



## **NATIONAL BEEF SPEAKERS BUREAU** **APPLICATION PROCESS FOR 2012 VOLUNTEER TEAM MEMBERS**

The *American National CattleWomen's* National Beef Speakers Bureau (NBSB), funded in part by the Beef Checkoff, is moving into its second year and is looking to expand its speaker base! The NBSB is currently accepting applications for new speakers who will engage youth and meal-time decision-makers in our compelling Beef story.

By addressing today's consumer concerns, each of the participants will connect with and educate consumers and youth regarding beef production, making beef an easy choice.

***Note: This is a volunteer (un-paid) position; however, approved travel expenses will be reimbursed.***

### **Who is eligible to apply?**

- Current members of the *American National CattleWomen, Inc.*
- Master's of Beef Advocacy (MBA) graduates.
- Those who are Beef Quality Assurance (BQA) certified.

### **Skills required:**

- Knowledge, confidence and passion for all aspects of the cattle industry.
- Proactive desire to tell "The Beef Story" and willingness to travel and devote time to do so.
- Capacity to work with local and state community organizations, schools and other target audiences to schedule speaking engagements.
- Unwavering commitment to complete a required number of presentations and communicate status with program staff.
- Ability to respond professionally when confronted.
- Ability to improvise without notes and respond with appropriate information to an audience at any given moment.
- Well-groomed, professional appearance.
- Ability to email and access web content via the Internet.
- Desire to share best practices with the NBSB team.
- Open to performance feedback and critical evaluation.

### **Applicant Requirements:**

- Complete 2012 NBSB application (*To obtain an application visit: [www.ancw.org](http://www.ancw.org)*)
- Submit a professional resume
- Submit a letter of recommendation from cattle industry leader
- Attend two-day training in Denver, CO to be scheduled in February, 2012.

- Present a minimum number of presentations to consumer and youth groups by September 30, 2012. *(Speakers will indicate their desired level of commitment on their applications.)*
- Complete activity reports and expense reports within established timeframes.
- Communicate with program staff about speaking status (quarterly at minimum).

Applications and supporting documentation must be received at the American National CattleWomen Inc. office in Denver no later than **December 15, 2011**. Submit the completed application and required documents to:

American National CattleWomen Inc.  
Attn: NBSB Application  
PO Box 3881  
Englewood, CO 80155

You will be notified by **January 10, 2012** the results of your application.

For questions, please contact Sarah J. Bohnenkamp, Telling the Beef Story Manager, at 303-850-3440 or [sbohenkamp@ancw.org](mailto:sbohenkamp@ancw.org).

