



Dear Cattlemen:

The annual Florida Cattlemen's Association Convention in June, 2021, is just around the corner. The crowning of the FCA Sweetheart is not only a highlight of the convention, but is a deeply rooted tradition of our organization.

We would like to encourage you to select and support (financially and otherwise) a young lady from your county to participate in this year's contest. The Florida Cattlemen's Sweetheart Contest will provide opportunities for your representative to gain professional experience, industry knowledge, enhanced communication skills, and relationships that will last a lifetime. This contest will offer scholarship opportunities as well.

In selecting your representative, we would like you to keep the criteria outlined on pages 4-5 in mind. Your county candidate must meet the criteria enclosed in order to participate in the state contest.

***Also, make sure your candidate that is selected is aware that they will be required to attend a mandatory meeting April 10<sup>th</sup>, 2021 Location TBD (no exceptions).***

Please remember that each county sweetheart is as equally important as the state sweetheart. The county sweetheart will represent you as well as the entire industry at various functions.

We hope you will consider selecting a young lady to participate in this year's contest. We are setting a goal of 10 contestants this year! This will only be accomplished with your help.

A letter of intent is included in this packet. If your county is interested in entering a sweetheart contestant, please complete the enclosed letter of intent, and return it to the FCA office by March 1, 2021. The completed entry form, application, and other required items must be submitted by the contestant no later than March 15, 2021.

Please see that your candidate receives the rest of the information packet that is enclosed so she is well prepared and informed. Electronic copies of this packet can be found at [www.floridacattlemen.org](http://www.floridacattlemen.org). Thank you for your time and cooperation.

If you have any questions, please do not hesitate to contact me. I will be more than happy to assist you!

Warm regards,  
Kim Strickland  
1709 Lakeview Terrace  
N. Ft. Myers, FL 33903  
[kwstrick2@comcast.net](mailto:kwstrick2@comcast.net)  
Mobile: (239) 851-3896



**P.O. BOX 421929  
Kissimmee, Florida 34742-1929**

**Telephone (407) 846-6221  
Fax: (407) 933-8209**

## FLORIDA CATTLEMEN'S SWEETHEART LETTER OF INTENT

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Name of County

The above County intends to have a Sweetheart Contestant for the Florida Cattlemen's Association Annual Convention, June, 2021.

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Signature of County Officer or State Director

THIS LETTER OF INTENT MUST BE RECEIVED BY THE FCA OFFICE NO LATER THAN  
MARCH 1, 2021  
FLORIDA CATTLEMEN'S ASSOCIATION  
FCA SWEETHEART PROGRAM  
P.O. BOX 421929  
KISSIMMEE, FL 34742-1929

QUESTIONS TO BE DIRECTED TO:

**KIM STRICKLAND**  
1709 Lakeview Terrace  
N. Ft. Myers, FL 33903  
[kwstrick2@comcast.net](mailto:kwstrick2@comcast.net)  
Mobile: (239) 851-3896



Florida Cattlemen's Association

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## FLORIDA CATTLEMEN'S ASSOCIATION SWEETHEART CONTEST CRITERIA

The Florida Cattlemen's Sweetheart Contest was established to build favorable publicity for the Florida Cattlemen's Association, Florida Beef Council, and the Florida CattleWomen. The FCA Sweetheart's purpose is to promote and educate consumers about beef and the Florida beef industry.

### Rules of Eligibility for the Contest:

- Each contestant must be 18 by Sept. 1, 2021 and not over the age of 24 as of December 31, 2021 and must be or will be a high school graduate by June 30, 2021. **Contestants will only be allowed to compete up to 2 years in the competition.**
- The contestant must never have been married nor have any children.
- The contestant must be the daughter of a member (parent or "legal" guardian) in GOOD STANDING OF THE FLORIDA CATTLEMEN'S ASSOCIATION FOR THE PAST TWO YEARS.
- The FCA member must live in the state of Florida and must be a paid member in good standing for two consecutive years in the county association that his/her daughter will be representing in the contest.
- The FCA Sweetheart shall be selected at the annual convention in June. All contestants must be able to attend the convention and should be registered. The responsibility for the contestant's registration and lodging expenses is handled individually in whatever manner is satisfactory between the local county association and the contestant.
- The FCA Sweetheart must be able to represent the Florida Cattlemen's Association, the Florida Beef Council, and the Florida CattleWomen at all approved events and activities.
- It is highly recommended that each contestant pursue higher education while remaining in a Florida institution. Due to the fact that the FCA Sweetheart is asked to travel rather extensively to fulfill her duties, being out of state would hinder her opportunities.
- Each county may send only one (1) contestant.

