



TEXAS BEEF LEADERS OF TOMORROW (TBLT) PROGRAM 2020 PROGRAM INFORMATION

The **Texas Beef Leaders of Tomorrow (TBLT) Program**, managed by Texas CattleWomen, Inc., provides opportunities for young adults to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef industry. Beef Leaders share the beef production story with consumers and students through promotion, education, media and online outreach. Working together as the Texas Beef Leaders of Tomorrow Team, Beef Leaders advocate on behalf of the beef industry as they develop skills of leadership, communication and self-confidence.

Selection of members for the 2020 Texas Beef Leaders of Tomorrow Team is a two-part process. Interested young adults may submit the attached application for review and consideration. Eligible candidates must be 18 by January 1st of the participation year. Participants or their families do not need to be actively involved in the beef industry or belong to Texas CattleWomen or any other agricultural organization. Applicants must complete the Masters of Beef Advocacy Program and Texas Beef Quality Assurance training prior to application and proof of completion must be attached to the application. Following review and verification that the applicant meets all program requirements, applicants will be provided with credentials to upload the video portion of their application.

The application video is a 3-7 minute response to a current industry topic or concern. Applicants may video themselves speaking alone or may employ a volunteer to act as a consumer to interact with. A list of possible issues/topics is attached. All information presented by the applicant must be factual based on data provided on the following websites or through personal research: www.explorebeef.org, www.beefitswhatsfordinner.com, www.beefnutrition.com, www.factsaboutbeef.com, and www.bseinfo.org.

We are seeking applicants with a powerful desire to serve as an advocate for the beef community and a willingness to develop strong communication skills. Following selection and notification, all 2020 Texas Beef Leaders will participate in two webinar trainings and one in-person training to prepare them for events, activities, and appearances in which to advocate on behalf of the beef community. Beef Leaders will work to identify opportunities to address the TBLT mission and will then develop a plan to establish a presence or inclusion at the identified events and activities. Travel expenses related to approved activities will be reimbursed through the program. Throughout the year, Beef Leaders will have the opportunity to interact with industry personnel, develop contacts, and gain insight into various facets of the industry. Beef Leaders may have the opportunity to gain internship or special topics credit through their college or university.

Completed applications are due no later than December 1, 2019. When planning for submission, please remember that this is a two-part process. Application forms must be submitted for verification of eligibility. This step may take up to 48 hours, after which you will be provided with instructions for uploading your application video.

*Questions regarding the Texas Beef Leaders of Tomorrow Program
may be directed to the TBLT Coordinators,
Callie McCullough at 979-255-5926 or Carrie Shirley at 903-439-8681
or by txbeefleaders@gmail.com.*



TEXAS BEEF LEADERS OF TOMORROW (TBLT) PROGRAM 2019-2020 PROGRAM TIMELINE & IMPORTANT DATES

December 1, 2019 – Deadline for submission of written application and video.

December 15, 2019 - 2020 Beef Leaders are notified and announced.

January 15, 2020 - 2020 Texas Beef Leader term begins.

- Training webinar #1 will take place before the end of January.

February 1, 2020 - Deadline for submission of program.

- Approval of program should be completed no later than February 15.

March 1, 2020 - Recommended that Beef Leader will have completed first event.

March 27 through 29, 2020 - Cattle Raisers Convention and TCW Spring Meeting. **Mandatory attendance.**

- On-site Training Opportunity

April 2020 - Training Webinar #2

May 2020 - **BEEF Month**

- Beef Leader needs to attend at least 3 events or appearances during the month.

June through September 2020 - Completion of six total events for the current Beef Leader term.

- Deadline for submission of activity plans, contact logs, logs of social media and program confirmations.

October 2020 – All Beef Leaders will be required to attend the TCW Fall Convention and recap their activities with a presentation for Texas CattleWomen.



**TEXAS BEEF LEADERS OF TOMORROW (TBLT) PROGRAM
QUALIFICATIONS, EXPECTATIONS, AND STANDARDS OF
CONDUCT**

QUALIFICATIONS

1. Contestants must be at least 18 years of age by January 1 of the participation year.
2. All application items must be received by the due date stipulated in the registration package. Late applications will not be accepted.
3. All applicants must have completed the Masters of Beef Advocacy Program and the Texas Beef Quality Assurance program. Proof of completion is required with application. Applications that do not contain proof of completion of these two programs will be rejected.
4. Contestants must be enrolled in an institution of higher education as well as a resident of Texas.
5. Contestants must complete their programs/events/appearances/activities within the state of Texas.

