



**National Cattlemen's  
Beef Association**

Young Producers' Council

# How To FACEBOOK



**Guide for the  
Beef Industry**

Guide Developed through  
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*Law* PLLC



# Young Producers' Council

## YPC Facebook Guide

Created by the YPC Facebook Subcommittee: Cari Rincker, Editor; Jessica Bussard, Chelsea Good, Matt Hardecke, Dani Heisler, Christopher Labbe, Sara Thissen, and Katy Wunsch. Publication design by Rachel Cutrer.

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## Why Use Facebook?

*By Jessica Bussard*

The main goal of social media is to build relationships. This is also a major goal of both NCBA and the Young Producers' Council. By utilizing social media sites, such as Facebook, your ability to connect with other producers and consumers is amplified. Social networking and advocacy have become hot button issues in the beef industry and will continue to do so into the future. Facebook provides you with a medium that is perfect for spreading the word about farming and ranching in an affordable manner.

Facebook presents many benefits to its users including networking, opportunities for beef advocacy, marketing, and updates on current news. Countless opportunities exist to network with your peers on both a professional or personal level using the many different avenues of communication provided on the site. By being able to connect easily to consumers, you will be better equipped to advocate for the beef industry. One way this could be done, would be by simply responding to a negative article. If you are a business owner, Facebook can be a great addition to your operation's marketing strategy by providing avenues to promote upcoming events or direct users to your business web site. Facebook also provides a great way to stay current on industry news. Many users use the social network to share articles and blogs relevant to their industry. By using Facebook you will be doing your part to help share the story of the beef industry and give consumers an inside look into your way of life. While NCBA and the Young Producers' Council can speak on behalf of its members, no message will ring truer than a direct message from its members. So do your part and join Facebook to begin advocating for the beef industry today!



# National Cattlemen's Beef Association

## Young Producers' Council

### What is the Young Producer Council (YPC)?

*By Holly Foster*

The Young Producers' Council was established during the 2008 Cattle Industry Summer Conference in Denver and was initiated to help NCBA members ages 18 to 35 develop their leadership skills and become more involved in NCBA policy development. The group also helps provide networking opportunities, continuing education and professional development activities to its members.

YPC members elected their first slate of officers at the 2009 Cattle Industry Annual Convention in Phoenix, Ariz.

The executive committee and members of the YPC board members also serve as liaisons for YPC to the following NCBA committees:

- Agricultural Policy
- Cattle Health & Well Being
- Federal Lands
- Live Cattle Marketing
- Membership
- Property Rights & Environmental Management
- Tax & Credit Resolutions

The immediate past chairman serves the board in an advisory capacity. YPC members are also active in several task force committees to coordinate specific activities, such as public relations and the group's Cattle Call blog.

Membership in the council is free to current NCBA members. For more information, become a fan of the Young Producers' Council on Facebook or visit [www.BeefUSA.org/ypc](http://www.BeefUSA.org/ypc)

**“YPC was established to help younger producers gain more effective leadership skills and to give them an opportunity to become involved in NCBA. This is our chance as young members to learn about the grass roots workings of NCBA from the ground up and gain valuable experiences that will benefit our industry and the association in the future.”**

**-Ben Spitzer, 2010 YPC Chairman**

#### 2009 Executive Committee and Board of Directors

Chairman- Dustin Dean, Texas  
 Vice Chairman- Steven Yardley, Utah  
 Ag Policy- Evan Tate, Kentucky  
 Live Cattle Marketing- John Schroeder  
 Membership- Ben Spitzer, Georgia  
 Property Rights & Environmental Management- Holly Foster, California  
 Cattle Health- Brandon Carlson, California  
 Federal Lands- Ty Kelly  
 Tax & Credit- Ben Neale  
 Resolutions- Cari Rincker, New York  
 Public Relations Committee- Cari Rincker  
 Membership Committee- Ben Spitzer  
 Governance/Structure Committee- Ben Neale

#### 2010 Executive Committee and Board of Directors

Chairman- Ben Spitzer, Georgia  
 Vice Chairman- Ben Neale, Tennessee  
 Secretary/Treasurer- Sharon Breiner, Kansas  
 Ag Policy- Evan Tate, Kentucky  
 Live Cattle Marketing- Travis Hoffman, Colo.  
 Membership- RaeMarie Gordon, Colorado  
 Property Rights & Environmental Management- Holly Foster, California  
 Cattle Health- Brandon Carlson, California  
 Federal Lands- Sarah Baker, Idaho  
 Tax & Credit- Wyatt Prescott, Arizona  
 Resolutions- Tonya Amen, Wisconsin  
 Public Relations Task Force- Cari Rincker, N.Y.  
 Membership Task Force- Anna Aja, Arizona  
 Cattle Call Blog Task Force- Katy Groseta, Arizona

