

# Wisconsin Beef Leadership Institute

Sponsored by the Wisconsin Beef Council and Wisconsin Cattlemen's Association



**Purpose:** The Wisconsin Beef Leadership Institute exists to train future champions of Wisconsin's cattle industry. Those selected to participate will complete a series of educational sessions designed to shape local advocates. They will gain skillsets to enhance their communication skills and diversify their knowledge of the beef industry. These leaders will use their voices to extend the reach and impact of the Wisconsin Beef Council and Wisconsin Cattlemen's Association.

**Wisconsin Beef Council:** The Wisconsin Beef Council is a producer-led, non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is used by the Cattlemen's Beef Board to fund national projects. The purpose of the Council is to fund beef promotion, research, and consumer education activities to grow beef demand and support Wisconsin's beef industry. Through the Wisconsin Beef Council, participants will learn how to educate about the state's beef industry from farm to fork with seminars that focus on sharing your story, working with different types of media, evaluating your strengths, and more.

**Wisconsin Cattlemen's Association:** The Wisconsin Cattlemen's Association is a trusted leader in the Wisconsin beef industry and gives a legislative voice to Wisconsin's beef producers on a local, regional and national level. The association works closely with many industry partners to maintain a positive business environment for cattlemen through leadership and education. The Wisconsin Cattlemen's Association will guide participants through meeting with their local legislators and discussing key topics impacting the state's cattle industry.

This collaborative effort will be divided between the two organizations. Each will host separate workshops during the quarterly sessions. After completing a year of training, institute graduates will join an esteemed group of alumni and will be called upon to assist the Wisconsin Beef Council and/or Wisconsin Cattlemen's Association. Such duties may include responding to media requests, identifying local media contacts, being a voice to consumers and educators, encouraging participation in the Masters of Beef Advocacy program, ensuring the voice of the cattle industry is heard, or providing aid for any other needs that may arise.

## Eligibility:

- Minimum of 18 years old as of January 1, 2025
- Wisconsin resident
- Must possess a beef or dairy industry background (Applicants do NOT need to reside on a farm, but must possess industry experience)
- Must be willing to share the story of beef and beef production in Wisconsin.
- Must be Masters of Beef Advocacy (MBA) certified by the application deadline.
  - The MBA certification provides a foundation of advocacy knowledge which will be built upon in further trainings and educational opportunities.
  - MBA certification is free and can be completed at [mastersofbeefadvocacy.com](http://mastersofbeefadvocacy.com).
- Must be available to attend quarterly trainings.
- Cost to participate: \$100

## Program Timeline:

- **April 1-2, 2025 (Madison, WI):** Finding your voice
- **June 27-28, 2025 (Southeast WI):** Getting involved with WBC and/or WCA
- **November 11, 2025 (Madison, WI):** Advocating for agriculture
- **February 2026 (Mauston, WI):** Graduation and Alumni Reception

**APPLICATIONS ARE DUE FEBRUARY 15, 2025**

Submit completed applications via email to [kriley@beeftips.com](mailto:kriley@beeftips.com) or mail to the Wisconsin Beef Council office at 957 Liberty Drive, Suite 201, Verona, WI 53593

*Applications postmarked or received after February 15 will not be considered.*

**Wisconsin Beef Leadership Institute**  
**2025 – 2026 Application**

**APPLICANT INFORMATION**

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*Last First M.I.*

Address: \_\_\_\_\_  
*Street Address Apartment/Unit #*

\_\_\_\_\_  
*City State ZIP Code*

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Age as of 1/1/2025: \_\_\_\_\_

Are you currently MBA certified? YES NO

Do you currently reside on a beef or dairy farm? YES NO  
(Not required for acceptance)

Are you a Wisconsin Cattlemen’s Association Member? (Not required for acceptance) YES NO

**SOCIAL MEDIA PRESENCE**

Facebook Profile (name on Facebook): \_\_\_\_\_

Instagram Account: @ \_\_\_\_\_

Twitter Handle: @ \_\_\_\_\_

TikTok Account: @ \_\_\_\_\_

Pinterest Account: @ \_\_\_\_\_

YouTube Account: @ \_\_\_\_\_

Website or Blog URL: \_\_\_\_\_

**MANDATORY TRAINING INFORMATION**

Are you able to attend the quarterly workshops? YES NO

If no, please describe the conflict: \_\_\_\_\_

For overnight sessions, would you be willing to share a room with another institute member in order to minimize costs?

YES    NO  
   

## APPLICANT ESSAYS

**Please answer each of the following essay questions in 500 words or less per question.**

1. Describe your beef or dairy industry involvement. (Do you reside on a farm, did you grow up on a farm, currently work in the industry, etc.)
2. Why do you feel local beef advocacy efforts are important?
3. If selected for the Wisconsin Beef Leadership Institute, what do you hope to gain from the program?
4. What portion of the Masters of Beef Advocacy (MBA) certification did you find most beneficial or intriguing?
5. What are your goals and visions for the future of the Wisconsin Cattle Industry? How do you see yourself leading the beef industry in the future?