____

Please check the box the best describes the activity/group you worked with:
 News / Media Youth education & Info Org. 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 printed media coverage and / or estimated audience reach of electronic media coverage

Publication/Station Name	Media Type (newspaper, radio)	Circulation Audience size
<i>Example</i> KFTV	Television	25,000 Homes

Please describe additional media coverage below and attach copies if possible.
 (example: I was interviewed by KFTV cooking show, "Cooking w/ Kate". I explained the role of beef in a healthy diet.

 Signature of Representative at Activity/ Event Date

 Printed name of Representative Contact phone number

Completion of this form is essential to participate in the Florida Beef Ambassador Program. It must be turned in to the FBA Chairperson by the 10th of the month following the activity/event to receive credit.



Presentation Evaluation

Presenter's Name:		State:	
School or Organization:		Date of Presentation:	
Age Level:		Number of Students:	
Teacher/Leader:		Title of Presentation:	
Rate each question below using the following scale:	<i>1= Needs Improvement</i> <i>2= Good</i> <i>3 = Very Good</i> <i>4=Excellent</i>		
PRESENTING TECHNIQUES			
1. Utilizes lesson plan and resources effectively	Rating:		
	Comments:		
2. Demonstrations sufficient mastery of contest:	Rating:		
	Comments:		
3. Makes effective use of a variety of materials:	Rating:		
	Comments:		
4. Makes clear, practical demonstrations:	Rating:		
	Comments:		
5. Provides for student preparation:	Rating:		
	Comments:		
6. Uses logical, purposeful, and though provoking questions:	Rating:		
	Comments:		

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7. Provides interesting and adequate reinforcement:	Rating: Comments:
8. Provides motivation:	Rating: Comments:
EFFECTIVE PLANNING	
9. Displays evidence of preparation:	Rating: Comments:
10. Directions to student are clearly thought out and well stated:	Rating: Comments:
11. Materials for class are organized and appropriate:	Rating: Comments:
STUDENT/PRESENTER RELATIONSHIP	
12. Maintains student interest and attention:	
13. Works constructively with individuals and groups:	
14. Exhibits poise, voice control, and tact:	
15. Graciously accepts less than "right" responses:	
16. Uses positive statements:	
17. Makes supportive comments:	
OVERALL FEEDBACK	
Commendable Features:	

Suggestions for improvement:	
Other comments:	
Presenter's Signature & Date:	
Evaluators Signature & Date:	