



- What?** **Tehama County Beef Ambassador Program**  
Youth Spokesperson Training and Beef Promotion  
Tehama County Beef Ambassador Public Relations  
Tehama County Beef Ambassador Competition
- Who?** **SENIOR Competition -Open to ages 17-20**  
*Contestant must be 17 but not older than 20 by September 1, 2017*
- JUNIOR Competition -Open to ages 12-16**  
*Contestant must be 12 but not older than 16 by September 1, 2017*
- When?** **Sunday, March 26, 2017**
- Where?** **Tehama County Farm Bureau Office**  
**Red Bluff, California**  
**Contest Starts - 12:00 pm**  
**Consumer Promotion - 5:00 pm (open to the public)**
- Why?** **The purpose of the program is to train youth spokespersons to represent the beef industry. Selected winner will address issues and misconceptions in schools, workplaces, and in their communities, both urban and rural.**
- Contest Requirements:** **Written Response about a negative media article regarding beef**  
**Personal Interview**  
**Media Interview**  
**Consumer Presentation promoting beef products**  
**Answer questions**
- Entry Deadline:** **February 22, 2017**  
*an informational meeting for all contestants will be held on March 1, 2017 at Tehama County Farm Bureau office at 4:00 pm, attendance is strongly encouraged.*
- Contest Sponsor:** **Tehama County CattleWomen**

For information on the Beef Ambassador Program visit: [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org)

**For More Information and Rules Please Contact**  
**Kari Dodd (530) 736-8389**



**ENTRY FORM**

*Deadline: February 22, 2017*  
*Contest Date: March 26, 2017*

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: (HOME) \_\_\_\_\_ (CELL) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Age: \_\_\_\_\_ (*as of September 1, 2017*)

Are you entering the Junior or Senior Competition: \_\_\_\_\_

Entry  
Signature: \_\_\_\_\_

Parent  
Consent: \_\_\_\_\_

**Mail or Deliver Entries To:**

**Tehama County Beef Ambassador  
c/o Kari Dodd  
275 Sale Lane  
Red Bluff, CA 96080**

# **Tehama County**

## **Beef Ambassador Program Overview**

The Beef Ambassador Program is used to educate consumers (the public) about beef and beef production via young adults between the ages of 12 and 20.

At the local level, this is achieved by Ambassadors attending various events throughout the county, educating the public on how beef is raised, handled, environmentally friendly, and healthy for consumption. Some of the events attended throughout the year are 4<sup>th</sup> grade Farm Day in October, Cattlemen's Field Day, CattleWomen fashion show, classroom presentations, etc.

Applications are due by February 22 at 5:00 pm. Jr. division are ages 12-16 by September 1, 2017 and Sr. division are ages 17-20 by September 1, 2017. We will have a meeting on March 1 at 4:00 pm at the Farm Bureau office (275 Sale Lane) to go over any questions that you might have, to explain what is required of the position and how the contest will be conducted.

This year, the contest will consist of a media interview, personal interview, written response to a negative article and a consumer promotion. The contest will be held on March 26 beginning at 12:00 pm. at the Farm Bureau office.

At the end of the year, the selected ambassador will be awarded a scholarship upon satisfactory completion of required tasks.

# *Tehama County Beef Ambassador* *Expectations and Agreement*

The Tehama County Beef Ambassador will be a spokesperson to represent the beef industry. The selected winners will address issues and misconceptions in schools, clubs, organizations and community events, both rural and urban.

If selected for this position, we would ask that you make a ***commitment*** to do an outstanding job at being visible and involved in the community to help promote the beef industry.

As Tehama County Beef Ambassador, the following must be completed by the specified date and Activity Reports received for each event no later than 30 days after the event.

## **Events include but not limited to:**

6 Classroom/SERRF Visits \* visits must be hands on activity\*

Cattlemen's Field Day – April 1

State Contest – April 28-29 – Bakersfield

Dairyville Orchard Festival – October 21, 10am-4pm at Lassen View School

4<sup>th</sup> grade Farm Day – October 17, 8am-2:30pm

CattleWomen's Fashion Show – November 11, 10-3

Farm City Night – November 6, 5pm-9pm at the Red Bluff Community Center

TCCW & TCCA Winter Dinner – January

Red Bluff Bull Sale Consignors Dinner – January

2 CattleWomen's Meetings

Tehama County Beef Ambassador Contest – 2018

\*\*2 Beef Promotion activities (your choice, i.e. Father's Day Beef Promotion)

\*Chairperson(s) to approve Promotion event\*

Other appearances or activities may be requested by TCCW

If you are approached about doing an activity or event (community or other) please advise the Beef Ambassador Chairpersons prior to accepting the activity or event.

### **Reimbursement Procedures & Protocol**

Any reimbursement receipts must be submitted within 30 days after the event. Expenses include only travel outside of Tehama County. If paper copies are required for any event or classroom presentation, please let the chairperson(s) know and we will make them for you.

Any questions or concerns, problems that you may encounter, your first contact person is the Beef Ambassador Chairperson(s), if the chairperson(s) is not available, the TCCW President or person in charge of the event you are attending may help you with your requests.

### **Awards**

**Senior Beef Ambassador Award – \$1,000.00**

**Junior Beef Ambassador Award - \$500.00**

**Awards will be received at the end of the term in February or March. Awards will be forfeited if ambassador does not perform duties in a satisfactory manner. If ambassador should have any disorderly conduct throughout their term as ambassador, the chairperson and/or the Tehama County CattleWomen may ask the ambassador to forfeit a portion of or all monies that could be received.**

### **Clothing**

A polo shirt and light weight jacket will be given to the Beef Ambassadors. If a Senior Beef Ambassador already has a jacket (i.e. from Junior Ambassador year) they will not receive an additional one unless they have outgrown the one given prior. However, if the Senior Beef Ambassador would like to include the year(s) as Beef Ambassador we can have that added. Sashes are given to both the junior & senior ambassadors, which are to be given back at the end of their term.

**ACKNOWLEDGEMENT**

**I HAVE READ AND UNDERSTAND THE GUIDELINES AND DUTIES OF THE TEHAMA COUNTY BEEF AMBASSADOR. I UNDERSTAND THE EXPECTATIONS AND GUIDELINES CURRENTLY IN PLACE THAT WILL ENTITLE ME TO RECEIVE THE CASH SCHOLARSHIP AWARD AT THE END OF MY TERM. IF THE CHAIRPERSON AND TEHAMA COUNTY CATTLEWOMEN DETERMINE I HAVE NOT FULFILLED MY DUTIES, NO ACTION WILL BE TAKEN BY ME OR MY FAMILY.**

**DATE:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
**Beef Ambassador Signature**  
18)

**Parent Signature (if under age**

**Signed Copy Given to Ambassador**\_\_\_\_\_