



Certified Hereford Beef, LLC

Ambassador Program

2007 Application Sheet

Objective:

To provide Hereford enthusiasts an opportunity to learn about and participate in the marketing of Certified Hereford Beef.

Candidate Qualifications:

Two ambassadors will be selected for 2007:

- One member of the National Junior Hereford Association and
- One member of either the National Organization of Poll-ettes or the American Hereford Women.

Age

- Junior member must be at least in their junior year of college.
- No age requirement for the adult.

GPA for junior member

- 3.00 minimum GPA

Membership requirements:

- Must be a member of either the *National Junior Hereford Association* (NJHA) or the *American Hereford Women*, or the *National Organization of Poll-ettes*.

College degree

- Not necessary

Experience:

Work; Public Speaking; and Cattle Experience

- Employment history that demonstrates reliability and responsibility.
- Experience in public speaking, presentation/demonstration or sales.
- Ownership of Hereford cattle, preferably current ownership.
- Ownership or work experience that provides a working knowledge of both the cattle and beef industry (stages of production; beef products; marketing; consumer trends; nutritional information; and cooking/demonstration experience or skills).

Ambassador Responsibilities:

- One year commitment for 2007; will have the option to serve a 2nd year in 2008.
- Approximately six events a year (2-3 days, typically Thursday-Saturday)
- Weekend training retreat in Kansas City in early March.

- Event activities could include cooking demonstrations; serving samples; public speaking and light physical work (prep & clean-up). Candidates should be physically able to spend long hours on their feet.

Application/Interview guidelines:

Application:

- Application deadline: January 18, 2007.
- Resume
- Three essay questions (200-300 words each):
 1. Why do you wish to participate in the CHB Ambassador program?
 2. What background experience do you have that will benefit CHB promotional activities?
 3. Describe your skills with respect to selecting, preparing and serving beef products.
- Candidates must send one copy of the completed application to each of the following individuals:

Bonnie Coley-Malir
American Hereford Women
 4967 Galway Drive
 Dublin, OH 43017
bcoleymalir@yahoo.com

Dianne Peebles
National Organization of Poll-ettes
 9786-3605 Road
 Hotchkiss, CO 81419
diannepeebles@hotmail.com

Interview:

- After application review, top 4-6 candidates will be asked to interview in February (2-3 juniors/2-3 women).
- A \$300 stipend will be provided for these candidates to assist in travel expenses.
- Both interview and presentation required and done with the selection committee at a date and place TBA.
- Presentation guidelines: Applicants will demonstrate “how to...” On any non-beef related topic. They will have 5-10 minutes to share their creativity; communication skills; and enthusiasm about their subject with the selection committee. Visual aids are optional; power point presentations are discouraged.

Selection/Interview Committee:

- Two *American Hereford Association* staff members (at least one *Certified Hereford Beef* member)
- Two *American Hereford Women* members
- Two *National Organization of Pollettes* members

Program Sponsorship:

Program is funded and sponsored by the *American Hereford Women*; *National Organization of Pollettes*; and *Certified Hereford Beef, LLC*.