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Shelly Hathorn  
NM Beef Ambassador Chairman  
San Juan Co. Extension Service  
213A South Oliver Dr.  
Aztec, NM 87410

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NM Beef Ambassador Chairman  
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Aztec, NM 87410



### *Seeking Young Adults*

To compete for Cash Awards, Travel &  
The Opportunity to Represent the  
Beef Industry

Contest Registration Deadline

**March 1, 2017**



### **2016 -2017 NM Beef Ambassador Team**

**Kellan Bennett — First Place Senior**

**Kari Vallo — Second Place Senior**

**Aubrey Brandenberger — First Place Junior**

The New Mexico Beef Ambassador Contest is directly sponsored by the:

## New Mexico CowBelles

with additional support from the

- ◆ New Mexico Beef Council and
- ◆ New Mexico Cattle Growers'

A three-member beef ambassador team, comprised of the top two senior contestants and the top junior contestant, will be chosen at the state contest in Las Cruces. During their year of service, the team will travel throughout the state to engage consumers and students with factual information regarding beef nutrition, food safety and positive stewardship practices through educational programs, presentations, special events and social media.

### State Contest

Friday, March 31, 2017

NMSU Campus, Las Cruces

1:45pm—Check-In

*Held In Conjunction With State FFA Career Development Events & Judging*

### Contestant Age Groups

Senior:                      Junior:  
Ages 18 -20                      Ages 15-17

### Contest Requirements

- Beef Related PowerPoint Presentation (10-15 minutes)
- Personal Interview With Judges

## Three Member New Mexico Beef Ambassador Team

### Winners Receive:

First Place Senior: \$500 cash prize  
Second Place Senior: \$350 cash prize

First Place Junior: \$150 cash prize

Awarded at December 2017

NM CowBelle Annual Meeting at the NM Joint Stockman's Conference in Albuquerque

*Plus Monogrammed Jacket and Shirts*



### Entry Forms Available At:

<http://www.newmexicocowbelles.org/beef-ambassador-program>

Entry Deadline: March 1, 2017

Send To: Shelly Hathorn, Chair  
213 A S. Oliver Drive, Aztec, NM 87410

Or Email To: [shporter@nmsu.edu](mailto:shporter@nmsu.edu)

# Information Form

I am interested in receiving more information about the New Mexico Beef Ambassador Program Contest.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

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

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

Email \_\_\_\_\_

*Please mail this portion to:*

Shelly Hathorn  
NM Beef Ambassador Chair  
San Juan County Extension Service  
213A S. Oliver Dr.  
Aztec, NM 87410  
[shporter@nmsu.edu](mailto:shporter@nmsu.edu)  
575-447-7447 or 505-334-9496

