

EDUCATION.BARBECUE.FAMILY

30 SECRET TIPS TO START A HIGH SCHOOL BBQ CLUB

DEVELOP A FUNDRAISING STUDENT ENGAGEMENT MACHINE IN YOUR CLASSROOM AND SKYROCKET TO TEACHER OF THE YEAR IN YOUR SCHOOL



30 Secret Tips to start a High School BBQ Club

Hello friends,

I would like to welcome you to the World of High School BBQ and the National High School BBQ Association. My name is Chef Mike Erickson and I am the founder of High School BBQ and also a High School Culinary Arts teacher. I hope you enjoy this document and it opens your eyes to the endless possibilities of student engagement and revenue generation I have learned over the last five years to do for your school or District.

My purpose for developing this is to share the incredible experience I was able to create for my students and District in Texas and the possibilities this new program and sport can have on young people across America.

You will find from the first 30 Secrets Tips I share with you it is easy to get started with a little bit of planning and help or you can participate in our first ever High School BBQ Bootcamp to accelerate the process with our proven system and tools. I have managed a High School BBQ Cook Off for 4 years in my District and eventually turned it into a Statewide BBQ Championship. High School BBQ is now popping up in Texas, Florida, Georgia, Tennessee, Missouri, and Massachusetts with interest all over the country!

We would love to share more with you so you can share the love of good food and fellowship with your community!

BBQ Regards,









ABOUT THE AUTHOR

Chef Mike Erickson is an educator, FFCLA advisor, speaker, entrepreneur, restaurant professional, chef, and author. He has taught High School and Post Secondary education in Texas for the last 19 years for Le Cordon Bleu College of Culinary Arts, Austin Community College, and now public high schools as part of the National Restaurant Association ProStart Program. Before that he spent 20 years working in the foodservice industry for restaurants, hotels, and Walt Disney World. He has had the opportunity to learn from and work with some of the best chefs and pit masters in the country and also cooked at the James Beard House. He is a graduated of the Culinary Institute of America, Hyde Park, New York and Johnson and Wales University Food Entrepreneurship program in Providence, Rhode Island. He inspired the documentary film and National curriculum for TRUE BEEF: From Pasture To Plate honoring ranchers and the beef lifecycle a part of a year long Project Based learning meat adventure taking his students all over Texas. He currently teaches High School Culinary Arts at Burnet Consolidated Independent School District in Burnet, Texas where High School BBQ came to life. He is a proud husband and FFA dad with a teenage daughter in high school who is also on her high school barbecue team, meat judging team, and FFA Chapter President.

Chef Mike Erickson



MAKING HOMEWORK FUN AGAIN!



WELCOME





National High School BBQ Association, Inc. (NHSBBQA) is a Texas based Corporation inspired using Project Based Learning and BBQ competitions to ignite student engagement while teaching leadership, career, and life skills to today's youth and preserving the American tradition of Live Fire Cooking – the cookout. We welcome your participation and support of this new high school sport. We hope you will COME EAT OUR HOMEWORK!



ABOUT US

Our company was developed by a high school educator with a desire to find new ways to engage his students in a fun learning activity that could incorporate students from different backgrounds and learning styles coming together to learn using barbecue as the vehicle. The learning was designed around a traditional American past time the Cookout and barbecue with the culmination of a cook off or competition to apply their learning. Little did he know a small class project at his high school would grow into a Statewide phenomenon engaging students from all different races, socio-economic backgrounds, genders, and academic abilities all around learning how to cook while creating hundreds of high school bbq clubs across the State of Texas. Many schools are now using it to explore live fire cooking while also incorporating math, science, business, vocational education, career exploration, but most of all for FUN! Our league, curriculum, and organization was created to offer this experience across the nation.

VISION

To become the premiere youth organization in America inspired by live fire outdoor cooking focused on Career and Technical skills development.

OUR MISSION

The National High School BBQ Association (NHSBBQA) mission is to inspire and support teachers preparing students for life using the American tradition of live fire cooking to develop leadership, career, and life skills in today's youth while also developing community leaders. Our curriculum was developed for teachers by teachers using Project Based and experiential learning with a focus on Career and Technical Education (CTE).









