



CATTLEMEN'S *Young Leaders*



The Cattlemen's Young Leaders (CYL) Development Program was created to provide industry-specific training and mentorship opportunities to producers ages 18 to 35, providing them with the expertise and business insights necessary to sustain the cattle industry into the future.

The CYL program offers a combination of formal and informal mentorship opportunities to learn from leaders in the beef cattle industry, as well as from youth organizations with a focus on mentorship.

CYL Development Program benefits participants through exposure to policy, technologies, one-on-one relationships with leaders and a greater understanding of industry issues and opportunities.

CYL is not a traditional mentorship program... you will find it flexible and tailored to what you want to experience. Without intense time commitment the mentorship areas give students & producers a chance to team up with influencers in industry, make connections and provide valuable input to industry and government.

PROFESSIONAL MENTORSHIP

Beef Related Career Choice

This program is most attractive to pre, post and current college and university students who have a keen interest in a beef related profession.

The Professional Mentorship program gives candidates the opportunity to pair up with agriculture professionals to get a jump-start on the career of their choice. Coordinated through the CCA, this program could expand on a variety of areas such as: animal health, marketing and promotion, seedstock operation, embryo transfer, research, bovine reproduction or veterinary medicine.

Participate in events such as: ILC – CANADA, Beef Value Chain Round Table, CCA Annual meeting, Semi-Annual meeting, interest related events and other forums and travel opportunities in development.

INDUSTRY LEADER MENTORSHIP

Making Leadership Connections

This program is tailored to active producers who exhibit leadership potential. Beef producers are matched with an industry representative based on application requests.



You are able to specify your interests and be paired up with a Canadian Cattlemen's Association board member or affiliate in areas such as animal health, international trade, international and domestic marketing, research, environment, advocacy and/or policy development.

Participate in events such as: ILC – CANADA, Beef Value Chain Round Table, CCA Annual meeting, Semi-Annual meeting, forums and travel opportunities in development.

INTERNATIONAL MENTORSHIP

The advantages of becoming a CYL member:

Once you successfully complete a mentorship above you become a CYL member and qualify to apply for several international trips including conferences, farm tours, round tables and exchanges.

This program will tie in with both the Professional and Industry Leader mentorship areas. Young producers who demonstrate excellence in the completion of these programs will attend hosted events with peers in other countries through the Five Nations Beef Alliance, International Livestock Congress and the National Cattlemen's Beef Association Young Producers Council. Candidates will work closely with staff and directors to prepare for active and fulfilling discussion in committee meetings, industry conventions, forums and presentations.

Attend international events such as: Young Rancher Program, National Western Stock Show, International Livestock Congress, Five Nation Beef Alliance (FNBA)





CYL participants have a chance to explore a potential career choice or rewarding producer organization involvement, while gaining essential business connections and learning tools along the way.



Five Nations Beef Alliance
Bay of Islands | New Zealand | February 2010

explosure photograph

BEEF 2010:
Raising Optimism. Global Strategies.

Wednesday August 11, 2010
Westhills and Centre 500, 1100 - 20 Street SE, Calgary, Alberta



Canadian Cattlemen's Association
Attn: Jill Harvie, CYL Program Coordinator

Ste. 310, 6715 - 8th St. NE
Calgary AB T2E 7H7

T: (403) 275-8558 F: (403) 274-5686
C: (403) 771-3502 E: harviej@cattle.ca
www.cattlemensyoungleaders.com



CYL APPLICATION FORM

Date: _____

First Name: _____ Last Name: _____

Address: _____

City, Province: _____ Postal Code: _____

Email: _____

Phone: _____ Cell: _____

Age (as of Dec. 31): _____

Please check boxes below that apply:

Please check boxes below that apply:

- _ Student**
- Pre University Pre College
- 1 year 1 year
- 2 year 2 year
- 3 year Post College
- 4 year Masters/Ph.D.
- Post University
- If not above please describe:

- _ Producer**
- cow/calf
- backgrounder
- feedlot
- (producers must be able to show proof of cattle ownership)*
- If not above please describe:

Please select Mentorship Program of interest:

- 1) Professional Mentorship 2) Industry Leader Mentorship

Upon successful completion of the Mentorship areas above, you will become a CYL member and receive communications on multiple opportunities to apply for the International Mentorship Program.

1) Professional Mentorship
(please select four areas in priority order from 1 through 4)

- Communications
- Data Analysis (ex. CanFax)
- Beef Marketing
- Animal Health
- Cattle & Genetics Marketing
- Journalism
- Animal Nutrition
- Cattle Producer Associations
- Research & Development
- Beef Processing
- Veterinary Medicine
- Environmental Sustainability & Mgmt
- Technology & Data Transfer
- Livestock ID & Traceability
- Seed Stock Operation
- Commercial Cow-Calf
- Backgrounder
- Feedlot Operation
- Agronomy
- Education
- Sales
- Other, please describe:

2) Industry Leadership
(please select four areas in priority order from 1 through 4)

- International Trade
- Environment
- Animal Care
- Value Creation & Competitiveness
- Beef Marketing
- Cattle & Genetics Marketing
- Animal Health & Meat Inspection
- Beef Cattle Research
- Data Analysis and Research
- Domestic Agriculture (ex. Business Risk Mgmt)
- Other, please describe:

Briefly explain what you would like to gain from your mentorship:

You may receive a call from the CYL program coordinator for further clarification and/or acceptance into the program. If you do not receive a call within 30 days of submission you may be considered for selection in the next term (terms every 6 month beginning on January 1st of every year). Space is limited please check website for application deadlines. www.cattlemensyoungleaders.com