

## **2005 PENNSYLVANIA BEEF AMBASSADOR PROGRAM**

*A collaborative project of the Pennsylvania Cattlemen's Association  
and the Pennsylvania Beef Council*

- **Responsibilities:**
  1. The Beef Ambassador is to represent the PCA, the PBC and their affiliate organizations at Pennsylvania agricultural and consumer events when available and upon request.
  2. The Beef Ambassador Committee chairperson will have the authority to approve and assign the events and responsibilities to the Beef Ambassador's schedule.
  3. The Beef Ambassador will make an effort to attend annual industry events such as the Beef Expo, the PCA field day, PA Farm Show, etc.
  4. Travel expenses will be reimbursed for approved producer and consumer events. If an affiliate organization requests that the Beef Ambassador attend an event, they must agree to reimburse expenses.
  5. If possible, the Beef Ambassador should attend an industry "spokesperson training" program (PBC is hosting a training in Mercer County on April 1, 2005.)
  
- **Selection:**
  1. A panel of judges will select the Beef Ambassador during the PA Beef Expo, March 24-26, 2005.
  2. Qualifications:
    - The 2005 Beef Ambassador must be 16 by January 1, 2005, but not over 19 as of October 1, 2005.
    - Either male or female
    - Must be knowledgeable of the cattle and beef industries.
    - Must prepare and present a 5 to 8 minute talk on the industry.
  3. Judging of the contestants will be based on the following:
    - Speech presentation
    - Interview evaluation
  4. The Beef Ambassador must be willing to comply with the American National CattleWomen (ANCW) Beef Ambassador program and competition rules if he or she enters the national Beef Ambassador contest.
  5. A \$1000 scholarship (\$500 from each PCA and PBC) will be given to the Beef Ambassador at the end of the one-year reign. Travel expenses will be reimbursed no more than 30 days after invoicing for pre-approved industry events.

*If you are interested, please contact the Pennsylvania Beef Council at 717-939-7000.*