



# 2017 Texas Youth Cattle Conference

Sponsored by Texas Beef Producers

The Texas Youth Cattle Conference is for youth who have a desire to expand their knowledge about the Texas beef industry. This tour is designed to explore the beef industry by focusing on beef's role in the food industry, nutrition, beef cattle science, management, and marketing.

Applicants must be at least 16 years old as of January 2017.

## OBJECTIVES

1. Introduce all aspects of beef production with a focus on beef quality and safety and its impact on consumers
2. Build communication skills
3. Allow participants the opportunity to interact with leading industry representatives
4. Require participants to return to their counties and share new knowledge

## CRITERIA FOR ACCEPTANCE

- Young men and women are equally encouraged to participate.
- Applicants should be at least 16 years of age.
- Students will be required to sign a document that he/she will be able to participate the entire tour time. There will be no exceptions.
- Students must demonstrate ability to actively participate in educational seminars, work in teams to reach outlined objectives, display self-motivation to implement and carryout educational programs, and complete assignments.
- Students will be required to complete a project to local residents, civic groups and potential beef consumers on the importance of beef and the role it plays in our everyday lives at the conclusion of the program.
- Students must be willing to conduct themselves in a professional manner and abide by a conduct code of the program. This includes the prohibition of all alcohol and tobacco products. A violation of any of these policies will result in immediate dismissal.

*Discover Texas Beef. Build Your Network. Share Your Beef Story.*

## IMPORTANT DATES

### **MARCH 10, 2017**

Student applications due to the Texas Beef Council by 5 PM

### **MAY 30, 2017**

Finalized agenda and remaining information distributed to students and chaperones

### **JUNE 12-15, 2017**

Central and South Texas Conference

### **JULY 5-8, 2017**

Lubbock/Panhandle Conference

Complete presentations and additional educational opportunities

## PARTICIPANTS

Each youth leadership organization (breed association, 4-H, FFA, etc.) is asked to encourage students from their association to apply. Each organization will have at least one student invited to attend the conference dependent upon the number of applications received and conference availability. Students will be selected from across the state, without regard to gender, color, disability, religion, or ethnic origin.

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## EXPECTATIONS

The tour participants will be expected to actively participate in all required dates and activities with:

- An open and inquiring mind
- Willingness to learn
- Respect for opinions of those not in agreement with their own
- Commitment to communicate their activities and experiences

*Although the tour will be only a few days, there is still a very important component of the program the participants must understand. At the end of the tour, participants will have until January 2018 to complete a project within their community. Communication and personal skill development are important components of the curriculum with the idea that knowledge is good for the individual only if it can be diplomatically shared with others. These projects will be developed by the participants with the support of TBC staff member, Victoria Pilger. Projects will vary between students. Additional information will be provided to students upon acceptance into the conference.*

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## CONDUCT

Each participant should realize and understand the honor and prestige this program brings. Each individual is expected to conduct himself/herself as a responsible leader. Each student will be expected and required to conduct himself/herself in a professional manner. Along with the opportunity to participate in this event comes the responsibility to themselves, their participating class, the Texas Beef Council staff and guest speakers/presenters to exemplify the utmost personal and professional standards. The industry sponsors and donors have been exceptionally generous to support this activity. These individuals and the Texas Beef Council faculty expect mature and responsible behavior from all students.

## **ATTENDANCE REQUIREMENTS**

The participant will be required to attend the entire tour. The only exceptions will be for a family emergency, illness, natural disaster, or legal requirements. If you know you have another obligation during the proposed dates, please do not apply.

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## **EXPENSES**

### **Financial Obligation**

This program is sponsored by Texas Beef Producers through their \$2 per head beef checkoff. Additional sponsors may be identified and participants will be notified if additional sponsors become involved with the program.

### **Incidentals**

All incidental expenses (snacks, souvenirs, etc.) incurred by the students will be paid by the students.

### **Meals**

Meals and snacks during the conference will be provided.

### **Transportation**

Participants will be responsible for providing transportation to/from their designated conference location. We can provide transportation to and from the airport if you choose to fly.

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## **DRESS CODE**

As with any distinguished program, students should always present themselves in a professional manner. There will be relaxation time; however, there will be no t-shirts that market, advertise, or insinuate anything that would be deemed inappropriate (if you have to ask, then it is probably not acceptable). Most appropriate wear will be nice casual. This is defined as young men wearing casual slacks or nice, pressed jeans with a collared shirt. Young ladies required casual wear is defined as pressed jeans, casual slacks or skirts with a blouse that is long enough to be tucked in. Also, keep in mind that most tour visits will require closed toe shoes as part of their safety initiatives. More direct information on proper dress code will be defined once the itinerary is finalized.