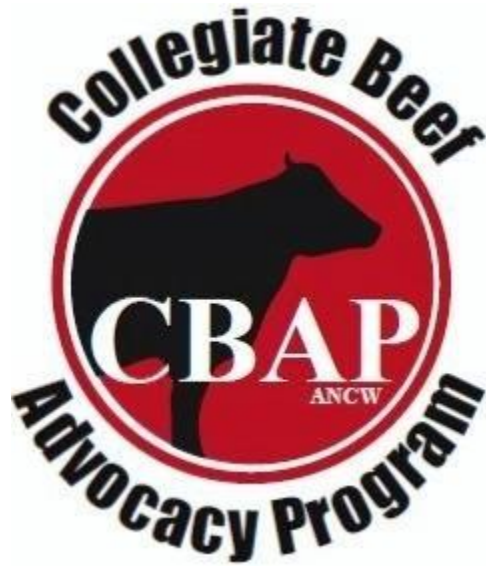


# Collegiate Beef Advocacy Program



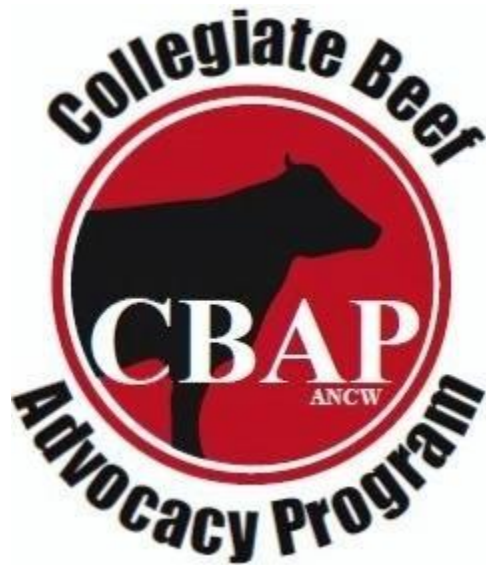
## Toolkit

## Contents

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*This toolkit is intended to provide example documents for state affiliates seeking to construct a state beef ambassador program. These documents should be edited to fit the specific needs of individual programs.*

# Collegiate Beef Advocacy Program



## 2023-24 Team

*Team Member Names*

## Contact Information

List each team member's name, mailing address, cell number, and social media handles.  
Also, list the program director and any other necessary leadership contacts.

## Save the Date (Example)

**Third Sunday of each month (Jan. 21, Feb. 18, March 17, April 21, May 19) *Will reschedule for summer/fall***

Noon – 1:00 p.m. CST  
Monthly CBAP Team Meeting  
Virtual

December 13-15, 2023  
Certified Angus Beef Youth Leaders Seminar  
Wooster, Ohio

January 12-15, 2024  
National Western Stock Show and Colorado Cattlewomen Meeting  
Denver, Colorado

January 27 – February 3, 2024  
ANCW Annual Meeting  
Cattle Industry Convention & NCBA Trade Show  
Orlando, FL

Oklahoma Beef Industry Tour  
Stillwater, Oklahoma

ANCW Region Meetings in Advocates Regions  
TBA

July 21-23, 2024  
Summer ANCW Meetings  
San Diego, California

September 9-13, 2024?  
NCBA Legislative Conference  
Washington, D.C.

## **Quarterly Reports**

- Template attached as separate document
- Due first week of April, July, October and January

## **Expense Reports**

- Template attached as separate document



# Quarterly Report

Due first week of Dec, Feb, May, and Aug

**Name:**

**Month:**

In essay form please elaborate on all you have completed in the said months that are related to your advocacy program. This essay will be added to the yearly report, therefore, we expect proper grammar, punctuation, and appropriate language.

This essay can include and is not limited to:

- To elaborate on social media posts, categories of posts, and goals with your media feed.
- On-campus activities
  - Explain activity
  - Who you spoke to
  - How interaction went
  - Supplies used/handed out and where you got them
  - What you would change
- Beef Industry Meetings
  - Meeting Information
  - What you learned
  - Who you connected with
- Advocation based travel
  - Where you traveled, include company summary
  - Summary of trip activities
- Personal Experience
  - What you enjoyed/benefited from
  - If there was anything you would change or do differently
- Goals/Preview for the next term of summary
- Any addition comments

# ANCW Travel Expense Report

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Event and Date \_\_\_\_\_  
 Per Mile Reimbursement 0.535  
 Total Reimbursement \_\_\_\_\_  
 Due \$0.00



