



SHARE YOUR BEEF STORY

Join New York Beef Council for a Virtual Beef Spokesperson Development Series

How it Works: Throughout the month of February a series of weekly webinars will assist participants in developing their knowledge and confidence in advocating for beef.

Who Should Participate: Beef Farmers, Industry Representatives, or Youth over 16 years old interested in gaining new skills and confidence in promoting beef

Weekly trainings will be held from 7:00 PM– 8:00 PM via ZOOM

Tuesday February 2: Start With Why

Tuesday February 9: Mastering Beef Advocacy

Tuesday February 16: Communicating the 2 Cs

Tuesday February 23: Sharing Your Story

Registered Participants Will Receive:

Workshop materials, *Start With Why*, Beef SWAG, NY Team Beef Jacket & support for future advocacy efforts

Register Online: Visit www.nybeef.org/farmers-fencepost

Questions or Concerns? Please contact Katherine Staiger, 845-325-4721

ATTEND ALL FOUR
SESSIONS AND BECOME
AN OFFICIAL MEMBER
OF
NY TEAM BEEF