# Using Facebook as an Advocacy Tool

By Chelsea Good

Facebook is great tool to advocate for agriculture. Just think about it, you could be Facebook friends with your city cousin who lives in Long Beach or your college friend who has never stepped foot on a farm. It is easy to share information about agriculture with these contacts removed from agriculture by posting links about important issues in the industry.

For example, The Humane Society of the United States is an organization that – despite its misleading name – does not operate any animal shelters or spay and neuter clinics but does spend a considerable amount of its time and money lobbying against animal agriculture. From time to time, I utilize my personal Facebook page to share this with others. Below is a screen shot of an interaction where my friend Tina, a nurse in Wichita, found this out about HSUS because of a link I shared.

**Chelsea Good** Richmand Law student exposes HSUS  
 University of Richmond Law School: Juris Publici  
[jurispublici.richmond.edu](http://jurispublici.richmond.edu)  
 I recently viewed a commercial for the Humane Society of the United States. It contained footage of pets suffering from abuse. The footage of dirty cats with split ears to dogs visibly suffering from neglect and malnourishment was intended to tug at the heartstrings of anyone with half a heart, ...  
 February 11 at 11:21am · Comment · Like · Share  
 Laura A Klenda, Brandi Buzzard, Craig Lowe and 2 others like this.  
 Tina Goben unbelievable! You would never know, I always thought they were the head humane society.  
 February 11 at 6:29pm · Delete  
 Write a comment...

My friend Craig's opinion of HSUS also changed based on information I shared on facebook. Craig is law school friend who specialized in administrative law and has an interest in politics.

**Chelsea Good** | join the fight to revoke HSUS's tax exempt status!  
 Join the fight to revoke The HSUS's tax -exempt status  
[ypcblog.beefusa.org](http://ypcblog.beefusa.org)  
 A new campaign is underway to petition the IRS to investigate alleged under-reported lobbying activities of the Humane Society of the United States (HSUS). Frank Losey of the Illinois Professional Pet ...  
 December 28, 2009 at 2:59pm · Comment · Like · Share  
 Josh Boehm and Craig Lowe like this.  
 Craig Paschang something makes me doubt that the Human Society could actually "put an end to animal agriculture" . . . and who's going to spay and neuter all of the stray animals if we put HSUS out of business?  
 December 28, 2009 at 3:03pm · Delete  
 Chelsea Good Your local Humane Societies are who do the work spay and neutering animals. HSUS is a national organization that lobbies against animal agriculture (among other things). The name confusion is probably intentional. Many people who donate to HSUS think they are contributing to local shelters.  
<http://www.localhumane.org/>  
[http://www.activistcash.com/organization\\_overview.cfm/oid/136](http://www.activistcash.com/organization_overview.cfm/oid/136)  
 December 28, 2009 at 3:07pm · Delete  
 Craig Paschang i feel so betrayed! that is insane  
 December 28, 2009 at 3:23pm · Delete  
 K.C. Kinder It still floors me how many people think HSUS does "good" work. I read something in the USA Today and it linked an article about shelters to HSUS. When I sent the writer information on them, she responded to me and was honestly upset. Score one for the good guys:) Now I want to go adopt a doggy!!!!  
 December 30, 2009 at 3:19pm · Delete

I had a particularly proud Facebook moment when Craig posted on my wall again - this time to warn me about HSUS activity.

**Craig Paschang** AGHGHAGH! i just bought something on eBay, and on the checkout page, it says, "I want to help The Humane Society of the United States protect animals. Add a US \$1 donation to my order for this nonprofit." and if you click anywhere on the page it automatically checks the box. I'M SO ANGRYYYYYYYYY!  
 June 14 at 6:43pm · Comment · Like · See Wall-to-Wall

# Welcome to Facebook

By Matt Hardecke

## Step 1. Set up an account

1. Go to [www.facebook.com](http://www.facebook.com)
2. Fill in information
  - All information must be completed
3. Click "Sign Up"
4. Welcome to Facebook!!