Date Submitted \_\_\_\_\_  
 Authorized by \_\_\_\_\_

Date	Description of Expense	Airfare	Lodging	Ground Transportation (Gas, Rental Car, Taxi)	Meals & Tips	Conferences and Seminars	Miles (Personal Car Only)	Mileage Reimbursement	Miscellaneous	Currency Exchange Rate	Expense Currency	U.S. \$
								\$0.00		1	USD	\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
<b>Total Mileage Reimbursement:</b>								<b>\$0.00</b>	<b>Total Reimbursement:</b>			<b>\$0.00</b>

Mail to:  
 16799 Prairie Circle  
 El Reno, OK 73036  
 Or Email to:  
[jillworthington02@gmail.com](mailto:jillworthington02@gmail.com)

## Consent to Serve



### American National CattleWomen | Collegiate Beef Advocacy Program Consent to Serve

The American National CattleWomen congratulate you on your achievement of being selected as a member of the Collegiate Beef Advocate Program team for September 1, 2023 - August 31, 2024.

For your service to the Collegiate Beef Advocacy Program (CBAP), American National CattleWomen (ANCW) will provide:

- \$2,000 scholarship to support your academic endeavors at your college/university upon fulfillment of all obligations.
- Certificate of Achievement identifying you as a National Collegiate Beef Advocate.
- Opportunity to develop your leadership and communication skills through activities in support of promoting beef.
- Travel to any event during this program will be paid for by the program. If a day of event happens and travel by personal vehicle occurs reimbursement will be given upon receipts submitted properly. Any events that you want to attend representing the CBAP should be communicated with the Program Committee with plenty of notice.

In support of this recognition, ANCW will expect your participation and engagement in activities outlined by the CBAP Program Director. These responsibilities may include, but are not limited to:

- Attend the 2024 Cattle Industry Convention & NCBA Trade Show in Orlando, Florida. You will attend Monday, January 29 through Friday, February 2.
- Attend the 2024 ANCW Annual Meeting to present your year in review in San Diego, CA.
- Deliver 1-2 beef promotion activities on your college/university campus.
- Deliver a beef promotion message/activity to a group that is not directly related to the beef or cattle industry.
- Make social media posts on CBAP platforms in collaboration with your teammates.
- Keep an electronic journal of photos from activities during your year of service.
- Submit quarterly reports (March, June, September, December) of activities to the CBAP Program Committee.
- Participate in media interviews if any become scheduled.
- Participate in monthly virtual meetings or conference calls with CBAP teammates and Program Committee.
- Attend scheduled travel trips throughout the year.
- Pursue opportunities to deliver the beef message “beyond the barnyard” by connecting with a variety of organizations, interest groups and consumers.
- Work with teammates to develop a toolkit for the next team of Collegiate Beef Advocates that will provide guidance through their year of service.
- Clarify and discuss concerns, issues or questions with the CBAP Program Committee. If concerns persist include ANCW President, President Elect and Vice President in discussion.



**National Collegiate Beef Advocate Code of Conduct:**

- Conduct yourself in a highly professional and mature manner that reflects positively on ANCW and its community of stakeholders.
- Show positive regard for your teammates, the Program Committee, and the ANCW community.
- No drinking should be done when you are representing the ANCW CBAP, This includes but is not limited to annual convention receptions, get-togethers at conventions or on trips, and any other time where you are representing such a high honor.
- Attire and personal presentation should always be professional when representing CBAP.

I understand if conduct occurs that does not represent ANCW favorably, the \$2,000 scholarship will be revoked and I will be dismissed from the team. \_\_\_\_\_

(Initial)

Upon completion of my one-year term as a CBAP member, my scholarship should be sent to:

College/University Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**I acknowledge, accept and consent to my obligation to serve as a Collegiate Beef Advocate for American National CattleWomen. In addition, I hereby grant permission for ANCW, its representatives and authorized media organizations to print, photograph, and record me for use in audio, video, film, or any other electronic, digital and printed media.**

Full Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_  
Signature of Collegiate Beef Advocate

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of CBAP Program Director

\_\_\_\_\_  
Date

**Email completed form to [ancw.cbap@gmail.com](mailto:ancw.cbap@gmail.com).**

## Acceptance/Denial Notice

### Example Acceptance Notice

Good morning *insert applicant's name*,

Congratulations! **You have been selected to serve on the 2023-2024 National Beef Advocacy Team!** We are excited for the energy and ideas that you will bring to the program this year and I look forward to working alongside you as we share the positive message about beef.