TAGLINE

MAKING HOMEWORK FUN AGAIN!

MOTTO

COME EAT OUR HOMEWORK! TM

ETHOS

We ignite opportunity by putting students first in all we do while being an impartial educationally driven company that brings adults, business, and industries together to support teachers and schools so they can inspire learning and engagement in Americas classrooms and children using fun, food, fellowship, and family values.

BECOME AN EVENT HOST

We are looking to work with partners and School Districts who believe in our mission, have a focus on education and want to make a difference in the lives of our youth. We currently are licensing one event in each State across America as a State Championship. Our High School BBQ System and Curriculum is also designed so you can host your own event independently or as part of our National Championship series. Weather it is to feed your campus, improve learning outcomes, add certification, or inspire new students to compete and be part of a team for the first time High School BBQ is an amazing learning opportunity and tool to serve your students, campus, and community.



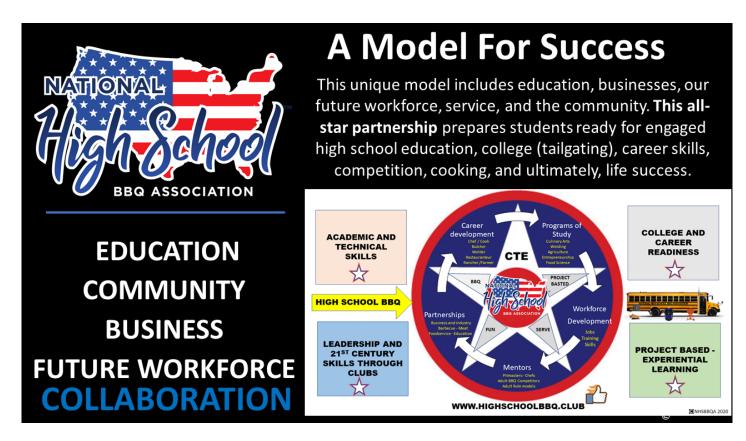






JOIN WITH US - TEAM BBQ

We can not accomplish our mission to impact young people across the country with out your interest and help to support our teachers while trying to impact our country and education by bringing students, classes, schools, and communities closer together to learn and share using the American tradition of Live fire cooking and Barbecue!



"Education is not the filling of a pail, but the lighting of a fire."





CAREER AND TECHNICAL EDUCATION

What is Career and Technical Education?



Career and technical education (CTE) is the practice of teaching specific career skills to students in middle school, high school, and post-secondary institutions.

95% of students concentrating in CTE graduated high school—10 percent higher than the overall U.S. graduation rate.







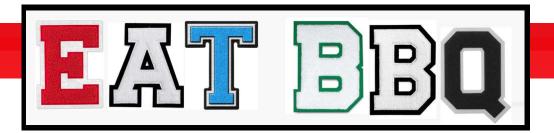


PROJECT BASTE BBQ LEARNING

Project Based and experiential learning are Nationally recognized pedagogy and standards for teaching Career and Technical Education in schools across the country.







EDUCATION – Is the central focus of the National High School BBQ Association through supporting teachers and schools.

ATTITAINMENT — Achievement in a child's life builds self esteem and character forever.

TRAINING – The 5 C's - Cooking, collaboration, critical Thinking, communication, creativity and leadership skills will serve these young people for life as they explore learning outcomes using barbecue as the vehicle from how to cook nutritious quality food and meat as well as serving their campus or community.

BARBECUE – Is a cooking technique that teaches patience, time management, planning, exploration, teamwork, passion, focus. science, physics, and more.

BRAVE – Perseverance, grit, and determination creates better citizens and Americans.

QUINTESSENTIAL – BBQ, friends, family, fun, fellowship, and fire are MAKING HOMEWORK FUN AGAIN!









