

2019 Polk County Cattlemen's Association

Sweetheart Roles and Responsibilities

The Polk County Cattlemen's Sweetheart serves as an Ambassador to the Polk County Cattlemen's Association and the Beef Industry. She represents Polk County at the Florida Cattlemen's Convention and participates in the FCA Sweetheart Contest. She represents the association and industry at local events throughout her term.

Term begins March 15, 2019 and ends March 14, 2020

The reigning Sweetheart must:

- Meet all of the Rules of Eligibility for the Florida Cattlemen's Association Sweetheart Contest
- Provide a bio with photos (and occasional updates) for the Polk County Cattlemen's Association website.
- Represent the association and industry at the Beast Feast (late March).
- Attend the mandatory sweetheart meeting (April) and participate in the Florida Cattlemen's Convention Sweetheart Contest (June).
- Participate in the Polk Cattlemen's Summer Dinner meeting (mid July).
- Participate in the Polk Cattlemen's Annual Dinner meeting (mid November).
- Represent the association and the industry at the Legislative Appreciation Luncheon (early to mid December).
- Represent the association and industry at the Polk Cattlemen's Trade Show & Ranch Rodeo (mid February).
- Assist with the beef (market and breeding) shows at the Polk County Youth Fair (late January).
- Assist in promoting the Polk Cattlemen's toy drive (November).

The reigning sweetheart is expected to meet, at minimum, two of the following:

- Represent the association and industry at the Bi-annual Ag Tour (even years October)
- Serve as a volunteer and represent the county association at the State Finals Ranch Rodeo (early October).
- Represent the association and industry at the Polk County Youth Fair Fundraiser (early January)
- Serve as a volunteer at Agri Fest (March or April)
- Serve as a volunteer for Ag Literacy Day (April).
- Participate in beef demonstrations at local stores.
- Participate, serve, and/or represent at any other approved local event.
- Represent the association at the National Day of the American Cowboy by Eli's Western Wear.
- Participate in the Florida Cattlemen's Booth at the Southern Women's Show.

The sweetheart is responsible for all of her expenses associated with her role. This includes, but is not limited to, the cost of her sash, hotel, convention registration, and meals for the FCA sweetheart contest. In 2018, the Polk County Cattlemen's Association provided a grant of \$1,500 plus \$250 sash allowance (amount as determined each year by the PCCA board) to help offset these expenses. The Polk County Cattlemen, Inc. also typically provides a grant to offset expenses (to be confirmed and determined by the PCCW board).