

Illinois To Be One Of First State's To Host A Graduating MBA Program

SPRINGFIELD, ILL.

The National Cattlemen's Beef Association has recently launched a very timely and important program for key beef industry people. It is called the "Masters of Beef Advocacy" program, or MBA for short. The program is designed to teach people at all levels of the industry how to talk to consumers about beef – how we produce safe, nutritious beef while being good stewards of our animals and our environment.

Penny Bliler, Communications Director for the Illinois Beef Association says "IBA is happy to be able to offer a program of this caliber in our state. We have scheduled a training/graduation day for June 24, just prior to the IBA Summer Tour and Conference in Collinsville. Over 30 people have enrolled in the program to date."

The MBA course is a self-directed online educational program. Participants are required to complete six on-line courses in beef industry advocacy: Modern Beef Production, Beef Safety, Beef Nutrition, Animal Care, Environmental Stewardship, and the Beef Checkoff. Each

course takes about 1 hour to complete.

Following completion of the course, all candidates are asked to attend a one day training and graduation seminar which will be led by Daren Williams, NCBA Director of Communications.

"There are many different ways to be an industry spokesperson," says Bliler. "Advocacy can be as simple as sharing your story with friends and neighbors when the opportunity presents itself. You will be equipped with tools to reach out to broader audiences also, which will boost your personal confidence and knowledge of the over-all beef industry. Consider it 'word-of-mouth' marketing," she adds.

Never before has it been so critical for the livestock industry to "tell our story" and educate those outside of the industry about livestock production.

To date, nation-wide, over 600 people are enrolled in the MBA program.

If you would like to join the class, please send an email to pbliler@shelbywb.coop, or visit illinoisbeef.com for more information. Δ