Attached you will find a "Consent to Serve" form, which serves as your official acceptance to the team. Please read, sign, and return by August 15th. If you would like a different headshot photo than the one you turned in on the Google form please email that over to accompany press releases and other media announcements regarding your selection.

Other information requested at this time is your class/work/student activities schedule. When sending this please also identify for Monday-Friday what days/ times you are typically available throughout the week. Please attach your school year schedule that includes breaks. This will allow me to plan our monthly meetings for the fall semester and trips. Please have this to me as soon as it becomes available.

Moving forward, I will get a Zoom meeting scheduled in August for ourselves and the new team to be able to meet. At this meeting, I'll share additional dates that you can add to your calendar as travel for CBAP. During this meeting, we'll also review other onboarding information that will help prepare you for what to expect as a CBAP team member.

This is also the time we will schedule your training, please come to the meeting with a list of areas you want to expand your knowledge in to allow you to become a better advocate. This could include, graphic development, video improvement, checkoff explanation, time management, or whatever even the smallest skill that you need improvement on.

Again, congratulations on being selected to serve on the 2023-2024 Collegiate Beef Advocacy Team. We are so excited to have you and are looking forward to this upcoming year with you!

Welcome to the herd,

Katie Kixmiller, Ashley Evans, and Nikki Weston

### Example Denial Notice

Dear *insert name*,

Thank you for the effort you put into completing the application for the Collegiate Beef Advocacy Program (CBAP). Our selection committee and interview team appreciated learning more about you and your enthusiasm for the beef industry.

Unfortunately, you were not selected to move forward with the program.

We encourage you to continue developing your leadership experiences and investing in the beef industry as you have been. Good luck with your spring semester and future endeavors.

# Applicant Scorecard

## CBAP Application & Interview Score Card

Applicant name: \_\_\_\_\_

### Application Scoring

Guideline (total points possible)	Notes	Points earned
Application & cover page (5)		
Resume (5) <i>Highlights beef/ag industry involvement, collegiate activities, organizations, campus events, work/internships, certificates, training</i>		
Biography (5) <i>&lt; 250 words, third person</i>		
Essay (10) <i>&lt; 500 words, describe interest, connection and accomplishments within beef/ag industry</i>		
Campus event (10) <i>Conduct on-campus beef promotion activity playing a key role OR present detailed plan of proposed activity.</i>		
Social media (10) <i>Ideas of two projects to execute targeting a collegiate audience to share the beef message.</i>		
Two recommendation letters (5)		
MBA & BQA certifications (5)		
YouTube video (5) <i>4-minute video what is the role of a CBA, why are college students essential members of the beef community, and what unique qualities would you bring to the CBAP team?</i>		

**Total points possible: 70**

**Total points earned: \_\_\_\_\_**

Applicant name: \_\_\_\_\_

**Interview Scoring**

<b>Attributes (total possible points)</b>	<b>Notes</b>	<b>Points earned</b>
Verbal communication (10) <i>Tone, volume, confidence</i>		
Personal appearance (10) <i>Professional, polished, poised</i>		
Ability to answer questions (10) <i>Concise, articulate, provides answer</i>		
Existing industry knowledge (10) <i>References past industry experiences/involvement</i>		
Interpersonal/team skills (10) <i>Self-awareness, ability to contribute to team dynamic, coachable</i>		
Approach to the work to be done (10) <i>Innovative, logical thought processes, demonstrates initiative</i>		
Enthusiasm for role (10) <i>Genuine interest in serving on team/committing time and effort to the role</i>		

**Total points possible: 70**

**Total points earned:** \_\_\_\_\_

**OVERALL SCORING**

**Application**

Total points possible: 70

Total points earned: \_\_\_\_\_

**Interview**

Total points possible: 70

Total points earned: \_\_\_\_\_

**Combined total points possible: 140**

**Combined total points earned:** \_\_\_\_\_

# On Campus Event Planning Matrix



On-Campus Event Planning | Submitted By: \_\_\_\_\_

<b>Event Name:</b>	<b>Event Date and Location:</b>
<b>Is this in conjunction with an existing event (Welcome Week Activities, Alumni Weekend, etc.)? If yes, explain:</b>	<b>Event Host(s) (such as Collegiate Cattlewomen, Block and Bridle, etc.):</b>
<b>What permissions are needed from campus to host event:</b>	<b>Attendance goal:</b>
<b>Describe the general concept of your proposed event:</b>	
<b>How many volunteers will be needed and how will you secure the necessary volunteers:</b>	<b>How will CBAP be recognized or promoted at the event:</b>
<b>Explain how the event fulfills CBAP’s mission of sharing the positive story of beef with your peers. Include how this event reaches “beyond the barnyard”:</b>	
<b>Giveaway item(s) for attendees:</b>	<b>Will giveaway items need to be purchased or will they be donated? Are they existing or need to be created?:</b>