STATEMENT OF FUN

We believe that learning and school should be fun which in turn will make it engaging for students. Although some subject matters can be more serious and traditional learning, BBQ gives all schools and students an opportunity to learn an invaluable life skill of cooking while celebrating as a school group, class, or community. Imagine if every school in America made the small investment in equipment to let different classes or groups throughout the school year do a hands-on learning activity outside in the fresh air away from textbooks, computers, and the old school sit and get model of learning. Career and Technical Education is traditionally hands on and experiential learning and barbecue is made to incorporate into National and State academic standards. Our tagline is MAKING HOMEWORK FUN AGAIN and we believe not everything must have a grade to be valuable. Give BBQ a chance and see how it will impact your students, campus, District, and community. It will make your students more excited about learning, better problem solvers, better adults some day, and you have just imparted a skill they can use for the rest of their lives to serve others in need, in their church, in their community, or in times of crisis (I wrote this during the Coronoa Virus outbreak and was inspired by Operation BBQ and all the BBQ warriors who served the city of Houston, Texas during hurricane Katrina. Let kids be kids again a few days, a week, or as part of a year long initiative to create a culture of FUN at your school. Become part of TEAM BBQ and help start a BBQ Club or Team at your school and bring our program to your campus. The best part is you get to judge their work! Now more than ever we could use an event, learning experience, or just good old fashion cook out to bring students together. By having a High School BBQ Club as part of your District you can create a support cooking group we call TEAM BBQ to allow you to sit down once a year and enjoy the spirit of education and learning with your students while you COME EAT THEIR HOMEWORK!



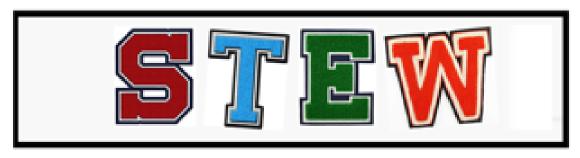






CIRRICULMN IN THE CLASSROOM

SCIENCE, TECHNIOLOGY, ENIGINEERING, AND WELDING



CIENCE

Chemistry of Smoke Heat Transfer. Burn Rates Meat, Muscle, and Anatomy

ECHNOLOGY

CAD Design Publishing Software Website Design The rmometers

NGINEERING

Thermodynamics Heat and temperature Design and Construction Failure Modes and Effective Analysis

ELDING

TIG Process /MIG Process

The Pit

The Drum Smoker

The CNC Machine

CROSS-CURRICULAR CLASSROOM CONNECTIONS

These lesson plans were designed to be incorporated into STEW (Science, Technology, Engineering, and Welding classes as well as many other classrooms to add value and engage students.











THE COMPETITION - A.K.A THE SLAB

The competitions are a celebration of learning and the summative evaluation to measure progress using project based and experiential learning while creating student engagement and competitiveness around a cook off like other traditional sports. These will be local, regional, state, and National offering students a chance at awards, scholarships, and prizes. The result is enjoyed by the whole community!





HANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!



EDUCATION. BARBECUE, FAMILY.





WHY ARE WE DIFFERENT?

The National High School. BBQ Association (NHSBBQA) and its High School BBQ League is an activity that doesn't discriminate based on popularity, athletic skill, gender, size, or academic ability. It's a different kind of team sport. It is open to all students and groups of students in both middle school and high school. It's biggest supporters are professional educators because we were founded by teachers. Teams come together around one thing, cooking, to learn new skills and acquire knowledge using barbecue. Much of these skills are currently being taught in many career pathway, as part of National Standards for multiples classes and tie into Agriculture, Culinary Arts, Business, Engineering, Welding, Ag Mechanics, Foods, and many more subject matters.

The NHSBBQA in the Schools Program is an in-school program aimed at improving educational performance among students in grades 7th-12th. And through it, students are learning focus, self-control, discipline, patience, and the life lessons required to be successful in the classroom, and in life.

BBQ Curriculum was written by BBQ Pit masters, chefs, and public-school educators to meet State and National Standards. This enabled us to speak the language of educators who are intent on teaching core content throughout the school day.

Our lessons are designed to be incorporated into many different content areas, career pathways, and align well with many Career and Technical Student Organizations such as Skills USA, FFA, 4-H, HOSA, and FCCLA. It also makes a great after school program to engage At-Risk students many of whom are low socioeconomic or not involved In other clubs on campus. The other plus is it allows community mentorship many times from Adult males that would not otherwise mentor or volunteer but have a passion for cooking that they are willing to share.









