



**NATIONAL BROWN SWISS ASSOCIATION**  
***2023 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, 2023, 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 **2023** National Convention in Fresno, CA. Finalists will be notified by **April 30th.**
- 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, 2023**

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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***2023 Youth Ambassador Responsibilities***

**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 the following year.
- Receipts must be turned within 30 days of travel.

**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 and Gold at Nationals 2016
  - Agricultural Sales - 1st at State, 8th at Nationals, 18th Individual 2014
  - Dairy Evaluation - 1st at State and 7th at Nationals 2016

**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. PERSONAL VIEW QUESTION** (please answer the question in 350 words or less)

- a. If you were in the role of ambassador at an appearance and heard a misconception about the dairy industry, how would you handle the situation and why?

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

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