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National Cattlemen's Beef Association Selected to Host ARC Intern

January 27, 2019 (New Prague, Minn.) – The Agricultural Relations Council (ARC) is pleased to announce the National Cattlemen's Beef Association (NCBA) will host the ARC intern for the second year in a row.

ARC member Madlynn Ruble plans, among other traditional duties, for the intern to support communications programs and initiatives targeting a variety of audiences: from consumers to food influencers and thought leaders.

"We're excited to once again host ARC's intern and provide a meaningful experience in a professional setting as part of a dynamic and creative team," said Ruble, director of reputation management for NCBA. "ARC is playing an important role in supporting the next generation of ag communicators and brings capable and qualified students to the table. We're honored to be part of the program and provide young leaders with skills they need to excel outside of the classroom."

The internship is unique in ag communications in that it is a collaboration of two organizations. The ARC portion of the funding (\$3,000) comes from a grant from Gardner & Gardner Communications. ARC and NCBA (contributing \$2,000) will coordinate the internship program and selection. The internship also includes attendance at the ARC annual meeting.

"The ARC Foundation is excited to be in the third year of our successful internship program," says Executive Director Den Gardner. "The caliber of student applicants has been amazing, and each intern selected has had fabulous, hands-on learning experiences with the hosting organizations. The 2018 intern, Madeleine Bezner is now employed with the Texas Cattle Feeders Association, continuing her career in agricultural communications and public relations."

ARC also announces that the internship program funding is going to be increased through an endowment created for the next 10 years. “Additional dollars will be put into the endowment to help grow the funding in the years ahead to secure its financial footing,” said Gardner. “We want to ensure quality students like Madeleine continue to reap the benefits of an internship program.”

ARC will use Ag Communicators of Tomorrow (ACT) chapters and NAMA student chapters, among other efforts, to publicize and search for potential interns among the college ranks. The intern will be based in Centennial, Colorado. Student applications are due March 15. The student will be chosen in April.

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