30 Secret Tips to start a High School BBQ Club

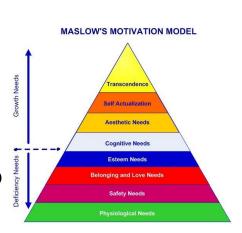
SECRET #1

A High School BBQ Club sells and will fund itself. Did you know you can also use Federal Perkins Funding to buy equipment that can be a District asset. Imagine a BBQ trailer at your Bus Fleet Yard anyone can check out across your District to impact your students, teachers, schools and community.

Learn about Chef Joe Urban from Greenville School District in North Carolina Click Here

SECRET #2

Students perform on a higher level when they have the basic needs of Maslow's Hierarchy met – FOOD



SECRET #3

The highest student engagement is when students get to EAT WELL, BBQ? Good protein is an essential part of a young person's diet. Studies show when students are well fed, they focus more on schoolwork. CLICK HERE

SECRET #4

High School BBQ has been around since 2016 and I started it with Mr. Brandon Evans and Joe Vann. It started at **Burnet High School** as a program with Culinary Arts and FFA called the State of Texas BBQ Cook Off. GO DAWGS!



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30 Secret Tips to start a High School BBQ Club

SECRET #5

High School BBQ is not just about barbecue, it is about student engagement and developing 21st Century Skills in the classroom through our Project What are 21st Century Skills? The 5's:

Based (Baste) Learning model featuring the 5 C's.

SECRET #6

Your High School or Middle School BBQ

Club or Team can practice by cooking for staff, teachers, or Community events which is a WIN/WIN. They provide the budget or meat and you provide the coaching and student learning. Check out George Jenkins High -GJH Competition BBQ Team in Polk County ISD, Florida. CLICK HERE

SECRET #7

Many Districts have their Food Service Department pay for the equipment or a Corporate provider like Aramark, Chartwell, and Sodexho so they can use it year-round. This way teachers can partner with them and use it the few times of year when they are teaching that lesson or competing.

SECRET #8

Many schools and Students designed their own cooking equipment from BBQ Pits, Off Set Smokers, Grills, and Ugly Drum Smokers to compete on as part of their welding, engineering, robotics, and agriculture classes. There is even a few patents out there from their designs. **CLICK HERE**









30 Secret Tips to start a High School BBQ Club

SECRET #9

The Food Network Cooking Channel produced a television show called Varsity BBQ at my high school and featured High School BBQ teams from across the State of the Texas at the Texas High School BBQ Championship. VARSTIY BBQ

SECRET #10

Did you know some of the biggest names in Barbecue have been keynote speakers and taught high school Barbecue teams how to become better pitmasters. Names like Stephen Raichlen author of the Barbecue Bible and Barbecue University, Melissa Cookston the best female Pitmaster in the

USA, Aaron Franklin from Frankin's BBO, Hall of Fame Cooker Arnie Segovia, and the Brisket King Chef Ernest Servantes. BBQ helps bring adults to your school to work with and engage your kids.



SECRET #11

I raised over \$25,000+ for my School District and program designing this event while making our small Texas town famous around the State and attracting the New York Times, Food Network, ESPN, and more to write or come and visit our community. You too could inspire your community!









30 Secret Tips to start a High School BBQ Club

SECRET #12

Contact your local adult Barbecue Association or Adult Cook Off team to see about helping mentor or find mentors for your students and in many cases your teacher. 90% of all teachers in Texas had never done competition BBQ so it not only engages your students but also your teachers. You can also reach out to BBQ restaurants and local chefs!

SECRET #13

Canada just came out with a new show called **Fire Masters** which means Fire Masters Junior is not to far away. Remember when Cupcake Wars came on television and all the schools across the country started to bake cupcakes and have **High School Cupcake Wars**? I do because I started HS Cupcake Battle in Texas that went Statewide and then I turned it over to FCCLA to continue to run. 1,000 Cupcake later and the rest is history.

