



Dear potential Sweetheart:

Thank you so much for your interest in applying for the highly respected position of Manatee County Cattlemen's Sweetheart! This year-long commitment is one that has the potential to change your life, if you take advantage of opportunities and possibilities that come your way. This position will become what you make of it, so we encourage you to reach out to role models and previous Sweethearts to learn how you can best serve our community, our industry and find personal growth, as well.

Should you earn the title of Manatee County Cattlemen's Sweetheart, you will need to follow several steps to ensure eligibility to compete at the annual Florida Cattlemen's Association Convention, held in June of each year. The crowning of the FCA Sweetheart is not only a highlight of the convention, it is a deeply rooted tradition of our organization.

Thank you,

Sweetheart Selection Committee
Manatee County Cattlemen's Association



MCCA Sweetheart Contest Contestant Criteria

The Florida Cattlemen's Sweetheart Contest was established to build favorable publicity for the Florida Cattlemen's Association, Florida Beef Council, and the Florida CattleWomen. The FCA Sweetheart's purpose is to promote and educate consumers about beef and the Florida beef industry. To ensure consistency in messaging and guidelines, the Manatee County Cattlemen's Association is excited to share the rules of eligibility below.

Rules of Eligibility for the Contest:

- Each contestant must be 18 by Sept. 1 and not over the age of 24 as of December 31 and must be or will be a high school graduate by June 30 of the contest year. **Contestants will only be allowed to compete up to 2 years in the competition.**
- The contestant must never have been married nor have any children.
- The contestant must be the daughter of a member (parent or "legal" guardian) in GOOD STANDING OF THE FLORIDA CATTLEMEN'S ASSOCIATION FOR THE PAST TWO YEARS.
- The FCA member must live in the state of Florida and must be a paid member in good standing for two consecutive years in the county association that his/her daughter will be representing in the contest.
- All contestants must be able to attend the convention and should be registered. The responsibility for the contestant's registration, lodging, appropriate wardrobe, and commuting expenses should be taken into consideration before applying. MCCA will reimburse contestants up to \$1,500.00 for their convention competition expenses. Paid receipts must be submitted to the MCCA Treasurer to receive reimbursement. No compensation will be provided if contestant does not compete in the FCA Sweetheart Contest for the current term.
- The Manatee County Sweetheart must be able to represent the Manatee County Cattlemen's Association, and the Manatee Cattlewomen's Association at all approved events and activities.
- It is highly recommended that each contestant pursues higher education while remaining in a Florida institution. Because the Sweetheart is asked to travel rather extensively to fulfill her duties, being out of state would hinder her opportunities. Certain exceptions can be made, please see the committee for information.
- Contestants must be properly chaperoned at the state contest. In the event a parent cannot attend the convention, a qualified adult chaperone should be designated and named on the bottom of the entry form. The Manatee County Cattlemen's Association, Florida Cattlemen's Association, Florida Beef Council, and the Florida CattleWomen are not responsible for any contestant.
- Judging will be based on the following criteria:
 - Knowledge of the Beef Industry
 - Communication Skills
 - Personality, Poise, and Appearance
 - Overall Impression
- The contestants shall not be representative of any major agribusiness of any other group that could create a conflict during her reign as MCCA/FCA Sweetheart.
- The decision of the judges (county and state level) is final.



MCCA Sweetheart Contest Contestant Application

Due August 15

ManateeCattlemen@gmail.com or
PO Box 121 Myakka City, FL 34251

Welcome to the Florida Cattlemen's Association Sweetheart Contest! The completed application should be typed and returned by the due date listed above. If you have any questions, please contact Michelle at ManateeCattlemen@gmail.com or 941.812.6280.

Name: _____ County: _____

Age: _____ Date of Birth: _____

Address: _____

Phone Number: _____ Cell Phone: _____

E-mail Address: _____

Current employment: _____

Attends School at: _____

Major: _____

Parents' Names: _____

Address: _____

Phone #: _____

Father's Occupation: _____

Mother's Occupation: _____

Contestant's Highest Education To Date: _____

High School: _____ Year Graduated: _____

College: _____

Number of years completed: _____

College Major/Minor: _____



Future Plans:

Sweetheart Contestant Questions:

Attach a separate sheet with completed questions. Answers should be brief, but specific.

1. What do you feel is the purpose of the MCCA Sweetheart?
2. What qualities do you possess that would make you the best candidate for the title of MCCA Sweetheart?
3. If chosen as the MCCA Sweetheart, what do you plan to do to promote beef and the beef industry?
4. What do you see as your major strengths and weaknesses?
5. Describe your involvement with the cattle industry (i.e. organizations, family, education).
6. What do you see as some of the current and future challenges and potential opportunities of the Florida beef industry? How do you think our Association should address them?

Please submit to the Sweetheart Committee with the following included:

- Completed application
- Contestant Questions and answers
- Resume
- 2 Letters of recommendation (typed, from non-relatives. Mentors, guidance counselors, FFA advisors, 4-H agent, teachers, supervisors, member of the MCCA, etc.)