The next step is to customize your profile. This will make it more personal and help people find you. Facebook walks you through the process of setting up your profile. In the middle of the screen are 6 categories. These six steps will walk you through enhancing your profile.

## Step 1 – Adding Friends

Facebook is all about connecting with people. Facebook allows you to search several ways to connect with friends. In Step 1 you can enter your email address. Facebook will search your email's inbox, obtain email address, and search them against Facebook's data base of emails. This is a great way to start adding friends. Facebook will search the list and notify you of people you may know who are already on Facebook. You have complete control over the information and final decision of to friend or not.

## Step 2 – Picture

One of the best features of Facebook is to be able to share with your circle of friends the pictures of your life. The first picture to add is your profile picture. Click on "upload a Photo". Each computer is different; Facebook will walk you through the steps for your computer.

## Step 3 – Profile Information

This section allows you to add personal information to your profile. Items listed will allow you to match to people who have similar interest. For example, if you fill in the hometown with your hometown. You will be connected to other Facebook users that share the same hometown. One the left hand side is the different files under the edit profile screen. This allows you to add additional information but only if you want.

## Step 4 – Activate Phone

This step allows you to set up text messages to your phone with Facebook information. This will allow you to receive messages people send you on Facebook without having to log on. This is not a required field.

## Step 5 – Find people you may know

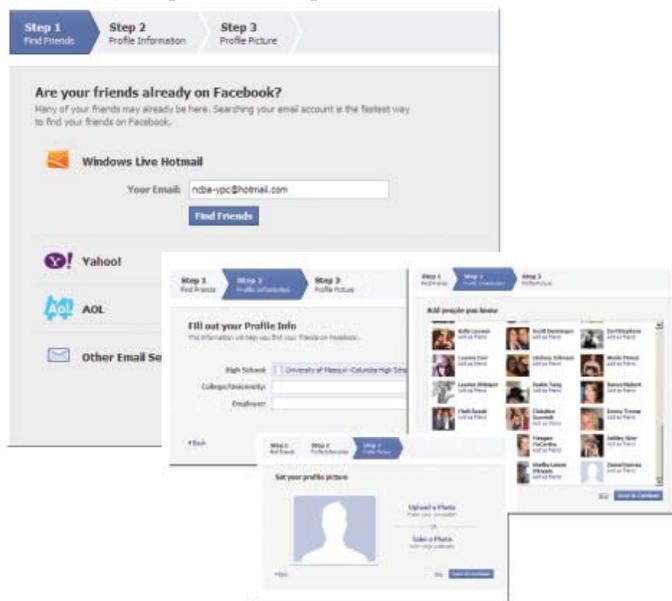
In this section, you can type the name of a friend to see if they are on Facebook. After you type in their name, you can see profile pictures of anyone matching that name.

## Step 6 – Security

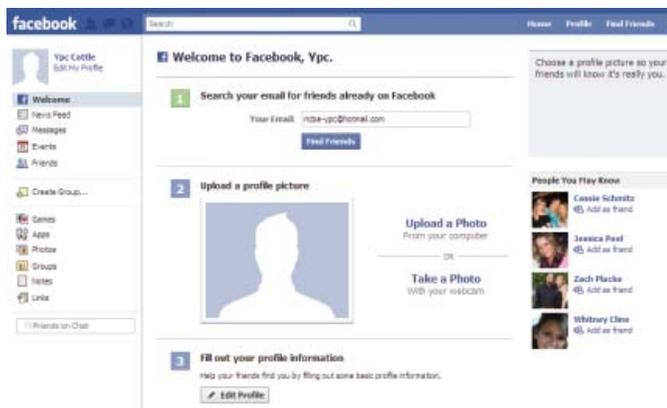
This allows you to set the security level of your Facebook. The default setting is to allow anyone to see your information. If you click on #6, it will describe the different settings of security and how to set them. Be sure you have the settings you want before leaving this section.

## Step 2 – Customize your profile

1. Follow the directions Facebook gives you.
2. You can skip any Step. You can always add the information later when your profile is set up.



Now you have completed the initial steps in setting up your profile. Your profile is "live" on Facebook and you can begin to customize your profile and utilize the many features of Facebook. Your profile will resemble the profile below.



# Facebook Newsfeed

By Katy Wunsch

The newsfeed is the first thing you view when you login to your facebook, which is your “home” page. The purpose of the newsfeed is to update you on status posts, photo uploads, new friends, new likes, and notes posted made by your friends and the pages you “like”. You may “like” or comment on your friends updates from the newsfeed or by going directly to their profile.

