



Beef Leadership Fellows Program



***If you want to lead
in the beef industry...***

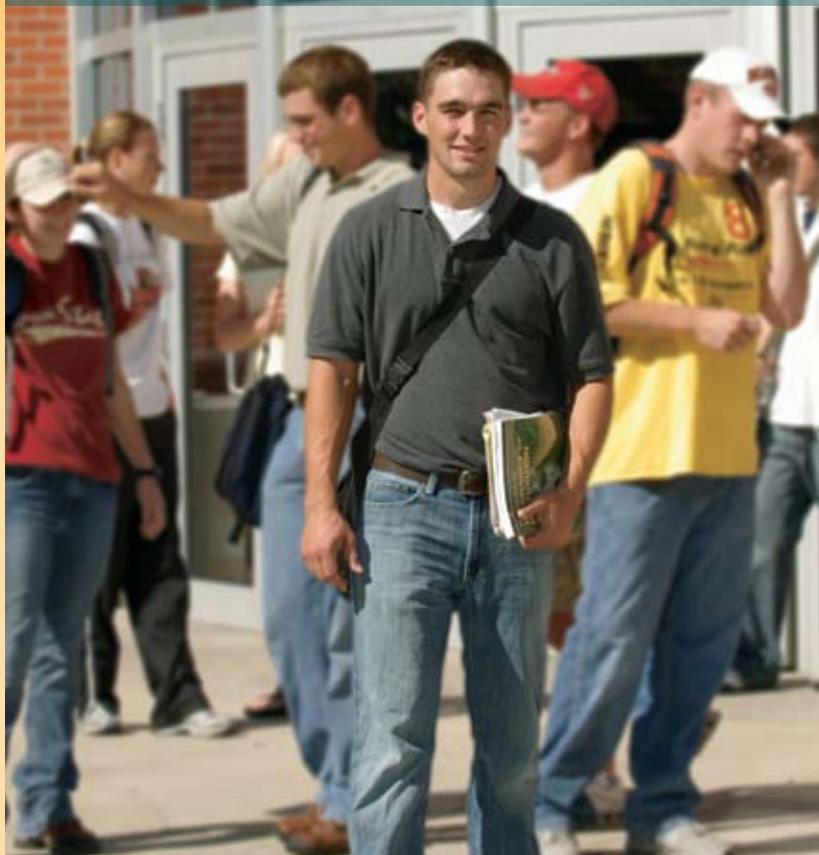
“If you have any interest in the future of the beef industry, then you must continually learn, practice, and apply leadership skills to take an active role in it. The Beef Leadership Fellows Program at Iowa State University enables that learning process to begin.”

—Joel Brinkmeyer, Executive Vice President
Iowa Cattlemen’s Association

The U.S. beef industry is a complex structure of segmented profit centers that collectively form a significant part of our national economy. To ensure its continued vitality, the industry looks to academic institutions such as Iowa State to produce a new generation of leadership for the 21st century, men and women with the vision to see through the complexity all the way to solutions—and the drive to bring the herd with them.

Success in the beef industry is all about processes that add value to the basic product, and education is no different. As an Iowa State Beef Leadership Fellow, you’ll add tremendous value to an already valuable Iowa State education in animal science by getting out in front of an industry that is constantly adapting to forces in markets, nature, and science. By the time you complete the program, you’ll have the opportunity to...

***... you have to get out
in front of the herd.***





Learn from the best

In addition to some of the best teachers in academia, you'll learn from some of the best teachers in the beef business itself. Breeders to brokers, meatpackers to marketers, ranchers to retailers, the real-world experience of professionals at every level will take what you learn in the lab and the classroom to a whole new level of insight and achievement.

Don't fence me in

As an Iowa State Beef Leadership Fellow, you won't be "fenced in" by the 8-to-5 class schedule of a typical college student. You'll enjoy instead the kind of exposure to industry leaders you could never get from a book. You'll go where change in the industry begins, interacting with current industry leaders whether at the feedlot or in the boardroom. In the process, you'll get your hands on some major...

Tools for success

Through site visits, case-study projects, and cooperative learning experiences, you'll learn to

- **Describe** the complex interactions among people and programs in the U.S. beef industry
- **Characterize** the ways in which individuals and organizations make decisions and enact change
- **Identify** how value is added as product moves through the profit centers of the beef industry

These and other tools will prepare you to...



Lead the charge toward change

More than just reacting to change, as a Beef Leadership Fellow you'll be a catalyst for change in the industry. By seeing how it all fits together, you'll develop the forward vision to get ahead of change—to act rather than react—and the insight to lead others toward solutions and a more dynamic future for beef in American and international markets. And in the course of it all, you'll lay the foundation for a great future of your own.

Are you ready?

So if you're ready to get out in front of the herd, the Beef Leadership Fellows Program at Iowa State is ready for you. Preference for slots in the program is given to animal science majors, but we invite inquiries as well from other majors in the College of Agriculture who meet the program criteria and are committed to a future of leadership in the beef industry.



Requirements of the Iowa State University Beef Leadership Fellows Program

In order to be considered for acceptance into the Beef Leadership Fellows Program, applicants

- Must have completed AnS 226, or its equivalent, and have received a B or higher; although applicants are not required to be animal science majors, they must also have completed or plan to complete AnS 426, AnS 331, AnS 319, and AnS 352 (equivalent transfer credits will be considered)
- Must demonstrate a genuine career interest in the beef industry
- Must demonstrate a desire to actively participate in the cooperative learning structure characteristic of the program's experiential learning design

Students accepted into the program will

- Actively participate in a yearlong series of learning experiences requiring travel, literature review, and group interaction (these activities will often fall outside of normal class hours)
- Complete and deliver a final Beef Leadership Fellows project (focus of this project will vary depending on the activities of the Fellows program in a given year and the interests of individual participants; project requirements will be negotiated with the program coordinator)
- Be recognized as Iowa State Beef Leadership Fellows after satisfactory completion of projects and required coursework (the final determination of Fellows will be made by the program coordinator based on students' levels of participation, academic success, and quality of final project; not all participants may be recognized as Iowa State Beef Leadership Fellows)

Applications are due by November 30 or April 30 of each year. If necessary, interviews will be conducted to determine the number of participants in a given year, based upon available resources.



IOWA STATE UNIVERSITY COLLEGE OF AGRICULTURE

For an application form or further information about the Beef Leadership Fellows Program at Iowa State, please visit www.ans.iastate.edu or contact the program coordinator:

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