

# 2019 California State Beef Ambassador Contest

**Date:** Friday, April 5, 2019 and Saturday, April 6, 2019

**Location:** Santa Clara County Fair Grounds in the Heritage Hall – San Jose

**Entry Deadline:** Entry Forms Due by Friday, March 8, 2018

**Hotel Information:** Wyndham garden San Jose Silicon Valley

399 Silicon Valley Blvd, San Jose, CA 95138

**Rate:** \$119 for King - \$139 for 2 Doubles - plus tax (by March 13th)

**Reservations:** Dillon Morgan 408-972-7800x418 or front desk if not available.

**Group:** CA State Beef Ambassador Group Block

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

### Friday, April 5<sup>th</sup>

6:45 PM Contestants arrive

7:00 PM Ice Cream Social

7:30 PM California Beef Council Presentation (To Be Confirmed)

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

8:00 AM Contestants check-in

8:30 AM Welcome by Salene Duarte, Beef Ambassador Chair

8:45AM Written Issue Response (contest is closed to observers)

9:15AM Seniors Begin Media Interview (contest is closed to observers)

Juniors Begin Mock Consumer Event (guests may observe)

10:15AM Seniors Begin Mock Consumer Event (guests may observe)

Juniors Begin Media Interview (contest is closed to observers)

11:15AM Social Media Presentations (guest may observe)

12:30PM Lunch Break

1:30PM Presentation (To Be Confirmed)

3:00PM Award Ceremony

## To do before the contest:

By **March 8, 2019** be sure to turn in the following:

- Entry form** and **\$25** contestant registration
- Certificate of completion for **MBA program**
- Copies of your **social media posts** along with

Make **hotel reservations** by **March 13, 2019**.

- Wyndham garden San Jose Silicon Valley

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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. After completion a copy of your certificate **must be** to [cowgirlsalene@yahoo.com](mailto:cowgirlsalene@yahoo.com) **by March 8, 2019**.

- Copies/links to your social media posts **must be** submitted to [cowgirlsalene@yahoo.com](mailto:cowgirlsalene@yahoo.com) **by March 8, 2019.**
- 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, **with the addition of the social media section.**

Junior Division: age 12-16 (Must be 12, but not over 16 by Sept. 1, 2019)

Senior Division: age 17-20 (Must be 17, but not over 20 by Sept. 1, 2019)

### **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.

### **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 at least 5 posts prior to the event. These posts can be created in any social media platform (Facebook, InstaGram, Twitter, etc.). Each post should be of a different topic and contain content from areas such as: beef nutrition, animal welfare and safety, beef marketing, beef production, a hot topic in the beef industry or your life as it applies to the beef industry. At the event contestants will be asked to show their posts and explain why they chose the content and the importance of it. 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:** Wyndham garden San Jose Silicon Valley, 399 Silicon Valley Blvd, San Jose, CA 95138 (661-321-9425)

- **From Hwy 101** - Take the Hwy 101 to Silicon Valley Blvd. Take the Bernal Road exit from Hwy 101. Continue on Silicon Valley Blvd to your destination.
  
- **From Hotel to Contest:** Take Silicon Valley Blvd to Hwy 101 N towards San Francisco. Take the exit Tully Road E exit. Turn left onto Tully Road. Fairgrounds will be p on the lefthand side. Depending on parking you will make a u-turn at the 7th street light and enter at front of the fair or you will make a slight left onto Old Tully Road and enter the parking lot there. As date is closer parking information will be sent out.

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

Salene Duarte, State Beef Ambassador Chair  
 4631 Rotherhaven Way, San Jose, CA 95111  
 408-981-1226  
 cowgirlsalene@yahoo.com