Right below the bold newsfeed, there is an option to share a status, photo, link or video of your own. When these are posted, they will show up in your friends’ newsfeeds as well.

The top right of the newsfeed shows “Top News” and “Most Recent”. Top News shows updates of your friends that are “liked” the most and has the most comments. Most recent is continually updated, almost by the minute, of your friends you have the most contact with and pages that you “like”.

If you are friends with someone and they seem to post status updates every five minutes of the day (which you would prefer not to see), simply take the cursor over the top right corner of the update and click the “X”. The options include to hide that specific post, all posts by that individual (this person would no longer show up in your newsfeed), or mark the posting as spam (usually inappropriate material), but they will still remain your friend.

If you are viewing a friend’s page or a page you “like” and wish to go back to your newsfeed, simply click on the “facebook” logo or “Home” button.



# Types of Pages

By Jessica Bussard

There are many different types of pages on Facebook and it is important to know the fundamental differences between each of them.

**Home Page** - This will be the first page you see when you log into Facebook. It serves as your starting point and connects you to all other Facebook components. Here you can find out what is happening with all of your Facebook friends and what interactions they have been having with their friends.

The central component of your home page is the news feed, which provides a list current activities of your friends and fan pages you like. You can also access your messages, events, friend requests, and a multitude of applications through your home page. You can access your home page at any time by clicking on either “Facebook” or “home” at the top of the site.

**Personal Profile** - When you first join Facebook, you create your personal profile. This contains all of the vital information about you and what you do on Facebook. Several features are provided by your personal profile such as your wall, status updates, personal information, photos, notes, and your friends lists. You can access your personal profile by clicking on “profile” at the top of the Facebook website upon logging in.

**Your Wall** – This serves as a way to communicate with the rest of Facebook about your current activities and allows your friends to communicate with you by making posts to your wall and commenting on posts you have made.

**Status Updates** – “What’s on your mind?” This is what you are asked at the top of your wall. Using this feature you can update friends on your current status or share some of your thoughts. It is also possible to share photos, links to websites, and video on your wall.

- The info tab on your profile will lead you to personal information

that you share with your friends.

- The photos tab links to any photo albums you have shared.
- The notes tab links you to notes you have posted or shared.
- The friends tab links you to your friends list.

**Group Page** - Group pages are open to anyone to start and can be on any topic. You can find group pages by just searching for a particular topic of interest. This will produce a list of results and you will be able to access group pages by clicking on “groups”. Group settings can vary from being completely public and open, closed and searchable, or secret. Closed and secret groups will require an invite to join. It is no longer possible to create your own group page. Fan pages and community pages have taken their place.

**Business (Fan) Page** - A business page or fan page is created for a business, organization, public figure. By creating a page like this, it allows other Facebook users to become “fans” by clicking on “Like” at the top of the business page. You can search for business pages by simply searching for the company or topic of interest. The suggestions box on your home page also will offer suggestions to “Like” business pages that your friends have “liked”. Once you have “liked” a business page, updates for that page will show up in your news feed on your home page. You will also be able to access the business page at any time by searching for them.

**Community Page** - This is currently the newest type of page available on Facebook. They can be about any person, place or thing, and access archives of Wikipedia entries about the subject. The page will contain status updates that include references to the page topic from both you or your friends and others with public updates. Currently these pages do not serve an important use. However if the page gets enough “fans” it will become a permanent page on Facebook. This may become useful in the future for beef advocacy.

# How to Start Your Own Business Page

By Jessica Bussard

In order to start your own business page you must already have a personal account with Facebook. Having an official business page will allow you to provide your business with a unique avenue to market your business to the general Facebook public. A business page is similar in resemblance to a personal profile but unlike a personal profile, other Facebook users can “Like” your business page without having their friendship approved. Facebook also provides the page administrator with “Insights” and weekly stats as to how fans are interacting with your business page. This provides the administrator with valuable marketing information about their target audience. Another advantage of an official business page is that it is also available to the general public on the Internet without a Facebook account, increasing the number of consumers you could possibly connect with.

## Getting Started:

First go to [www.facebook.com/pages](http://www.facebook.com/pages). Click on “Create Page”. This will allow you to start setting up your business page. You will

have the choice of classifying your page as one a local business; a brand, product or organization; or an artist, band or public figure.