**Event Budget**

Item	Cost	Funded by (donation, cohosting group, or CBAP)
Event registration fee		
Venue		
Event promotion (flyers, social media promoted posts, etc.)		
Giveaways (recipes, swag, etc)		
Food (non-meat)		
Meat		

**Total cost:** \_\_\_\_\_

**Total contribution from donations/sponsors:** \_\_\_\_\_

**Total contribution from cohost group:** \_\_\_\_\_

**Total contribution from CBAP:** \_\_\_\_\_

## Participant Selection Press Release



### FOR IMMEDIATE RELEASE

**Contact:** Katie Kixmiller or Ashley Evans; Program Director, Collegiate Beef Advocacy Program

**Email:** [ancw.cbap@gmail.com](mailto:ancw.cbap@gmail.com)

**Phone:** 812-890-2041 (Katie)

### National Cattlewomen Name Collegiate Beef Advocacy Program Winners

**SEPTEMBER 1, 2023** – Developing beef advocates and leaders for the cattle industry is the goal of the Collegiate Beef Advocacy Program. Hosted by American National Cattlewomen, Inc. (ANCW), the advocacy program provides an outlet for students to use their unique strengths to connect with consumers and peers to promote beef.

The collegiate advocacy program matches the vision and purpose of ANCW by ensuring the selected students strengthen their leadership and communication skills, establish career networks, and enhance their knowledge of the industry. This experience will assist participants in furthering their passion for beef advocacy by providing top-notch training, access to educational resources, and unique experiences. Through this program participants will be enabled to become an integral voice for the beef community.

Two winners of the Collegiate Beef Advocacy Program selected for 2023 are Miss Chaylee Tonniges and Miss Brittley Bowers. The announcement of the winners took place in August as the new term starts September 1st.

During their year of service, the two recipients will host a beef advocacy program on their college campus, engage in social media efforts promoting beef, and pursue opportunities to connect with peers by sharing the positive story of beef. The students will also travel the nation to participate in industry events. Each winner will earn a \$2,000 scholarship.

Tonniges is an Animal Science Business Communication major at the University of Nebraska-Lincoln. She is a fifth-generation rancher who grew up on a diversified ag operation north of Gresham Nebraska. This past summer she was an intern with Merck Animal Health as the US Strategies and Business Channels Sales Intern. Chaylee also sits on the Young Nebraska Cattlemen Board and was the 2022-2023 Nebraska Cattlemen Beef Ambassador.

Bowers of Fredericksburg, Texas is a current Junior at Texas A&M majoring in Animal Science and minoring in Agricultural Communications and Journalism and Agri-Food Sales. Brittley will also graduate with a certificate in Meat Sciences. Brittley was a part of Elanco Animal Health's Beef Cattle team last summer assisting as a sales intern.

American National Cattlewomen, Inc., consists of thousands of members from across the United States and has a 70-year history of uniting women in agriculture to focus on its core concepts of beef promotion, education, and legislation. For more information about ANCW, including how to join, visit [ancw.org](http://ancw.org). For more information about the Collegiate Beef Advocacy Program email program directors Katie Kixmiller/Ashley Evans at [ancw.cbap@gmail.com](mailto:ancw.cbap@gmail.com).

