



THE CALIFORNIA BEEF COUNCIL WALT RODMAN AWARD



2021 ENTRY FORM

All entries are due Monday, October 25, 2021 by 5 p.m.

Submit your entry to Bill Dale at bill@calbeef.org, or mail it to:
4231 Pacific Street, Suite 35
Rocklin, CA 95677

Please complete the following entry form in its entirety. If you have supplemental materials to include with your entry, please submit them with your entry form.

Background Information	
County CattleWomen Unit	
Total Membership (Select One)	
<input type="checkbox"/> Up to 49 members	<input type="checkbox"/> 50 to 69 members
<input type="checkbox"/> 70 or more members	
Title of Promotional Program or Event	
<i>Beef promotions for this contest must be executed between October 1, 2019 and September 30, 2020.</i>	
Contact Information	
Contact Name	
Phone	
E-mail	
Address	
City, State, Zip	
Please provide the preferred address for the CBC to mail award checks and certificates (if different from above).	
Contact Name	
Address	
City, State, Zip	

2021 Walt Rodman Award Entry Form

Program Details

Concept:

Describe the theme and overall objective, including information about why the project was chosen. Describe how the project was uniquely effective in promoting beef and sharing the beef community's story. *(20 points possible)*

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Description

Provide a detailed description of the project, including specific project components, location or venue (if applicable), materials created or used in the project, and how beef was highlighted or promoted. *(20 points possible)*

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Execution and Results:

Provide measurements that help demonstrate the project's success. Examples include number of individuals reached, number of participants, media or news coverage and its potential reach, social media reach or engagement, feedback from consumers or participants, and any other objective measurements that show the project's impact. *(30 points possible)*

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Originality:

Share details about the project's inspiration and how the concept was created. Highlight any aspects that are unique or specific to this promotion, or that have not been previously executed by the unit. If the concept is similar to a project executed in other areas, describe how your unit made it unique or original. *(15 points possible)*

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Adaptability:

Include information that indicates what was needed for the project's successful execution. Examples include number of volunteers involved, approximate number of hours involved, project budget, facilities or other special requirements, specific materials that were needed, and anything else that helps describe what is required to conduct such a project or event should be included. *(15 points possible)*

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Bonus Question:

Why do you think this program should be selected for the
2020 Walt Rodman Award? *(10 bonus points possible)*