

INTRODUCING

the

REGIONAL

Beef

**Ambassador
Program**



The RBAP workshop held at the Stanley Wilson Beef Teaching Center on the Auburn University campus, is designed to prepare youth with the foundational skills coaching and direction needed to compete in a Regional contest at the **SE Regional Beef Ambassador Leadership Conference and Competition** in the summer 2018 where senior level state candidates will be selected to represent the beef community the following year.



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**Let's Learn to
Advocate &
Tell OUR
Beef Story...**

**2018 Beef
Ambassador
Workshop
April 7**

What's missing in this Picture?



*Developing remarkable
Beef Leaders of Tomorrow*

YOU ???

**If interested in
becoming a partner
sponsor, please contact
us! 😊**



SE RBAP Concep

7/14/2018 (TENTATIVE) SE Regional Beef Ambassador Leadership Conference and Competition, Auburn University

- Would have high schoolers from all ten regional states.
- Judges from AU / Industry (and other states)
- Nomination Fee & sponsor based to cover costs of meal, supplies

Concept: High schoolers from all SE states will have engaged in preparation for a state contest. Up to three winners would be named to a team that would undergo further mentoring and leadership development processes the subsequent year and with sponsored funding, supply each BAP team member with a college scholarship.