SECRET #14

You already have judges for the Summative Assessment (TEST), AKA the Cook Off when your students' practice what they have learned. Even better, host a community competition with multiple classes or teams and you get to try even more tasty delicious morsels of inspirational meat prepared with love. Can you say Burnt Ends!









30 Secret Tips to start a High School BBQ Club

SECRET #15

Make Barbecue a reward for students on your campus or even better do what Chef Joe Urban does and rotate which campus gets Barbecue and have a Foodservice Cycle Menu that your whole District gets to enjoy while your Culinary Arts students get to practice and serve. Joe showcases Certified Angus Beef as part of his lunch program to provide his kids with a healthy nutrition meal and treat. North Carolina knows how to QUE! Learn

more about Chef Joe Urban from Greenville School District in North Carolina Click Here

SECRET #16

Celebrate National Cheeseburger Day and grill outside. Check out TRUE BEEF: From Pasture To Plate for my Burger Challenge. It is a 90 minute documentary based on my students and a year long Project Based learning meat adventure in Pflugerville ISD where my class explored where their food comes from by taking field trips all over Texas to butchers, feedlots, restaurants, grocery stores, ranches and farms, all while learning to make sausage, barbecue, steaks, hamburgers, and of course banana puddin! Check out my students' video!

SECRET #17

Did you also know there is a **National Barbecue Day**, May 16th!







30 Secret Tips to start a High School BBQ Club

SECRET #18

Partner with Agriculture students in 4-H, FFA, or a local rancher or farmer

to raise a pig, chickens, or a side of beef to use in your school culinary arts or family consumer science classes.



SECRET #19

Incorporate metal fabrication, CAD design, MIG/TIG Welding, and plasma cutter instruction all while having your students design and build a smoker or grill for your school. This could later be used as a fundraiser or auction item. This can be in collaboration with the American Welding Society (SENSE Certification Program), Skills USA Welding Championships or

FFA SAE Projects for Career and Technical Student Organizations.

SECRET #20

High School BBO Clubs can be after school Programs, incorporated into traditional course Framework, designed around a Career and Technical

Student Organizations, a fun event for a specific group on campus like the National Honor Society, Student Council, Athletic teams, or even coached by a Superintendent or Principal. Yes, this has happened already too!









30 Secret Tips to start a High School BBQ Club

SECRET #21

You do not have to own any equipment to get started. Most schools borrowed, begged, or built their equipment the first year until they decided what High School BBQ would look like for their class or campus. Adult Competition BBQ teams and parents are especially generous and eager to

support their local school in learning while many times mentoring teachers and students. They love BBQ and love to share their passion. This can result in an increased number of adult male role models and mentors working with a teacher or District.

SECRET #22

This is no accident, I designed the original High School BBQ event with the intent of engaging my students, campus, parents, and community to support my kids and program. It works and will work for you! Then I started a Non-Profit to make it Statewide and now the National High School BBQ Association is going across the country. Check out www.HighSchoolBBQLeague.com to learn more about our High School BBQ League, competitions, and scholarship opportunties.









30 Secret Tips to start a High School BBQ Club

SECRET #23

Students can compete and form High School BBQ Teams to win prizes, awards, and scholarships as part of a State or National Championship if they like or just do it for fun. The National High School BBQ Championship will be held the summer of 2021 in Round Rock, Texas.

SECET #24

Did you know we teach guns, fishing, archery, bronc riding, and video gaming in high schools today? Well technically we do not, but they are all actively engaged in keeping kids in school and getting them to graduation, many with huge scholarships. Ever heard of the National High School Rodeo Association or Student Angler Federation?

SECRET #25

High School BBQ is the fastest growing new varsity sport in America! Not yet, but we believe it will be for one simple reason. We teach cooking, welding, engineering, science, and much more that relates to live fire cooking and learning so we can prepare productive future young adults for our World. Oh, have I mentioned it is also college prep, Freshman Tailgating 101 in high school. Wouldn't that be a cool Dual Credit class!



HANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!





