

# “Top of the Class”

## Minnesota Beef Leadership Program



### THE MISSION

To develop the skills of Minnesota's beef industry leaders so they may maximize their impact and effectiveness in local, state, national and international arenas.

### THE PROGRAM

A dynamic year-long educational experience featuring two, two-day in-state seminars, along with a capstone trip to Denver, Colorado.

### WHAT IS THE FOCUS?

The program will equip “Top of the Class” participants with the training, knowledge and experience they need to be sources of information for local, state and national media outlets, journalists and consumers looking for more information about beef production. Participants will be extensively trained in media interviews, culinary demonstrations, impactful presentations, social media and other timely topics.

### WHO CAN PARTICIPATE?

Each class is comprised of a small group of participants. Beef producers and others who are professionals involved in agribusiness or rural leadership positions.

### TUITION

Tuition is a fraction of the true cost of participation of each class participants. Tuition costs for 2019 Minnesota “Top of the Class” program is \$300, which must be paid prior to the first seminar. This covers lodging (based on a lodging rotation with double occupancy), some travel expenses and most meals during the program. Out of pocket costs include travel to in-state seminar locations and points of departure (normally MSP International) for out of state seminars and some independent meals.

### WHAT IS THE PROGRAM SCHEDULE?

The seminar calendar is designed to accommodate the busy schedules of participants. Most of the activities occur in two half days. Applications for Class II are accepted until May 3, 2019.

### Program Dates:

Session I – June 19-20, 2019 (St. Paul)

Session II – September 18-19, 2019 (St. Paul)

Session III – January 8-10, 2020 (Denver, Colorado)

**DEADLINE: MAY 3, 2019**



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### Highlights from Last Year:

- Media Training
- Trade and Foreign Marketing
- State and National Policy
- Global Food Experiences
- Beef Carcass Fabrication
- Beef Safety & Nutrition
- Culinary Training
- Gate to Plate Tours of various sectors of the beef industry

### Testimonials:

*“I learned so much at the feedlot and packing tour. By seeing that process, I am better able to talk about those sections of the beef business.”*

*“I am very thankful and appreciative of the great opportunity.”*

*“I learned tons of great information that can be helpful when interacting with consumers. Overall a wonderful learning experience.”*



Are you ready to step up to the challenge and expand your world of influence? Are you willing to reach ‘beyond the choir’ and serve as a premier spokesperson for the beef industry and lifestyle?

Name: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_

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

Email address: \_\_\_\_\_

Please answer the following questions. Each answer should be kept to 200 words or less and should reflect a level professionalism, grammar and critical thinking associated with a national spokesperson.

- Describe your involvement in the beef community.
- Why do you want to be a participant in the “Top of the Class” program?
- Tell us about one of your previous advocacy efforts that you believe has been particularly successful in reaching ‘beyond the choir’.
- Are you active in social media (e.g., Facebook, Twitter, Instagram, blogging)? If so, please list and provide hyperlinks to your social media properties.
- How do you think the “Top of the Class” training will help you enhance your advocacy efforts?

Contact Royalee Rhoads at [royalee@mnbeef.org](mailto:royalee@mnbeef.org) or call 763-479-1011, to submit your application or to address any questions you may have.

**DEADLINE: MAY 3, 2019.**