- Counties shall be responsible for ensuring the contestant be properly chaperoned. In the event a parent cannot attend the convention, a qualified adult chaperone should be designated and named on the bottom of the entry form. The Florida Cattlemen's Association, Florida Beef Council and the Florida CattleWomen are not responsible for any contestant.
- The Florida Cattlemen's Association will pay the FCA Sweetheart's travel expenses for pre-approved functions up to \$1,500.00 for the year.
- Each county should conduct its own contest to select a candidate for the FCA Sweetheart Contest.
- Completed contestant application, professional academic resume, three (3) letters of recommendation, six (6) 5x7 high resolution color glossy photographs of the contestant and completed sponsorship commitment form must be submitted to the Florida Cattlemen's Association, FCA Sweetheart Program, P.O. Box 421929, Kissimmee, FL 34742-1929, postmarked no later than March 15, 2021.
- Each county is responsible for having the entry form properly signed by the contestant, parent or chaperone and county officer or state director and post marked by March 15, 2021.
- The FCA Executive Committee reserves the right to cancel the FCA Sweetheart Contest at any time without prior notice. The FCA Executive Committee reserves the right to make changes to the contest at any time.
- Judging will be on the basis of the following criteria:
  - Knowledge of the Beef Industry
  - Communication Skills
  - Personality, Poise, and Appearance
  - Overall Impression
- Prizes shall be presented as follows:
  - The 2021 FCA Sweetheart will receive \$250.00 cash with the potential to earn an additional \$2,000.00 in scholarship money.
  - The First Runner-Up will receive \$150.00 cash with the potential to earn an additional \$500.00 in scholarship money.
  - Miss Congeniality (Maryanne Glaese Spirit Award) will receive prizes and gifts.
  - If there is a significant number of contestants there will be a Second Runner-Up
  - All contestants will receive a gift.
- Because, natural attractiveness is important, no wigs, hair pieces, false eyelashes, or excessive make-up are permitted.
- The contestants shall not be a representative of any major agribusiness of any other group that could create a conflict during her reign as FCA Sweetheart.
- The Sweetheart Committee shall be the screening committee as to the eligibility of contestants; each contestant acknowledges this by her signature on the entry form.
- Attendance at a pre-convention meeting will be mandatory (No Exceptions). This mandatory meeting has proven very beneficial to the contestants as it gives everyone an opportunity to meet one another and to ask questions. This mandatory meeting will be held in April of 2021. Kim Strickland will contact each contestant at a later date to confirm the date and time for the meeting.
- The decision of the judges is final.

To be entered, the following items must be submitted to the FCA office in Kissimmee and be postmarked no later than March 15, 2021.

- **Completed Contestant Application Form**

All required signatures must be completed. This also includes the completed Sweetheart Contestant Questions.

- **Professional Academic Resume**

Note that if you are just graduating from high school and have little work experience then highlight your high school activities and accomplishments.

- **Three (3) Typed Letters of Recommendation**

One must be from a member of the Florida Cattlemen's Association or Florida Cattle Women. The other two must be from non-relatives (i.e. mentor, guidance counselor, FFA advisor, 4-H agent, teacher, professor, supervisor, etc.).

- **Six (6) 5x7 High Resolution Color Glossy Photographs**

The photographs must be of the same pose from the waist up. These are the judges' materials and will remain property of FCA.

- **Completed Sponsorship Commitment Form**

Each contestant is required to secure a minimum \$100 sponsorship from a company/organization payable to the Florida Cattlemen's Association with Sweetheart Contest in memo.

Each contestant:

- Must abide by the rules of eligibility of the FCA Sweetheart Contest.
- Will be required to sell Sweetheart Raffle tickets
- Will participate in several business interviews.
- Will take a written beef industry exam.
- Will be presented on stage before the FCA and FCW membership.
- Will prepare and present a Power Point slideshow before the judges.
- Is expected to portray professionalism and conduct herself in a manner that would best represent FCA throughout the entire contest.