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30 Secret Tips to start a High School BBQ Club

SECRET #26

Team BBQ is our lesson plan designed to teach your students Servant Leadership so they can learn to cook for your District and community

while also serving others and giving back to those in need. This prepares your own District Student Driven Team for Disaster Relief efforts if the need ever arises or to work with a local soup kitchen to feed the homeless. They also have this life skill to work with groups like Operation BBQ,



Mercy Chefs, World Kitchen, Red Cross, or an Adult Disaster Relief Team from your local church or Non-Profit. I saw BBQ teams in action during Hurricane Katrina on the Gulf Coast of Texas and I was cooking with them. This savings in catering for one event saves you the cost of this program

and the education and memories last a lifetime.

SECRET #27

Live fire food is an all time favorite for Sporting events because it is hot, fresh, filling, and there is very little kitchen clean up or dishes to do but can generate a lot of revenue for a football game or hockey event and be run by a student group or why

not your High School BBQ Club. Can you taste the Grilled Buffalo Wings!









30 Secret Tips to start a High School BBQ Club

SECRET #28

High School Sports Coaches are born with the barbecue and grilling gene and most I know can cook a mean hamburger or steak! Many high school BBQ teams are a group of friends or the Offensive Line that want to do more team bonding while also bulking up for games. Ask Middle School history teacher and Coach Tom Tilley from Tallulah Falls School in Georgia about his **Pit Vipers** barbecue club and if his kids can cook?

SECRET #29

This program can help feed killer new menu items to a whole school with the right equipment like Pulled Pork Sandwiches, Chop Brisket Sandwich, Barbacoa Quesadillas, Grilled Flat Iron Steak Salad, Barbecue Chicken, and more. Incorporate Barbecue into a campus wide learning initiative that is also cross curricular and supports improved foodservice quality.

SECRET #30

Pre-Register for our High School BBQ Bootcamp by August 1st and save 25% for our whole course. That is a \$100 savings value! The first 25 teachers to register will also get Lifetime Membership to the National High School BBQ Association and first right of refusal to host a STATE CHAMPIONSHIP in your State. Let us help you bring this powerful student learning and fundraising event to your State and School.









TALK ABOUT CAREER OPPORTUNITES



- WELDER
- PITMASTER
- BUTCHER
- RANCHER
- FARMER
- FNGINFFR
- SALESPERSON
- FABRICATOR
- CHEF
- CATERER
- FOOD TRUCK OWNER
- RESTAURANTEUR
- GRAPHIC DESIGNER

There are about 30 million "good jobs"—jobs that pay a median income of \$55,000 or more and require education below a bachelor's degree.











TALK ABOUT CAREER OPPORTUNITES

137,350 needed Butchers jobs in the United States today in industries like, grocery stores, specialty stores, packing houses and processing plants, merchant wholesalers, and more.

Over the next 10 years, it is expected the US will need 30,300 welders.

More than 700,000 cattle farms, ranches and feedyards exist in the U.S.







NATIONAL HSBBQ CHAMPIONSHIP



JOIN THE HSBBQ LEAGUE TODAY!

WIN A FULL TUITION SCHOLARSHIP! Sullivan



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WHO WILL BE THE NATIONAL CHAMPION

The National High School BBQ Championship TM

The Top 10 teams from each State Championship Advance to Area Regionals. The Top 10 High School BBQ teams from each Region compete for a National Championship.

SEE YOU IN TEXAS IN THE SUMMER OF 2021

National Championship (maximum 85 teams)











STATE HIGH SCHOOL BBQ ASSOCIATIONS





START AN ASSOCIATION IN YOUR STATE!

















MAKING HOMEWORK FUN AGAIN!











JOIN OUR COMMUNITY ONLINE ONCE A MONTH TO SHARE, LEARN, AND INSPIRE EACH OTHER AND OUR STUDENTS. Coming this Fall as part of our kickoff!



MAKE HOMEWORK FUN AGAIN

Guest Speakers
Subject Matter
Experts
Classroom tips
Lesson Plan ideas
Contest Updates
Fellowship
Meat Madness



MAKING HOMEWORK FUN AGAIN!

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CONTACT US





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*CHECK US OUT



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