



## FOR IMMEDIATE RELEASE

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### National Cattlewomen Name Collegiate Beef Advocacy Program Winners

**SEPTEMBER 1, 2022** – Developing beef advocates and leaders for the cattle industry is the goal of the Collegiate Beef Advocacy Program. Hosted by American National Cattlewomen, Inc. (ANCW), the advocacy program provides an outlet for students to use their unique strengths to connect with consumers and peers to promote beef.

The collegiate advocacy program matches the vision and purpose of ANCW by ensuring the selected students strengthen their leadership and communication skills, establish career networks and enhance their knowledge of the industry. This experience will assist participants in furthering their passion for beef advocacy by providing top notch training, access to educational resources, and unique experiences. Through this program participants will be enabled to become an integral voice for the beef community.

Two winners of the Collegiate Beef Advocacy Program selected to serve September 1, 2022 through August 31, 2023 are Ms. Elizabeth McGibbon, Green Valley, AZ and Ms. Jillian Pfeuffer, Christoval, TX. McGibbon and Pfeuffer will join current team members Hailey Davis and Bailey Rogers.

During their year of service, the recipients will host a beef advocacy program on their college campus, engage in social media efforts promoting beef, and pursue opportunities to connect with peers by sharing the positive story of beef. The students will also travel the nation to participate in industry events. Each winner will earn a \$2,000 scholarship.

McGibbon is an Animal Science major with a minor in Entrepreneurship at the University of Nebraska-Lincoln. While in Lincoln she is an active member of the Engler Entrepreneurship program, Sigma Alpha and is a founding member of the Young Nebraska Cattlemen affiliate. She spent the past summer as an intern for the American Gelbvieh Association. Ms. McGibbon calls the Santa Rita Ranch in Green Valley, AZ home.

Pfeuffer is an Animal Science major with a minor in Agribusiness Management at Texas Tech University. She serves as President of the Tech Cattlewomen's Association and as a tutor with the Techniques Center. Recently Jillian completed a summer internship with the Texas & Southwestern Cattle Raisers Association. Ms. Pfeuffer calls her families cow-calf operation in west Texas home.

American National Cattlewomen, Inc., consists of thousands of members from across the United States and has more than 70 years of history of uniting women in agriculture to focus on its core concepts of beef promotion, education, and legislation. For more information about ANCW, including how to join, visit [ancw.org](http://ancw.org). For more information about the Collegiate Beef Advocacy Program email program director Kristi Sproul at [ancw.cbap@gmail.com](mailto:ancw.cbap@gmail.com).