

# Ambassadors Learn About the Brand

*2010 National Beef Ambassadors attend CAB® Building Blocks for Success seminar.*

The 2010 National Beef Ambassador Team consisting of Ellen Hoffschneider, Nebraska; Rebecca Vraspir, Wyoming; Malorie Bankhead, California; Amanda Laurent, Texas; and Jackson Alexander, Oklahoma, recently had the opportunity to learn about the history of branded beef and how it relates to everyday consumers.

Certified Angus Beef LLC (CAB) sponsored its "Building Blocks for Success" seminar for the new National Beef Ambassador Team Jan. 5-6, 2010, at the CAB office in Wooster, Ohio. President John Stika shared with the students CAB's grassroots efforts and the obstacles and successes the brand has experienced. Phil Bass, international executive account manager, explained how science-based specifications were developed and enacted to produce the most successful Angus brand.

Alexander found CAB's role in selecting cattle for the program interesting.

"The cattle selected are only the best, and we were able to experience *Angus*

*Beef at its Best!*® The trainers and CAB employees educated us so much about industry issues, selection and grading processes, and marketing strategies facing their business — not to mention they kept us well-fed and made us feel right at home."

Tara Adams, CAB assistant director of sales marketing, presented a sales and trade marketing overview. This included an overview of the brand's marketing efforts, current and future advertising and public relations efforts, upcoming special projects and educational opportunities. Mark McCully, assistant vice president of

production, followed with a presentation on how production practices affect availability and product quality. David O'Diam, brand extension manager, taught the Ambassadors about the certification process and the *Certified Angus Beef*® (CAB®) brand's current production numbers.

Learning from professionals who exhibit great passion for the beef industry helped her learn about the CAB brand,

but also taught her to hold tight to her passion for the industry, said ambassador Malorie Bankhead. "I will always remember that the integrity of the beef industry is that which the members of the industry believe in and uphold wholeheartedly, and that *Certified Angus Beef* makes for a positive, memorable experience within the beef industry."

Value-added products were showcased by Brett Erickson, divisional director. Following a taste test by the students, Erickson explained why the convenience items are important and how they are being used. He also discussed the direction of the industry and the rising demand for convenience items.

Amanda Barstow, director of brand assurance, spoke about the unique tracking process that allows CAB to monitor sales and purchases from certification to end-user.

"Everyone who works for Certified Angus Beef truly cares about the products and their co-workers," ambassador Rebecca Vraspir said. "The CAB brand will continue to prosper because they have the people and the passion it takes to reach their goals."

This was a unique and valuable opportunity for the National Beef

Ambassador Team to kick off their New Year and to become educated in the branded beef market in order to better communicate its benefits to consumers. "Certified Angus Beef is the epitome of a program that is committed to integrity and continues to strive for honor in the pursuit of excellence," Amanda Laurent said.

The National Beef Ambassador Program, managed by the American National CattleWomen Inc. (ANCW), strives to provide an opportunity for youth to educate consumers and youth about beef nutrition, food safety and stewardship practices of the beef industry. National Beef Ambassadors tell the beef production story to consumers and youth through promotion, education, media and the online environment.

CAB has offered internships to past National Beef Ambassadors, and 2005 National Beef Ambassador Laura Nelson of Wyoming currently works for CAB in the Wooster, Ohio, office.



**Editor's Note:** This article was provided by the American National CattleWomen's Association (ANCW).