



## Young Producers' Council

National Cattlemen's Beef Association

January 17, 2012

Dear NCBA or State Affiliate Member,

The National Cattlemen's Beef Association started the Young Producers Council (YPC) in 2008 for members that were 18 to 35 years old. The goal of the council is to help involve younger members in policy decisions and engage this demographic in targeted communication and networking opportunities.

The council has been actively developing programs to recruit new membership and develop young NCBA members into future industry leaders. The group is currently asking for your help with a new initiative beginning in 2012.

The YPC mentoring program is currently in the recruitment stage, and council leadership is looking for experienced NCBA and state affiliate members to dedicate a year of their time to mentor one YPC member in 2012.

The goal of the mentor program is to facilitate industry relationships, educate young producers, develop professional and life goals and retain membership within NCBA. The program will pair a YPC member with a mentor in a similar beef industry field and region. Initial feedback in the program from YPC members revealed that we need mentors from a variety of career backgrounds and experience levels. Initial interest for the program has come from college students to young cow-calf producers to industry professionals.

Mentor groups will be expected to communicate periodically and meet in person at least twice during the year. There are a few expectations that will be placed on each mentorship pair during the program year:

- Communicate through social media, telephone, written letters, etc. (whatever works best for the pair)
- The young producer should develop a list of goals and discuss them with the mentor
- Meet in person at an industry event (NCBA convention, state meeting, etc.)
- Organize one visit at each participant's business or ranch
- Answer online survey questions provided by YPC every three months as a progress report
- Complete a one-page reflection at the end of the year discussing what was learned, how the mentor program benefits the beef industry, a brief overview of interactions, discuss any problems that occurred during the year, and share how the program could be improved in the future.

The program will be new in 2012, and the YPC anticipates there will be learning opportunities for everyone in its first year. The group is excited about the potential it could offer in developing the industry's younger demographic, and we appreciate any assistance you would be willing to offer as a mentor.

Please contact Barb Wilkinson, [bwilkinson@beef.org](mailto:bwilkinson@beef.org) or (303) 694-0305, if you are interested in helping with the program. A meeting will be held at the Annual Cattle Industry Convention and Trade Show in Nashville, Tenn., at 5 p.m., on Wednesday, February 1, for any mentors and YPC members that can be available for the event. However, this meeting is not mandatory for involvement. More information will be sent to interested mentors prior to convention.

Thanks for your time, and have a great new year!

Best regards,



Lauren Chase and Lance Zimmerman  
National Cattlemen's Beef Association YPC Members