

2009

North Carolina Beef Ambassador Contest

Senior Division

Entry Registration Package:

- Rules, Regulations and Requirements
- Four Areas of Evaluation
- Contact and Resource Information
- Entry Form
- Youth Presentation Lesson Plan Form
- Sample Score Sheets for Four Areas of Evaluation

(If you access the NCBAAP Entry Registration Package via the internet, you will have to download the sample score sheets individually.)

Sponsored By:

NORTH CAROLINA NC CATTLEWOMEN

NORTH CAROLINA CATTLEMEN'S BEEF COUNCIL



2009 NORTH CAROLINA BEEF AMBASSADOR COMPETITION
RULES, REGULATIONS AND REQUIREMENTS
SENIOR DIVISION

Open to all youth ages 17 - 20

PURPOSE: The N.C. Beef Ambassador Program provides an opportunity for N.C. Beef Ambassadors to educate consumers and youth about beef while serving as spokespersons and leaders for the beef industry.

OVERALL GOAL: Utilize North Carolina Beef Ambassadors to tell the beef production story to consumers and youth through education, promotion and media. To have state representation at the National Beef Ambassador Contest where the first place senior will compete for a spot on the *National Beef Ambassador Team*.

PROGRAM MANAGERS: North Carolina CattleWomen

SPONSORS: North Carolina CattleWomen and North Carolina Cattlemen's Beef Council

AWARDS: Monetary awards will be given to the top three contestants as specified below. Also, the first place contestant will receive a N.C. Beef Ambassador Belt Buckle. In addition, the state champion will receive an expense paid trip to the National Beef Ambassador Contest upon fulfillment of all the requirements to compete in the event. If the state champion cannot compete in the National Beef Ambassador Competition, then, the runner-up will advance to the National Beef Ambassador Contest upon fulfillment of all the requirements to compete in the event.

1 st Place	\$200.00
2 nd Place	\$100.00
3 rd Place	\$50.00

STATEMENT OF REQUIREMENTS

The title *North Carolina Beef Ambassador Senior Team* will refer to the top three winners in the senior division at the N.C. Beef Ambassador Competition as determined by the judges' scores.

Members from both the *North Carolina Beef Ambassador Senior Team* and the *North Carolina Beef Ambassador Junior Team* will be official youth representatives of the North Carolina CattleWomen and the beef industry. The term of the *North Carolina Beef Ambassador Teams* will begin at the 2009 contest and end at the 2010 contest. If a contestant wins the senior division and competes at the national contest (win, lose, or draw), they can no longer compete in the contests on the state or national level. Contestants are only allowed to compete on the national level one time. Both of the *North Carolina Beef Ambassador Teams* will be provided with a schedule of identified educational and promotional events at the beginning of their term. The *North Carolina Beef Ambassador Teams* will be required to travel under the auspices of N.C. CattleWomen and N.C. Cattlemen's Beef Council during their term. Appearances by the *North Carolina Beef Ambassador Teams* will be required at the Youth Recognition Breakfast held in conjunction with the N.C. Cattlemen's Conference, other events like the North Carolina Diabetic Annual Meeting, the Southern Women's Show, "Got to be NC" Agfest as well as other engagements throughout the year. The *North Carolina Beef Ambassador Teams* are expected to be available for assigned events and speaking engagements, to conduct themselves in a professional manner, mature manner and to represent the N.C. CattleWomen 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 NCCW Beef Ambassador Committee and the NCBAP Program Manager.

North Carolina Beef Ambassador Team members will receive a royal blue shirt that will be embroidered with the “Beef, It’s What’s for Dinner” Logo on the right side of the lapel and their name and title embroidered on the left side of the lapel from the N.C. Cattlemen’s Beef Council. All team members will be required to wear their shirts when they are representing the N.C. CattleWomen and the beef industry at their scheduled events and engagements during the year.