EXPECTATIONS

Scheduling of TBLT Events/Apearances/Activities

- Beef Leader will be assigned to one of the TBLT Coordinators for guidance and direction of his/her official activities.
- All requests for appearances shall be referred to the TBLT Coordinators for approval, in writing, five (5) days prior to the event/activity.
- Beef Leader will inform the TBLT Coordinators of his/her personal scheduling needs, his/her current location, and contact information throughout the term of his/her title.
- Beef Leader will notify the TBLT Coordinators no less than three days in advance if he/she cannot make a scheduled commitment. The only exception shall be unforeseen emergencies or illnesses that preclude prior notification. Every reasonable effort will be made to notify responsible parties prior to missing commitments, rescheduling them, if possible.

Participation

- **Required** to participate in web-based training sessions as scheduled before scheduling any appearances or activities.
- **Required** to attend the Texas CattleWomen Spring Meeting held at the Cattle Raiser's Convention hosted by Texas and Southwestern Cattle Raisers Association.
- Attend civic and community events as **requested**.
- Attend beef promotion events as **requested**.
- Attend fair activities, regional cattlemen's association meetings, and other beef industry organization appearances as **requested**.

Written Activity Reports

Beef Leader will submit written activity reports to the TBLT Coordinator on designated form within two weeks of the program/event/activity.

Expenses and Travel

- All travel **MUST** be submitted for approval at least five (5) days prior to attending any event/activity in writing with approximate expenses to the TBLT Coordinators at txbeefleaders@gmail.com
- Beef Leaders must submit all approved expenses with receipts as well as documented automobile mileage on the required reimbursement form. Reimbursement must be submitted within **30 days** after the activity to the TBLT Coordinators or reimbursement will be forfeited. Approved TBLT expenses are normally reimbursed **after-the-fact**. Expenses incurred should be in the most economical manner possible. Meal receipts must be submitted with reimbursement form. Beef Leaders will be reimbursed for mileage. **Travel that is not approved prior to the event/activity will not be reimbursed.**
- **Contestant may not travel without prior written approval.**

STANDARDS OF CONDUCT

Standards of Conduct are listed alphabetically, not in order of priority or importance.

Adherence to Law:

Shall abide by the laws of the jurisdiction(s) he/she is in. Shall never have been convicted of a felony crime (or equivalent) Shall not have pending criminal charges (other than minor traffic violations, with the exception of DUI, Aggravated DUI, and Reckless Driving) or have adjudicated criminal sentences pending against him/her. Shall disclose to the TCW Executive Committee his/her criminal history and pending sentences other than minor traffic violations. Shall have and maintain a valid operator's license.

Adherence to Rules:

Shall abide by all rules and regulations of Texas CattleWomen, Inc. including: Texas CattleWomen, Inc. Beef Leader contest rules, general rules, written expectations, official communications and documents, and verbal direction from competent authority (TBLT Coordinator, Judges, and TCW President). Concerns shall respectfully be brought to the attention of the involved TBLT Coordinator or the President of Texas CattleWomen, Inc. in a timely manner.

Confidentiality and Public Criticism:

Shall exercise and maintain confidentiality in respect to all TCW issues, discussions, decisions, and other business of the Texas CattleWomen, Inc. The Beef Leader shall not be publicly critical in words or actions of the TBLT Coordinator, the TCW Executive Committee, or the TCW membership in a group or one-on-one.

Contracts/Agreements/Encumbrances:

Participant will not enter into any contract, agreement, purchase, or promise to pay that encumbers Texas CattleWomen, Inc. funds, members, resources, or commits Texas CattleWomen, Inc. as a responsible entity.

Disqualification:

Adherence to all Standards of Conduct is required. Any violation may result in the disqualification of the individual from the program.

Insurance:

Beef Leader will be required to maintain personal health insurance and automobile liability insurance. Texas CattleWomen, Inc., assumes no liability for personal injury or property damage as result of Beef Leaders' appearances and activities.

Personal Appearance:

Attire while driving to events may be casual, but presentable in public. When arriving at an appearance location, the Beef Leader shall be well dressed in appropriate attire.

Personal Conduct/Wholesome Image:

Personal conduct during official appearances and in his/her private life should exemplify the highest standards of integrity, honesty, fairness, sincere concern, public service, poise, tact, and the traditional, family-oriented western lifestyle Beef Leaders represents. Beef Leader will conduct herself/himself at all times in a manner that reflects favorably on her/him, his/her title, Texas CattleWomen, Inc., and the beef community.

1. Participant will not use tobacco products or drink alcoholic beverages illegally, or in public while identifiable as a Texas Beef Leader.
2. There shall be no inappropriate postings on social media websites (i.e. Facebook, Twitter, Instagram, and Snapchat).

