2017 Iowa Beef Quality Assurance Educator Award Application

The Iowa Beef Quality Assurance (BQA) Educator Award recognize an outstanding member of the beef industry BQA education. By focusing attention on daily production practices that influence the safety and quality of beef through the use of science, research and education initiative, the BQA program strives to maximize consumer confidence in and acceptance of beef.

The Iowa BQA Educator Award recipient is selected annually by a committee of representatives from universities, state beef council and affiliated groups of the beef industry. Nominations may be submitted by any organization, group or individual on behalf of an Iowa BQA Educator. Please take this opportunity to nominate an individual that assist the beef industry present a positive story about cattlemen’s contributions to the BQA Program.

Individuals may not nominate themselves, however, nominees may be involved in the preparation of the application. Past nominees are encouraged to submit their application under the new nomination structure. Previous winners may not reapply.

NOMINATION AND SELECTION PROCESS
The applications will be judged on the following criteria:

1) BQA Practices, Accomplishments and Goals
2) Relevant local, regional, and national BQA leadership that improves the BQA program and consumer perception of beef and the beef industry.
3) Endorsements from industry organizations, leaders, and/or other key BQA stakeholders.
4) Effectiveness in promoting and implementing BQA

APPLICATION TECHNICAL GUIDELINES
The typed nomination packet is limited to 20 pages total as follows:

- 12 pages for the application,
- 2 pages for each letter of recommendation (total of 6 pages), and
- 2 pages for the nomination letter.

o Photos are encouraged to be included within the nomination, but no more than 5 please. A complete PDF document, submitted electronically, is suggested with all the pieces compiled in a single file. Please do not send nominations in notebooks, binders, or booklets. Please keep to traditional font standards, size 12 point. All applications will be compiled and printed in color for judges to review.

Completed nominations must be received by 5PM on Wednesday, November 15, 2017. Additional information on the 2017 Iowa BQA Awards program should be addressed to Doug Bear, BQA Coordinator at doug@iabeef.org or 515-296-2305 or can be found at http://iabeef.org/beefqualityassurance.aspx.
BQA EDUCATOR AWARD CRITERIA

SECTION I – INTRODUCTION OF NOMINEE
Please identify the name of the individual(s) to be recognized, their affiliation, business, or employer, address, primary contact, phone and email. This section should provide a brief description of the educator’s BQA efforts, and educational model. What state or national reach does the nominee work within? How many cattle producers has the nominee worked with? What impact have they made on BQA locally and nationally?
*Remember to keep this as a brief introduction as many of these topics will be addressed at a more in depth level in the details of the nomination.

SECTION II – INDIVIDUAL INVOLVEMENT IN BQA
Please address the following questions in a meaningful and in depth manner.
• Biography of the nominee, with specific attention to relevance within the Beef Quality Assurance program and model.
• Describe the nominee’s history and involvement with BQA.
• Describe individual BQA practices implemented within the education system or at the operation.

SECTION III – BQA LEADERSHIP WITHIN THE COMMUNITY AND THE INDUSTRY
• How does this educator contribute to a positive perception of the impact of BQA for the beef industry?
• What Involvement in cooperative research, demonstration, education or industry programs has this educator been involved in to promote BQA?
• How would the individual persuade other producers to implement BQA programs in their operations or businesses?

SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE
BQA winners will become spokespeople for the beef industry, carrying forth the message that dairy and beef producers are committed to responsible cattle production.
• How does this educator engage consumers to further beef demand?
• How has the nominee demonstrated the drive and ability to communicate that message to a sometimes skeptical and hostile public?
• How well would the nominee serve as spokesperson for the cattle industry?

SECTION V – LETTERS OF RECOMMENDATION (3 MAXIMUM)
No more than three letters of recommendation should be included. These letters should emphasize the nominee’s outstanding implementation of BQA. Recommendations can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, extension agents, BQA state coordinators, etc. Each letter should be no longer than two pages.