



NATIONAL BROWN SWISS ASSOCIATION
2025 Youth Ambassador Application

*The National Ambassador is the spokesperson for the National Brown Swiss Association and represents the breed at local, state and national events including World Dairy Expo, national convention and other national shows. ** As National Youth Ambassador, you will be required to promote the breed at many shows and events.*

Requirements

Candidates must be 16-21 years of age as of January 1, 2025, owned or leased at least one Brown Swiss animal the year prior to running and possess a desire to promote the breed.

Application Process

- 1) ***Submit Application:*** Complete application and return it (with your photo) to the national office by **March 31**.
- 2) ***Selection of Finalists:*** Applications will be reviewed and finalists will be selected to interview at the **2025** National Convention in Lebanon, PA. Finalists will be notified by **May 15**.
- 3) ***Interview:*** Finalists will be interviewed individually by a panel of three dairy industry professionals on the first day of convention.
- 4) ***Candidate Introduction:*** Finalists will introduce themselves during the evening banquet.
- 5) ***Impromptu Question:*** Finalists will answer a dairy industry/Brown Swiss related impromptu question during the banquet.
- 6) ***Ambassador/Alternate Ambassador Selection:*** The National Youth Ambassador and Alternate Youth Ambassador winners will be recognized during the banquet.

DEADLINE:

MARCH 31, 2025

Send completed application and photo to:

Ambassador Contest

Brown Swiss Cattle Breeders' Association
800 Pleasant Street
Beloit, WI 53511-5456
info@brownswissusa.com



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A. Attend National Convention the following year. *(Will be reimbursed for convention expenses)*
(See section D)

- Assist with Ambassador interviews, emcee Ambassador Contest during convention presentations and give a farewell address (sharing Ambassador experiences).

B. Attend at least one National Show of choice. *(Will be reimbursed for show expenses)* *(See section D)*

- Assist in the show ring and participate in junior member activities at the show.
- Attendance is recommended at more than one show if possible
- Speak with news media about Association junior/other programs by promoting positive attributes of Brown Swiss cattle.

C. Serve on the Association Youth Committee for two years. *(As Ambassador and the following year)*

D. Expenses:

- The ambassador shall have an expense fund available of \$2,000.
- The alternate ambassador shall have an expense fund available of \$2,000.
- Hotel and Convention Registration will be covered for attending the National Convention.

E. Website/Bulletin/Social Media:

- Write monthly articles for the Youth Spotlight page in the Brown Swiss Bulletin.
- Assist creating social media content for Facebook and Instagram
- Create a quarterly Youth Newsletter
 - This will be emailed and added to the website



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Name: _____

Age: _____

Birth Date: _____

Address: _____
Street city state zip

Phone: _____

Email: _____

Parents' Names: _____

Farm Name: _____

Name of High School: _____

Years in FFA: _____

Name of College and Intended Major _____

Years in 4-H: _____

Number Brown Swiss individually owned or Leased: _____

Years in Brown Swiss _____



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A. SUMMARY OF ACTIVITIES & AWARDS

- a. Not to exceed five pages. List your Brown Swiss, 4-H, FFA, school, church, and community activities from the most recent year to your first year beginning with dairy project work. Include achievements, awards, and offices held.

Example:

Leadership

- *FFA- President* **2016**

Honors

- *4-H Tops in 4-H* **2016**
- *FFA*
 - *Dairy Entrepreneur Proficiency- 2nd at State, Gold at Nationals 2014* **2016**
 - *Agricultural Sales- 1st at State, 8th at Nationals, 18th individual* **2015**
 - *Dairy Evaluation-1st at State and 7th at Nationals* **2014**

B. CHARACTER AND INDUSTRY QUESTIONS (please answer each question in 500 words or less)

- a. What have you gained from participating in Brown Swiss activities?
- b. If you are selected as ambassador, what changes would you implement to improve the Brown Swiss youth programs? How would encourage greater participation?
- c. What role has the Brown Swiss breed played in your life?
- d. What about the Brown Swiss breed distinguishes it from the other breeds in your mind?

C. FUTURE PLANS (please answer the question in 350 words or less)

- a. Describe some of your future educational, career, and life goals