ELGIBILITY REQUIREMENTS FOR ENTRY IN THE STATE COMPETITION

1. The state contestant must be 17 but not over 20 by January 1, 2009.
2. Contestant entry forms must be received by May 18, 2009 (**Late entries will not be accepted**).
3. Contestant requirements: To be completed by date stipulated in the entry registration package.
 - One – Media Interview – to be conducted at the state competition.
 - One – Youth Presentation – to be conducted on your own, prior to the competition. This presentation should be made for elementary age youth. If it is not possible to make the presentation in the classroom, after school programs or youth organizations such as 4-H, YMCA or scout groups may be used.
 - One – Consumer Promotion – to be conducted at the state competition.
 - One – Issues Response – to be written prior to the state competition.
4. If the contestant wins a position on a *North Carolina Beef Ambassador Team*, he or she must be single and cannot be or become married or a parent during their state term.

FOUR AREAS OF EVALUATION IN THE STATE 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 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 consumer with the appropriate information to answer their questions.
3. Youth Presentation – On competition day contestants will submit a report to represent their presentation made to youth. The report must contain the following items:
 1. A lesson plan ******(use the Youth Presentation Lesson Plan provided)
 2. Pictures of you making your presentation and student interaction
 3. Examples of items used in your presentation (games, books, activities, or etc.)

4. Issues Response – Prior to the contest, each contestant will be provided with a recently published news article regarding the beef industry. Contestants will be required to compose a brief (150 words or less) response to the article. The judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

FOUR AREAS OF EVALUATION IN THE STATE COMPETITION (CONTINUED)

** A Youth Presentation Lesson Plan Form and a sample copy of the score sheets for every area of evaluation has been included in your entry registration package. If you choose to download the NCBAP Entry Registration Package via the N. C. JBRU website, you will have to download the sample score sheets file too.

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 Beef-From Pasture to Plate website or through personal research. (www.beeffrompasturetoplate.org)
2. Contestants may introduce themselves by first name in their presentations.
3. Contestants must refrain from talking to other contestants at any time during the four areas of competition from the beginning of the contest until the contest is over and the winners have been announced. **(No exceptions will be made and contestants that break this rule will be disqualified.)**

CONTACT INFORMATION

If you should have any questions, please contact Susie Devine, National Beef Ambassador Program State Chair for North Carolina using her contact info below.

North Carolina CattleWomen
Susie Devine, Beef Ambassador Program State Chair
1473 Prison Camp Rd.
Newton, NC 28658
Work Phone: (828) 465-8240
Home Phone: (828) 466-0130

Email Address: susie_devine@ncsu.edu

RESOURCE INFORMATION

World Wide Web Sites for more information:

www.beef.org

www.beefnutrition.org

www.nccattle.com

**2009 NORTH CAROLINA BEEF AMBASSADOR
CONTEST
SENIOR DIVISION
ENTRY FORM**

The 2009 North Carolina Beef Ambassador Contest will be held at 5:30 p.m. on June 5, 2009, in conjunction with the N.C. Junior Beef Round-Up. The N.C. Beef Ambassador Contest will be held at the Brickhaven Building located at 512 Brickhaven Rd., Raleigh, NC 27695.

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Home Phone: _____ **Cell Phone:** _____

Email Address: _____

Date of Birth: _____ **Age:** _____ **County:** _____

Submit this form to the
North Carolina CattleWomen
N.C. Beef Ambassador Program
Susie Devine
1473 Prison Camp Rd.
Newton, NC 28658
(828) 465-8240 or (828) 466-0130
Email information to susie_devine@ncsu.edu

***Deadline for Entry: May 18, 2009**

**Late Entries will not be accepted.*

NCBAP Youth Presentation Lesson Plan

Contestant's Name:

Presentation Date: _____ Presentation Duration:

Presentation Title: _____

Grade Level Taught: _____ Number of Youth Taught:

Presentation Topics:

Activities Conducted:

Include examples of materials used in your presentation (games, activities, pictures, books, posters, etc.)

Include photos of you making your presentation and of student interaction during your presentation.