You will be able to further specify by utilizing the options in the drop down menus below each option. You will also want to enter

the name you’d like to use for your business page. After you have done this, you must verify that you are an official representative of the business/organization and then click “Create Official Page”.

As the creator of the page you will be listed as the page administrator. Other Facebook users can be added as “admins” by clicking on “Edit Page” on your business page. This will allow you to also adjust default wall settings and add applications to the page.

The applications available to you on your business page include events, photos, video, links, notes, and discussion boards. The events application is especially valuable in promoting events such as auctions or sales.

To create an event go to the events app, enter the necessary information, select guests and click “Create Event”.



# Sprucing Up Your Business Page

By Cari Rincker

The following are suggestions for adding color to your business page to better reflect your cattle operation or agribusiness:

- Bring in your blog feed into your page via Notes or Networked Blogs
- Bring in your Twitter feed via by using “Twitter for Pages” or a similar application
- Add an option for visitors to subscribe to your email list
- Showcase your business by adding pictures, articles, or videos
- Post events or start a discussion topic on a relevant issue

Be creative and have your Facebook Page reflect positively on your business.

# Do I Like, Share, or Comment?

By Sara Thissen

Facebook has many options for you to be interactive with your friends or who you may follow. Many people use Facebook to network with friends but as a tool to spread information that you see or read. When you see something that you enjoy, you can simply either share that with your Facebook followers, you can “like” it, or make a comment on the subject.



Let's do a rundown on each of these topics:

Do you have an interesting article from a website you want to share with your friends? By sharing, you are able to provide your friends with a link that they can click on that redirects them the original place it was linked from. To share the document, go to your profile page and at the top there are many options of what to

share. Click on “link”, where you will first paste the link you want to share and then you can type a description about the article or your thoughts about what you read. Click “share” and you have shared that link with all your friends.

Now if you have read a shared link, a status post, or a photo that you like, you can tell everyone that you do like it. Under either option-post, photo, shared link—has an option to either comment, which we'll discuss next, or like. By liking the item, you don't have to type anything; it just tells your friends and that person who posted the item that you like what they shared.

Finally, if you truly like what the person shared, you can leave a comment. This is also located underneath the item that you want to comment, next to the “like” button. The comment box enables you to comment on your own or someone else's content, whether it's a shared link, photo, or a post.

# Uploading Photographs

By Sara Thissen

There are many people who are advocates today and they try to show those who non-agriculture related what life is like on the farm through photographs. In able to show your photos, upload them to Facebook. You can store up to 200 photos per album and you can as many photo albums you desire.

To get started, log into your Facebook account and locate the “Photo” link on the share navigation bar at the top of your homepage. If you want to just upload a single photo, click the upload a photo from your drive, which will be the posted as a wall photo. Or, select create an album where you can upload a multiple number of photos.

If you select create an album, you will then be able to upload many photos from your computer. Once you have selected all your photos that you would like to share, you have the option to tag people in your photo, even if they are your Facebook friends, or you can skip that option.

Once you have uploaded all your photos, you can select the photo where you can then place captions with that photo. Another note, you can write a description below all your uploaded photos. Most people explain the reasoning of these upload photos.

After you have everything completed and wish you had a picture next to a specific one in the album, you can easily move that photo to the distinguished position. Simply put your mouse cursor over the photo where cross-hairs will appear, click, and move.



# YPC's Facebook Group and YPC Cattle Call Blog's Facebook Page

By Christopher Labbe

The NCBA Young Producers Council has a Facebook page that is a great way for the YPC'ers to stay in contact on the key issues that concern them. You can join this group by asking to join on facebook by visiting [http://www.facebook.com/help/?faq=12252&ref\\_query=block#!/group.php?gid=16802628169](http://www.facebook.com/help/?faq=12252&ref_query=block#!/group.php?gid=16802628169). It is open to non-NCBA members but you are encouraged to join NCBA to guarantee that the benefits you enjoy as a cattleman continue into the future.

Another great Facebook page is the NCBA Young Producers Council Blog page: <http://www.facebook.com#!/YPCcattleCall>. This page is another source for staying up to date as to what the YPC committee is blogging on. Follow both to stay up to date on YPC cattle concerns.