# Social Media Toolkit

## Collegiate Beef Advocacy Program | 2023-24 Social Media Toolkit

### General Social Media Tips:

- Make time for CBAP, make it a priority, and schedule enough time to develop and edit social media content. It does not take long to get something done and is far less stressful to post when content is planned.
- Plan, plan, plan. When planning social media content each month, create a spreadsheet or a form that you can plan and write future social media content on and delegate who posts when. At the same time, give yourself grace when you can't prepare everything in advance. Some weeks you'll have time to create original content and some weeks you will share posts from existing accounts. Being a college student can involve juggling a lot of roles, so use your time as efficiently as you can.
- Adobe Illustrator, Adobe InDesign and Canva are great design tools for social media content.
- Stay in near constant communication with your CBAP team members and director with new ideas and questions. Try to respect one another's busy schedules and evenings, but don't hesitate to reach out if it's urgent.
- Pay attention to what posts are receiving the most engagement on social media accounts. Regularly schedule that type of content and test new content ideas now and then. A 4:1 ratio of regular and new content is a good measuring tool.
- Set a few hours aside to write up and create all the content you are going to post during the week. Then on each day you have scheduled your post you can simply copy+paste your text and share your images and you're good to go! You can save time during the week, and it won't be a chore during busy hectic days (Cause all you have to do is click share!)
- Interact with comments, interact on stories, and try and boost engagement. 5-15 min a day is better than nothing.
- TAKE LOTS OF PICTURES!!



## Target Audience

Who are they?	<i>(E.g. job title, age, gender, salary, location, etc.)</i> •
What are they interested in that you can provide?	<i>(E.g. entertainment, educational content, case studies, new products, etc.)</i> •
Where do they usually hang out online?	<i>(E.g. Facebook, Instagram, etc. or niche platforms)</i> •
When do they look for the type of content you can provide?	<i>(E.g. weekends, during their daily commute, etc.)</i> •
Why do they consume the content?	<i>(E.g. to get better at their job, to become healthy, to stay up to date with something, etc.)</i> •
How do they consume the content?	<i>(E.g. read blogs, listen to podcasts, watch videos, etc.)</i> •

## Hashtags

### Photo Filter

*Suggest using Adobe LightRoom app*

### Tone

### Frequency of Posts

Schedule posts using Meta Business Suite (accessed through Facebook)

- Follow "schedule" tab

### Topics

*(Topic or message of the content we share)*

### Timing of Posts

## Content Calendar

The content calendar serves as a tool for team members to maintain consistency with their posts objective, tone and purpose. It is important to fill out the calendar before monthly meetings because Kristi will want to review it at the monthly meeting. This Google spreadsheet worked well for our team, but feel free to format a content calendar that is better suited for the current team.

2:22 PM Fri Dec 17 100%

CBAP Social Media Content Calendar

	A	B	C	D	E	F	G	H
	Date	Deliverer	Topic/Caption	Media (image, infographic)				
1	September 5, 2021	Kathryn						
2	Facebook		Ag Olympics w/ Cattlewomen	Photo				
3	Instagram		Ag Olympics w/ Cattlewomen	Photo				
4	September 6, 2021	Kathryn						
5	Facebook		Labor Day Post	Photo				
6	Instagram		Labor Day Post	Photo				
7	September 7, 2021	Kathryn						
8	Facebook		Beef Nutrition Fact	Share				
9	Instagram		Beef Nutrition Fact	Share				
10	September 8, 2021	Kathryn						
11	Facebook		Beef Recipe from website	Share				
12	Instagram		Beef Recipe from website	Share				
13	September 9, 2021	Carli	Ag in the Classroom					
14	Facebook			Photo				
15	Instagram			Photo				
16	September 10, 2021	Kathryn						
17	Facebook		Regional Update? Drought	Photo				
18	Instagram		Regional Update? Drought	Photo				
19	September 11, 2021	Kathryn						
20	Facebook		Day in the Life: Vaccinating Calves	Photo				
21	Instagram		Day in the Life: Vaccinating Calves	Story/Grid Photo				
22	September 12, 2021	Carli						
23	Facebook							
24	Instagram							
25	September 13, 2021	Carli	Cook with Beef - safety tips					
26	Facebook		Beef is a nutritious protein that needs to be prepared safely before you serve it for yourself, your family and your friends. This webpage from "Beef. It's What's for Dinner" outlines how to make smart, clean decisions from the grocery store to your dinner table.  #beefadvocates #beef4generations #beefitswhatsfordinner	Link				
27	Instagram		Beef is a nutritious protein that needs to be prepared safely before you serve it for yourself, your family and your friends. This webpage from "Beef. It's What's for Dinner" outlines how to make smart, clean decisions from the grocery store to your dinner table.  #beefadvocates #beef4generations #beefitswhatsfordinner	Link				
28	September 14, 2021	Carli	Advertise On-Campus Event					
29	Facebook		For my campus event, I will be sharing the positive message of how beef is essential for a healthy body and diet! Beef snacks will be passed out to students on their way to our campus's wellness facility. We look forward to a day full of delicious beef and connecting with consumers! (See ya September 28)  #beefadvocates #beef4generations #beefitswhatsfordinner	Photo				
30	Instagram		For my campus event, I will be sharing the positive message of how beef is essential for a healthy body and diet! Beef snacks will be passed out to students on their way to our campus's wellness facility. We look forward to a day full of delicious beef and connecting with consumers! (See ya September 28)  #beefadvocates #beef4generations #beefitswhatsfordinner	Photo				
31	September 15, 2021	Carli						
32	Facebook							
33	Instagram							
34	September 16, 2021	Carli						
35	Facebook							
36	Instagram							
37	September 17, 2021	Carli	Answering the question: Why is beef good for you?					
38	Facebook			Infographic				
39	Instagram			Infographic				
40	September 18, 2021	Carli						
41	Facebook							
42	Instagram							
43	September 19, 2021	Kathryn						
44	Facebook							
45	Instagram							
46								

