

# 2018 California State Beef Ambassador Contest

**Date:** Friday, April 6<sup>th</sup> – Saturday April 7<sup>th</sup>,  
2018

**Location:** Kern County Ag Pavilion  
3300 East Belle Terrace  
Bakersfield, CA 93307

**Entry Deadline:** Friday, March 15, 2017

**Hotel:** Hampton Inn & Suites –  
7941 East Brundage Lane, Bakersfield,  
93307 (661-321-9424)

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## Tentative Schedule (dependent on number of contestants):

### Friday, April 6<sup>th</sup>

- 6:45 PM Contestants arrive
- 7:00 PM Issues Response Contest Begins.
- 8:00 PM Ice Cream Social – California Beef Council Presentation

### Saturday, April 7<sup>th</sup>

- 7:30 AM Contestants check-in
- 8:00 AM Seniors Begin Media Interview (contest is closed to observers)  
Juniors Begin Mock Consumer Event (guests may observe)
- 10 AM Seniors Begin Mock Consumer Event (guests may observe)  
Juniors Begin Media Interview (contest is closed to observers)
  
- 12:30 Lunch Break
- 1:15 Contestants and Parents travel to nearby Rankin Ranch (it will take about 45 minutes travel time)
- 5:00 PM Award Ceremony & Dinner

## To do before the contest:

- Turn in **entry form** along with \$25 contestant registration by March 15, 2018
- Make **hotel reservations** by March 15, 2018.  
Hampton Inn and Suites, 7941 East Brundage Lane, Bakersfield CA 93307  
Rate: \$99 king, \$109 Double plus tax (by April 15th) This rate is good for Friday and Saturday night.  
Reservations: 661-321-9424  
Group: C-BAC (California Cattlewomen)
- Complete the 6-course online **Masters of Beef Advocacy (MBA)** program. To apply for the program, visit <http://www.beef.org/mastersofbeefadvocacy.aspx> and fill out the application.
- Review the beef brochures that are provided to contestants. They will be on the sample table during the mock consumer event, and contestants will be judged on their ability to select and provide the correct brochure to correspond with consumer's questions.
- Study the websites [www.explorebeef.org](http://www.explorebeef.org), and other beef websites and publications.
- Have family and friends quiz contestants on beef production, nutrition, and current hot topics.
- Contestants are asked to bring their social security number with them to the state contest. They will need it to fill out paperwork to receive their incentive prize.

**Contestants' Recommended Dress:** Business Casual

**Contest Rules:**

The California Beef Ambassador Contest has changed : We will be selecting 1 Senior and 1 Junior winner from each "Region" Northern, Central, and Southern for a total of 3 Senior and 3 Junior Beef Ambassadors. The Contest details format remains the same as in previous years.  
Junior Division: age 12-16 (Must be 12, but not over 16 by Sept. 1, 2018)  
Senior Division: age 17-20 (Must be 17, but not over 20 by Sept. 1, 2018)

### Registration and Lunch:

- There is a \$25 per contestant registration fee due at the time of registration to cover the cost of lunch and a polo shirt for each contestant. Checks should be made payable to CCW.
- Lunch will be \$5 per person for all guests, payable on site.
- There is no charge for the Awards Dinner.

### Contest Details:

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. 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.
3. **Issues Response** - Contestants will be provided with a recently published news article regarding the beef industry. Each contestant will compose a brief (150 words or less) response to the article. Each contestant will be scored on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.
4. **Social Media Entry**- Contestants will be required to provide judges with a social media entry regarding the Beef Education. Entries may be a blog, a Facebook page with at least 5 posts, an Instagram Page with at least 5 posts or a Twitter page with at least 5 posts. Content must focus on Beef Nutrition, animal welfare and safety, beef marketing, or beef production. A laptop computer will be available to display entries or contestants may bring their own.

### Incentive Prizes:

Senior Division: 1<sup>st</sup> Place (x3) =\$300.00 2<sup>nd</sup> Place (x3) =\$200.00  
Junior Division: 1<sup>st</sup> Place(x3) =\$150.00 2<sup>nd</sup> Place (x3) =\$100.00  
All other Contestants = \$ 50.00

## **Driving Directions:**

**To Hotel:** Hampton Inn and Suites 7941 East Brundage Lane, Bakersfield CA 93307 (661-321-9425)

- **From Hwy 99** - Take the Hwy 58 east through the center of town. Brundage Lane exit will be on your right. Turn left at intersection and take Brundage Lane North. The hotel will be on the North Side of Hwy 58.

## **From Hotel to Contest:**

Take Hwy 58 west to the Mt. Vernon Exit. Kern County Ag Pavilion is on the south side of Hwy 58 – exit 114 (go under the freeway). Destination will be on your left.

## **For more information or any questions, please contact:**

Erin Rogers, State Beef Ambassador Chair  
PO Box 306, Glennville CA 93226  
661-805-6480  
gbrelr@aol.com

**2018 California State Beef Ambassador Contest**  
**Entry Form – Sr. Division (17-20 as of Sept. 1)**

CCW Sponsoring Unit _____	Contact Name _____
Contact Phone Number _____	E-mail _____

Contestant's Name \_\_\_\_\_

Contestant's Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Contestant's Address \_\_\_\_\_

Mailing (if different) \_\_\_\_\_

Contestant's Birth Date \_\_\_\_\_

Contestant's Parents \_\_\_\_\_

Contestant's Biography and Future Plans (100 words or less; written in the third person)

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T-Shirt Size \_\_\_\_\_

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**Please return to State Chair along with \$25 registration check made payable to CCW no later than March 15, 2018:**

Erin Rogers, State Beef Ambassador Chair  
PO Box 306, Glennville CA 93226  
661-805-6480  
gbrelr@aol.com

**2018 California State Beef Ambassador Contest**  
**Entry Form – Jr. Division (12-16 as of Sept. 1)**

CCW Sponsoring Unit _____	Contact Name _____
Contact Phone Number _____	E-mail _____

Contestant's Name \_\_\_\_\_

Contestant's Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Contestant's Address \_\_\_\_\_

Mailing (if different) \_\_\_\_\_

Contestant's Birth Date \_\_\_\_\_

Contestant's Parents \_\_\_\_\_

Contestant's Biography and Future Plans (100 words or less; written in the third person)

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T-Shirt Size \_\_\_\_\_

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