# Bringing Your Twitter Feed Into Facebook Profile

By Christopher Labbe

For those that have a Facebook page and a Twitter account, you can now bring those together and share all your Tweets to your Facebook community. It is pretty simple but all you have to do is log on to your Twitter account and your facebook account in two separate windows. On the Facebook side navigate to the Apps (applications) page (<http://apps.facebook.com/twitter>) and select to add Twitter to your Facebook profile. When you select the Twitter application you will see a window such as this;

Go ahead and “Allow” Twitter to access your profile and it will forward your Tweets on into your status updates in Facebook. Please note, if you don’t click “Allow” then it will not work.



# Facebook Politics: How Can I Unfriend, Block, or Ignore Somebody?

By Christopher Labbe

The tools on Facebook can help you manage your “socialsphere.” Let’s cover the three important ways to manage your connections and thus maintain the healthy interaction of growing and maintaining your valuable connections to both personal and professional contacts.

**“Unfriending”** – This is an easy and somewhat painless process. Navigate to the “friend” page of the person you want to “unfriend” and click “Remove from Friends” link. No notice is sent to this person so it is fairly discreet.

This person will notice however if he/she wants to navigate to your profile and will then be asked to “Add” you as a friend. To make things easy on this front you can simply block this person from finding you again. (see Blocking below).

**Ignore Friend Requests** – It may be necessary to “ignore” a friend requests from someone that you don’t want to be friends with on Facebook. This doesn’t have to be a bad thing as some folks utilize Facebook purely for family and thus is not open to sharing all that they share on Facebook with a greater audience. When you receive a friend requests from someone you wish to ignore you simple click “ignore requests” under the notifications menu. A lot of prevention on this front can save you the headache of ignoring requests. By setting your Privacy Settings (<http://www.facebook.com/help/?page=806>) to a strict level you can prevent people from finding you and also even block certain individuals before they find you.

**Blocking** is a simple way to prevent people from “friending” you and your need to ignore them. Try to do a lot of the leg work in Privacy setting and the “blocking” tool will be less necessary. To block someone you can do one of three ways;

The Block Lists in your privacy Settings will allow you to setup a list of those individuals that you want to block from your Facebook community. Check out Facebook’s Privacy Settings to learn more <http://www.facebook.com/help/page=806>

Navigate to the profile of the person you want to block and scroll to the left side and click “Block”. This will prevent the person from both finding you and viewing your profile.

You can also block someone by clicking “Report” next to the messages that they have sent you. This will not allow them to send you any more mail and prevent them from viewing your profile.



# Continuing to Blend Facebook and Other Social Media Platforms Through Third Party Applications

*By Sara Thissen*

Skies are the limit when it comes to technology. There are many ways people can access Facebook if it's through a computer, iPad, or now a smartphone. The most popular for those involved in agriculture is smartphones. It's one device that can do many things at once.

## Applications for Smartphones

face2face is a new free social networking application for BlackBerry smartphones that gives you access to Twitter, Facebook and LinkedIn all from one place. This application even has a cross platform chat that enables you to chat with all your friends from one place. face2face allows you to share, instant message and stay connected to friends from almost anywhere, also can view profiles, feeds and status updates.

Another app is the popular HootSuite. This app helps you spread messages, monitor conversations, and track results of your social networks, all from your handset. It's simple, elegant and powerful, HootSuite allows you to send and schedule Twitter and Facebook updates from virtually anywhere. Plus, easily manage campaigns, schedule updates, and view click-through stats for your social networks whether for business or personal use.

HootSuite for smartphones complements your HootSuite web account, you can quickly import accounts with a simple migration wizard to get started.

## Applications for the Computer

HootSuite is an all around website that allows you to keep all social networks in one area. If you work for a company, you can be managed multiple users over various social network accounts. The most powerful tool that HootSuite offers is the multiple streams feature by organizing your social networks into friends, news, search terms, and keyword tracking. The easy drag and drop feature allows you to easily move individuals into list streams.

Also available is a new tabbed layout, which is another organizing component. Within each tab, you are able to create up to six streams by dragging and dropping. Other components that HootSuite offers is managing followers by gathering the most important followers into a list of their own; integrating your WordPress blog; saving your messages and can come back later; adding custom links for gathering information for your audience, and uploading files that can be instantly converted into a short url for easy sharing.

An interesting feature that HootSuite offers is scheduling your post. In times like this, our days are busy so you can set aside one day and schedule your posts for the week. Pre-schedule anything you like, from radio programming to birthday well-wishes.

Another web application to keep all your social networks together is Yoono. This is also an easy way to share stuff with all your social networks - share links, images and video from the page you're viewing across all your networks simultaneously.