Mail all materials by March 15, 2021 to the address listed below. **I recommend that each contestant make a copy of her application for her own reference and/or in the event that it gets lost in the mail.**

Mail Completed Application To:  
Florida Cattlemen's Association  
FCA Sweetheart Program  
P.O. Box 421929  
Kissimmee, FL 34742-1929

Direct Questions To:  
Kim Strickland  
1709 Lakeview Terrace  
N. Ft. Myers, FL 33903  
[kwstrick2@comcast.net](mailto:kwstrick2@comcast.net)  
Mobile: (239) 851-3896

Florida Cattlemen's Association  
P.O. Box 421929  
Kissimmee, FL 34742-1929  
Phone (407) 846-6221 Fax (407) 933-8209

## Sweetheart Contest Entry Form

As a Sweetheart from (Name of City) \_\_\_\_\_,  
representing (Name of County Association) \_\_\_\_\_, I  
hereby submit my entry as a contestant in the FLORIDA CATTLEMEN'S SWEETHEART CONTEST sponsored by  
the Florida Cattlemen's Association, governed by the rules under the following terms and conditions.

I attest that I am a resident of the State of Florida and that I will be at least **18 years of age by Sept. 1, 2021 and no more than 24 years of age by December 31, 2021.** I am a high school graduate, and further state that I am not under contract to any person, firm, or corporation other than my sponsored organization, or have any other legal obligation that would prevent my participation or appearance in the 2021 Florida Cattlemen's Sweetheart Contest.

If I marry or have a child during the year ensuing, beginning July 1, 2021, the FCA Executive Committee of the Florida Cattlemen's Association may, at their discretion, revoke my title of "FCA Sweetheart". I will then agree to forfeit the right of my title.

I agree to participate in all events in connection with the Florida Cattlemen's Sweetheart Contest and to adhere and be bound by the rules governing the selection of the 2021 Florida Cattlemen's Sweetheart.

I understand and agree that the time, manner, and method of judging the Florida Cattlemen's Sweetheart Contest and the supervision of awards shall be the sole responsibility of the contest committee and that the decision of the judges regarding the selection of the winner shall be final.

I understand and agree to all information and photographs accompanying my entry form become the property of the Florida Cattlemen's Association and that these items may be used for publicity.

Contestant's Name: \_\_\_\_\_

Chaperone's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Signature of Contestant \_\_\_\_\_

Signature of Parent or Guardian \_\_\_\_\_

Signature of County Officer or State Director \_\_\_\_\_

## FCA Sweetheart Contest Contestant Application

Welcome to the Florida Cattlemen's Association Sweetheart Contest! The completed application shall be typed. If you have any questions, please contact Kim Strickland via email [kwstrick2@comcast.net](mailto:kwstrick2@comcast.net) or by phone (239) 851-3896.

Name: \_\_\_\_\_

County: \_\_\_\_\_

Age: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Currently employed as: \_\_\_\_\_

Attends School at: \_\_\_\_\_

Major: \_\_\_\_\_

Parents' Names: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Father's Occupation: \_\_\_\_\_

Mother's Occupation: \_\_\_\_\_

Contestant's Highest Education To Date:  
\_\_\_\_\_

High School: \_\_\_\_\_ Year Graduated: \_\_\_\_\_

College: \_\_\_\_\_

Number of years completed: \_\_\_\_\_

College Major/Minor: \_\_\_\_\_

Future Plans:

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Your Local Newspaper: \_\_\_\_\_

Contact Name/ Address/Telephone: \_\_\_\_\_

**Sweetheart Contestant Questions:**

Attach a separate sheet with completed questions. Answers should be brief, but specific.

1. What do you feel is the purpose of the FCA Sweetheart?
2. What qualities do you possess that would make you the best candidate for the title of FCA Sweetheart?
3. If chosen as the 2021 FCA Sweetheart, what do you plan to do to promote beef and the beef industry?
4. What do you see as your major strengths and weaknesses?
5. Describe your involvement with the cattle industry (i.e. organizations, family, education).
6. What do you see as some of the current and future challenges and potential opportunities of the Florida beef industry? How do you think our Association should address them?





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## 2021 SWEETHEART SPONSORSHIP Commitment Form

COMPANY: \_\_\_\_\_  
Please list company / name how you would like it to appear on sponsorship listings

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

\_\_\_\_ Yes, I agree to sponsor the 2021 FCA Sweetheart Contest

Amount \$ \_\_\_\_\_

Total Amount Paid \$ \_\_\_\_\_

### PAYMENT TYPE:

Credit Card:  Visa  MC  amex  DISCOVER or CHECK # \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date. \_\_\_\_\_ V Code (# on back of card)

Signature: Name on Card: \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Your signature authorizes FCA to charge your payment to the above card number specified

Credit Cards: Receipt will be mailed upon processing.

Checks made payable to Florida Cattlemen's Association with Sweetheart Contest in memo.