



NCBA TEAM MARKETING CONTEST

Thursday, January 28, 2010 ★ San Antonio, Texas
held in conjunction with the
Cattle Industry Annual Convention & NCBA Trade Show

Sponsored by The Farm Credit System Foundation, Inc.



The purpose of the NCBA Team Marketing Contest is to encourage team participation while promoting the development of communication skills, marketing techniques and an understanding of performance and pedigree information.

Superintendents: Ed Dillard and Curtis Willems

Thursday, January 28, 2010

Contest begins at 8:00am in Convention Center Meeting Room TBA.

Contest Results and Judge's Critique and Awards: 4:00pm in the Trade Show Special Events Area

Entry Deadline: January 1, 2010

Entry Fee: \$15.00 per contestant

ELIGIBILITY

1. There will be two divisions; College and Senior. Contestants will compete against other contestants within their division only.

College Division: Any agricultural college undergraduate student representing his/her institution may compete in team or individual competition, providing he/she is in attendance as a regularly enrolled student in the institution he/she represents. Entry is open to recognized institutions offering a well rounded curriculum in agriculture. Both junior and senior colleges are eligible.

Senior Division: Team members shall have passed their fourteenth birthday and shall not have passed their nineteenth birthday as of the day of the contest.

2. This contest will be limited to the first thirty (30) teams that enter.

GENERAL RULES

1. Teams may market seed stock (individual or groups of bulls or heifers), commercial females, stocker calves or a pen of feeder cattle. The object of each team will be to convince the panel of judges to purchase their cattle.
2. 2 or 3 team members per team.
3. Topics to be discussed should include but are not limited to:
 - Pedigree information or breed make-up
 - Performance information (EPD's weights, carcass, feedlot gains)
 - Visual characteristics
 - Health status
4. Other information such as delivery mode and terms of payment may be given and the judges' questions will not necessarily be limited to the topics listed above.

5. Presentations will be from 5-10 minutes long with a five (5) point penalty for each minute or portion of a minute over or under the time limit.
6. Each individual on the team will be expected to participate equally during the time period.
7. Due to the physical constraints at the convention site, live animals can not be a part of the presentation. Instead, team members must prepare a 3-6 minute video tape of the animal (s) to enhance sale presentation. This can be done using a VHS, DVD or computer generated Power Point presentation.
8. NO NOTE CARDS may be used during the presentation although printed materials may be offered to the judges for reference.
9. Teams should present a form of print media; ie. Flyers, brochure, advertisement, poster.

SCORING

1. Knowledge (25pts) - Accuracy of statements, understanding, and depth of topics discussed, ability to answer questions.
2. Ability to Communicate (25pts) - Voice, enunciation, clarity, fluency, confidence, ease before audience, visuals.
3. Team Organization (25pts) - Balanced presentation, logical development, unity of effort, flow.
4. Overall Effect (25pts) - Salesmanship, creativity, originality, believability, sincerity, held attention, convincing.

AWARDS

1. First place team will receive \$500.00.
2. Second place team will receive \$300.00.
3. Third place team will receive \$200.00.

FOR MORE INFORMATION

Contact: Lorie Liddicoat
National Cattlemen's Beef Association
9110 East Nichols Ave., Suite 300
Centennial, CO 80112
303-694-0305
lliddicoat@beef.org