☰
July
NCBA
August
September ▾
October
November
December
+

Use this worksheet to define your team's goals and objectives for the year.

## SOCIAL MEDIA MARKETING STRATEGY WORKSHEET

### What have we done in the past?

Look at previous social media performance and consider:

- **Profile health:** username, profile completeness, profile photos, cover photos, page info, tabs, etc.
- **Branding:** describe the current branding or lack thereof and strengths and weaknesses
- **Audience:** who is the audience for this platform; does this match the target audience the page *wants* to reach?
- **Content:** what are they posting; when they are posting; what is working; what isn't working; are they following best practices; do they interact with other brands or pages; etc.?
- **Recommendations and comments:** what should continue; what needs to change; what can be improved, how can the organization leverage trends for this platform, etc.?

### Why do we want to be on social media?

**Awareness objectives:** Get your message in front of as many people as possible. (Metrics: fans/followers, reach, views, etc.)

**Engagement objectives:** Encourage interaction with your content. (Metrics: reactions, comments, video views, clicks, mentions, hashtags)

**Conversion objectives:** Drive specific action from a social media user. (Metrics: the number who complete this action (typically takes place OFF of social media). Sales, reviews, opt-ins/signups)

**Our social media goals are:**

## Content Strategy

What is the *purpose* of the content?

- To inform
- To entertain
- To connect

What types of content should you post? What topics? What categories? (*Examples: Sharing knowledge/curating content, Storytelling, Quotes and motivation, Promotional posts, Holidays, User-generated content, Events and announcements*)

- (Type 1)
  
- (Type 2)
  
- (Type 3)

What media format will you use? (*Examples: Links, Videos, Images, Reshares, Plain-text updates, Stories, etc.*)

\*Consider the 4:1 Strategy: Choose a “staple” update, a single type that will make up the majority of your shares. Create a 4:1 ratio of sharing: for every four “staple” updates, publish one different type for variety)

- (List here)

## CONTENT CATEGORIES:

## Spring Training Schedule (Hopes to do something like this in Denver 2024-25)

### CBAP Spring Training 2022 | Oklahoma City

#### Thursday, March 24

*Attire: CBAP button-down shirt with dark jeans and closed-toe shoes/boots.*

*Evening attire: Snappy casual for dinner.*

7:30 – 9:00 a.m.	Breakfast, a tour of Oklahoma National Stockyards, and industry discussion with Kelli Payne Oklahoma National Stockyards Board Room
9:00 – 10:00 a.m.	Media Training with Nikki Snyder Oklahoma National Stockyards Board Room
10:00 - Noon	Beef Nutrition with Sheri Glazier Oklahoma National Stockyards Board Room
Noon - 1:30 p.m.	Lunch Cattlemen’s Steakhouse
2:00 - 3:30 p.m.	Legislative Training with Michael Kelsey TBD
4:00 - 5:45 p.m.	CBAP Project Planning VRBO
7:00 p.m.	Dinner at Red Prime Steak with Tammi Didlot

#### Friday, March 25

*Attire: Jeans and gray CBAP ¼ zip pullover. Closed-toe shoes are required.*

*Breakfast at the VRBO or drive-thru*

8:00 a.m.	Check out of VRBO and depart for Ralph’s Packing Company
9:00 – 10:30 a.m.	Beef Packing Industry Overview with Jake Nelson Ralph’s Packing Company Perkins, OK
11:00 a.m.	Lunch at Eskimo Joes Stillwater, OK
	Walking tour of Oklahoma State University campus if time allows
2:27 p.m.	Bailey and Hailey depart Stillwater Regional Airport