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**TENNESSEE YOUTH INVITED TO PARTICIPATE AT TCA CONVENTION
AND TRADE SHOW**

(MURFREESBORO) Nov. 24, 2014 - Attention students! You are invited to participate in special youth activities on Saturday, January 17 in Murfreesboro during the 30th annual Tennessee Cattlemen's Association's Convention and Trade Show.

We will begin the morning with registration and youth are encouraged to attend Cow College 4: "Beef Environmental Myths" by Dr. Jude Capper at the Embassy Suites Hotel. After her presentation, those younger kids can participate in a trade show scavenger hunt. Also, high school students from across Tennessee are welcome to show-off their knowledge at the 2015 Youth Quiz Bowl Contest. This event is to help foster teamwork, self-confidence and education for Tennessee 4-H and FFA youth.

"FFA members are the next generation of cattlemen, consumers and advocates," said Chelsea Rose, executive director of the Tennessee FFA Foundation. "If we want an informed next generation, we must expose youth to the industry now. The Tennessee Cattlemen's Association Convention is the perfect venue to do just that. FFA is thankful for the opportunity to network with and learn from cattlemen from across the state during the event."

While students are waiting on their turn at the Quiz Bowl, they can attend two 30-minute workshops. One of the workshops will be presented by Lou Nave, executive director of

Farm Animal Care Coalition of Tennessee. She will discuss ways in which those involved in animal agriculture are to handle misinformed and misguided public opinions. “Animal Agriculture is under attack,” said Nave. “There is an entire generation who does not know what we do in agriculture. It is imperative that we know what is being said about livestock production and our producers and how we can tell our story.”

The other workshop will be led by Lauren Chase, Director of Communications for the Tennessee Cattlemen’s Association. She will teach students how to tell the agriculture story by using social media.

“Having a social media presence is becoming more and more necessary for cattle producers and beef advocates,” said Chase. “Everyone involved in agriculture should be using these tools to market our industry.”

Following the Quiz Bowl and workshops, students will board a bus for lunch at Lane Agri-Park. During this afternoon session, attendees will hear from FFA leadership and past and current Tennessee Beef Ambassadors on “how to be a beef leader.” At 2:45 p.m. everyone heads back to the Embassy Suites Hotel.

If you would like to sign up for the youth events and/or Quiz Bowl, please visit <https://www.tnffa.org/> to register. **The deadline is Dec. 19.**

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