



American National CattleWomen
“Next Generation”
Collegiate Beef Advocacy Program



Champions are made through Character, Leadership and Knowledge.

Motto: Developing Collegiates of Character into Tomorrow’s Champion Advocates for the Beef industry

American National CattleWomen officers will manage the program along with Collegiate Program Manager

This program connects the Collegiate advocates to the beef industry where they can have unlimited access to leadership, their peers, cattlemen, cattlemen and beef industry professionals. Advocates will grow as individuals, strengthen leadership skills, and become the champion advocates for the beef industry of tomorrow. Career networks will be established to build a lifetime of success with the goal of “We are the future of the Beef industry”.

Required Guidelines:

Applicants must include ALL of the following information with their application:

- A. Have to be an ANCW collegiate member, list the state you’re a member of. (5 points)**
- B. Recruit a peer to be a collegiate member – will need to provide name, address, email address for recruited member. (5 points)**
- C. Ages must be between High School Graduate – 24 yrs. old (before January 1st preceding selection)**
- D. Cattlemen and Cattlemen are eligible; Past National Team Members are not eligible to compete.**
- E. Contestants must be unmarried and cannot become married or become a parent during their national term.**
- F. Contestant must have a major in Agriculture.**
- G. Include your biography in third person. Please keep your wording to no more than 250 words. Attach biography and a current wallet-size professional headshot photo to this form.**
- H. Complete attached application form.**
- I. One essay, 500 words describing your interest within the industry. (15 points)**
- J. Two letters of recommendation – one from a professor within your major institution (college), one from a related officer from your home state Cattlemen’s or Cattlemen’s Associations.**
- K. Statement of ranch/farm operation, agricultural background and/or interest in the beef industry.**

- L. Collegiate activities, to include but not limited to club activities accomplished on campus (provide two activities with descriptions of each). **(20 Points)**
- M. Leadership skills - provide a brief summary of what you did, what impact it had and why you chose it as an example of your leadership capabilities. Examples: opportunity to lead a project or part of a project? Have you been selected to represent the beef industry at a conference or event? Have you organized an event? Have you mentored other peers? Have you served on committees at your institution/college? If you have done volunteer work or held positions in community organizations. **(15 points)**
- N. Social Media – Identify 3 fun social media projects that get college peers engaged in the beef industry and show your presentation of how you did the projects on social media. Examples: Video resume, photo contest, on-line blog, but not limited to. **(15 points)**
- O. 4-minute video – Create a YouTube video and the question to answer in video is: Why do I want to develop myself to be a Collegiate of Character for tomorrow's champion advocates for beef? List your link for the YouTube video. **(20 points)**
- P. Create and present a fund-raising strategy for collegiate program in 2 paragraphs, 50 words or less per paragraph. **(5 points)**
- Q. All information to be completed for the application and guidelines must be attached in a soft bound folder in order as they appear in guidelines.

Applications are due on or before October 31, 2018 addressed to: American National CattleWomen, 2200 SE 3rd Street, Moore, OK 73160, ATTN: Collegiate Beef Advocacy Program.

Additional program parameters for finalists:

1. Finalists will be selected before the Annual Convention and publicly announced at the Best of Beef Breakfast and the Collegiate Roundtable. The finalists will be notified and must return an obligation signature form, which will be sent to you if you are selected as a finalist.
2. Each of the finalists will be presented with a \$2000.00 scholarship at the end of their year as a collegiate beef advocate and a certificate of achievement at the Best of Beef Breakfast at the national annual cattlemen's convention.
3. Create and achieve a Beef promotion on your own institution (college) campus.
4. Responsible for starting a new collegiate chapter on a University campus.
5. Reach beyond to your home town i.e. Clubs outside the borders of the beef industry and complete a community service activity to be able to promote beef.
6. The finalists will attend the Annual Convention of the next year to present their year in review, the journey and impact that the Collegiate Beef Advocacy program made on them to become Champions for beef.
7. To lead, guide and direct the next champion advocate team.
8. Submit quarterly reports on all activities to the program chair, months that the reports are due April, August, and December at the end of each month listed.
9. You will need to attend at least 3 to 4 travel events during your one-year term as a Collegiate Beef Advocate.
10. At the completion of your year you will be recognized as a National Collegiate Beef Advocate.

*American National Cattlewomen, Inc.
ancw.cbap@gmail.com*



Collegiate Beef Advocate

Application Form

Contact Information – (Print)

| | |
|---------------------------------------|--|
| Name | |
| Street Address | |
| City ST ZIP Code | |
| Home Phone | |
| Work Phone | |
| Cell Phone | |
| E-Mail Address | |
| College Attending | |
| College Address | |
| College Classification | |
| College Degree Acquiring | |
| Social Media Address and Handles | |
| Parents Names | |
| Your local newspaper name and address | |

Availability

During which hours are you available?

Weekday mornings

Weekend mornings

Weekday afternoons

Weekend afternoons

Weekday evenings

Weekend evenings

Person to Notify in Case of Emergency

| | |
|-----------------------|--|
| Name | |
| Street Address | |
| City ST ZIP Code | |
| Home Phone | |
| Work Phone/Cell Phone | |
| E-Mail Address | |

MEDIA & PUBLICITY RELEASE

I understand that during the course of my participation in the National Collegiate Beef Advocacy Program (CBAP), the American National CattleWomen, Inc. (ANCW) and those acting with the permission or authority of ANCW, may capture my name, likeness, image or voice in photographic, audio, video, digital or other forms (“Media”). I recognize that all Media, including film, photographic prints, audio, video or digital files are the exclusive property of ANCW. In addition, I hereby permit ANCW and those acting with ANCW’s permission or authority to use my name and Media in any and all media (including Internet), now or hereafter devised, for advertising, promotional and educational uses. I understand and agree that ANCW or those acting with its permission or authority may use the Media in materials available to volunteers, staff, media and individuals outside of the ANCW community, including in publicity or promotional materials for the ANCW, American National CattleWomen Foundation, Inc., CBAP, and the beef and agriculture communities. I hereby waive any right to inspect or approve: (a) the finished Media, (b) any printed matter that may be used in conjunction with the Media or (c) the eventual use to which the Media may be applied.

This agreement constitutes the sole, complete and exclusive agreement regarding the Media and I am not relying on any other representation, whether oral or written.

Contestant’s initials _____

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

| | |
|----------------|--|
| Name (printed) | |
| Signature | |
| Date | |

The National Collegiate Beef Advocates will be the official collegiate 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 Annual Convention and will last for one year. The National Collegiate Beef Advocates are required to travel under the auspices of ANCW throughout the year. Appearances will be required at the Cattle Industry Annual Convention, and a minimum of 80% of all scheduled CBAP engagements throughout the year. A minimum of one hour per week is also required to complete social media assignments.

The National Collegiate Beef Advocates are 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 ANCW Executive Committee and the Program Manager.

Applications are due on or before October 31, 2018 addressed to: American National CattleWomen, 2200 SE 3rd Street, Moore, OK 73160, ATTN: Collegiate Beef Advocacy Program