Political Activity/Endorsements:

Beef Leader will not endorse or use his/her title to represent a political candidate, political party, or partisan cause. The Beef Leader shall not run for public, elective office. He/She may participate in public causes deemed by Texas CattleWomen to be consistent with his/her title, the purposes of Texas CattleWomen, Inc., or that support legitimate aspects of the traditional western lifestyle.

I, _____, have received a copy of the Texas Beef Leaders of Tomorrow Qualifications, Expectations, and Standards of Conduct. I have also read, understand and agree to uphold the Texas Beef Leaders of Tomorrow Qualifications, Expectations and Standards of Conduct.

Beef Leader Signature

Date

TBLT Coordinator Signature

Date

TCW President Signature

Date

Please explain your interest and involvement in the beef community.

Explain the qualities you possess that will make you an effective and successful Texas Beef Leader.

If selected as a 2020 Texas Beef Leader, what do you hope to accomplish for yourself? What do you hope to accomplish for the beef community?

You may use up to one (1) additional typed page for your responses.
When submitting the application, be sure to attach confirmation of completion of **Masters of Beef Advocacy** training and **Texas Beef Quality Assurance** training.

Please email this form to txbeefleaders@gmail.com.

**For more information, contact TBLT Coordinators,
Callie McCullough at 979-255-5926 or Carrie Shirley at 903-439-8681.**

Applications are due no later than December 1, 2019.

Following verification of eligibility, you will receive via email credentials to upload your application video. Verification of eligibility may take up to 48 hours, after which you will be provided with instructions for uploading your application video.



TEXAS BEEF LEADERS OF TOMORROW (TBLT) PROGRAM APPLICATION VIDEO TOPICS

BEEF NUTRITION

- Can beef play a part in a healthy diet? Why?
- Why is today's beef leaner than ever before?
- Is a Ribeye a lean cut? If not, should it be eaten?
- What makes beef such a great protein to serve with fruits and veggies?
- What's the nutritional difference between grass finished and grain finished beef?
- Is organic beef better for you than traditionally raised beef?
- Are the nutritional values of beef different depending on the breed?
- What is the BOLD diet and why should consumers care about its findings?
- Does beef cause cancer?

CATTLE CARE

- How do you know farmers and ranchers take good care of their cattle?
- What is the purpose of using antibiotics? How do you know they're safe (for the animal and ultimately humans)?
- Why do cattle go to feedyards? How do you know this is a great way to finish beef?
- What is the purpose of using growth hormones in beef cattle? How do you know they're safe (for the animal and ultimately humans)?
- Do cattle eat GMO feedstuffs? If so, how do you know they're safe (for the animal and ultimately humans)?
- Does branding hurt cattle? Why is this method of animal identification used?
- What is de-horning and why is this done? Does it hurt the animal?
- What do feedyard operators do to control dust?

ENVIRONMENT

- What makes a farmer or rancher an everyday environmentalist?
- Name at least two examples of how beef producers are managing water effectively.
- What makes the "Meatless Monday's" movement positive or negative for the environment?
- Are cows to blame for climate change?
- What is a ruminant and how do they impact the environment in a positive way?
- What does sustainability mean to you?

PREPARATION, CONVENIENCE, AND SAFETY

- Is Lean Finely Textured Beef really 100% beef?
- Where can consumers go to find 30-minute meal ideas that include beef?
- How can consumers economize with beef?
- Why is it ok to eat a steak at a lower internal temperature than ground beef?
- Is beef less safe today than in the past with all the E.Coli recalls?
- What can consumers do to ensure the beef they eat is safe?

Note: These questions are just a few examples of current issues that are commonly discussed between consumers and the beef community. It is not intended to be a complete list of all potential video questions and/or topics.

You may present your own topic that is current and relevant to the beef community.

**TEXAS BEEF LEADERS OF TOMORROW (TBLT) PROGRAM
APPLICATION VIDEO EVALUATION**

Applicant's Name:	
Rate each question below using the following scale:	<i>1= Needs Improvement</i> <i>2= Good</i> <i>3 = Very Good</i> <i>4= Excellent</i>
CONTENT AND RESOURCES	
Utilizes resources effectively	Rating: Comments:
Demonstrations sufficient mastery of contest:	Rating: Comments:
Makes clear, practical points to support position:	Rating: Comments:
EFFECTIVE PRESENTATION	
Displays evidence of preparation:	Rating: Comments:
Directions to consumer are clearly thought out and well stated:	Rating: Comments:
Maintains consumer interest and attention:	Rating: Comments:
Exhibits poise, voice control, and tact:	Rating: Comments:
Uses positive statements:	Rating: Comments:
Makes supportive comments:	Rating: Comments:
OVERALL FEEDBACK	
Commendable Features:	
Suggestions for improvement:	