You are able connect to all your social networks and never miss another status update from friends or family. Update your status across all your social networks at the same time. All your IM services right in your browser sidebar to easily chat while your surf the web - no more logging on to multiple services.



# Finding Beef Friends on Facebook

At the top of the facebook profile, there is a “Search” box. The lists provided include a partial list of YPC friends, beef breed associations, state beef councils, NCBA state affiliates, and Cattlewomen that are on facebook. Doing a general search will bring up more than one group in an organization.

## YPC Friends *By: Katy Wunsch*

This is a list of YPC members on facebook that wanted to share their page. If multiple names show up in the search, try looking at where the individual is from (located directly below the person’s name in bold if it shows up). The list of states with YPC members names may help to find that person easier. Also, “like” the NCBA Young Producers’ Council on facebook and there is a list on the left of all YPC officers and Cattle Call bloggers (Cattle Call is the official YPC blog).

- Sarah Harris, TX
- Hyatt Frobose, KS
- Jesse R. Bussard, PA
- Landi McFarland, IA
- Bridget Wasser, CO
- Chris Tordrup, NE
- Sarah Ryan-Boyer, WA
- Missy Bonds, TX
- Becky Thompson, KY
- Jake Mayer, MS
- Dani Heisler, WI
- Nathan Jaeger, AL
- Melissa Miller, FL
- Colin Wilson, AL
- Jackie Owens, OR
- Ryan Rademacher, OR
- Thomas Smith, NY
- Chris Labbe, OR
- Katherine Adams, TX
- Crystal Mathews Warnock, FL
- Wacey Kirkpatrick, SD
- Robert Laux, MI
- Josh Chrisman, NE

### YPC Officers and Bloggers on Facebook

- Ben Spitzer
- Ben Neale
- Anna Aja
- Tonya Amen
- Sarah Baker
- Sharon Glaenger Breiner
- Brandon Carlson
- Holly Foster
- Angelina Fuoco

- Chelsea Good
- Rae Marie Gordon
- Katy Groseta
- Travis Hoffman
- Wyatt Prescott
- Cari B. Rincker
- Evan Tate
- Katy Faye Wunsch
- Dustin Dean
- Jason Anderson
- Erica Beck
- Ricky Booth
- Eric Bronson
- Jenna Feusner
- Matthew Hardecke
- Sarah Hubbert
- Blair Hunewill
- Jessica Leigh Lester
- Traci Middleton
- Katlin Mulvaney
- Travis Reid
- Brian Spitzer
- Andy Vance
- Crystal Young

## Beef Breed Associations

*By Christopher Labbe*

Partial List Beef Breeds on Facebook:

- American Angus Association
- American Brahman Breeders Association
- American British White Park Cattle
- American Devon Cattle Association
- American Dexter Cattle Association
- American Junior Simmental Association
- American Salers Association
- American Shorthorn Association
- American Simmental Association
- American Tarentaise Association
- Beefmaster Breeders United
- Georgia Angus Association
- Illinois Polled Hereford Association
- International Brangus Breeders Association
- International Red Brangus Association

- National Junior Hereford Association
- North American Limousin Foundation
- Pennsylvania Junior Hereford Association
- Piedmontese Association of the U.S.
- Red Angus Association of America
- Santa Gertrudis Breeders International
- Texas Longhorn Breeders Association of America
- US Belted Galloway Society
- Wisconsin Hereford Association

## Cattlewomen, State Affiliates, Beef Councils

*By: Katy Wunsch*

### Cattlewomen

- Oregon Cattlewomen
- Washington Cattlewomen
- Texas Cattlewomen
- Pennsylvania Cattlewomen
- Utah Cattlewomen’s Association

### State Cattlemen’s

- Oregon Cattlemen’s Association
- Washington Cattlemen’s Association
- Arizona Cattlemen’s Association
- Missouri Cattlemen’s Association
- Ohio Cattlemen’s Association
- Kentucky Cattlemen’s Association
- Arkansas Cattlemen’s Association
- National Cattlemen’s Beef Association
- NCBA Young Producers’ Council
- Young Washington Cattlemen’s Association

### State Beef Councils

- Missouri Beef Industry Council
- PA Beef Council
- Ohio Beef Council
- California Beef Council
- New York Beef Industry Council
- Kansas Beef Council
- Wyoming Beef Council
- New Mexico Beef Council