COOKING UP A SCHOLARSHIP DEVELOPMENT PLAN
The Utah Agriculture Products BBQ

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Why Such an Event?
Showcase your state’s agricultural products
Develop industry support and contacts
Exposure your students to the diverse industry

State-wide Participation
Commodity groups donate product and prepare BBQ menu reflects the diversity of Utah Ag
Brings together a medley of food groups!

Staffing the Event
Volunteers from the faculty and staff
Leadership driven students will participate
Short term commitment with great rewards

Outcomes
Raised $7,000 for the one day event
Accessed an audience not typically sought
Gain an active associate with commodity groups
Established long term relationships; loyal fans

A Special Touch
Recognize commodity group with a service award
Country western entertainment is icing on the cake
Provide an amplification to a tail-gating atmosphere

Requires University-Wide Collaboration
Athletics Department has endorsed and encourages the event
A public relations opportunity for the President’s Office
Logistics involves movers, fire marshal, custodial, and maintenance

The Devil is in the Details
Plan, implement, and evaluate all factors
Start early, plan, and revise on the fly
Pray for great weather and a winning football season