



NATIONAL BROWN SWISS ASSOCIATION
2020 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, 2020, have never been married, own at least one Brown Swiss animal 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 eight finalists will be selected to interview at the **2020** National Convention in Hadley, MA. 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.

➤ *Additional paper may be used if needed to fully answer the questions on this application.*

DEADLINE:

MARCH 31, 2020

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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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 _____ **Yrs. In 4-H:** _____

#BS individually owned _____ **Yrs in Brown Swiss** _____

Please List the following:

Brown Swiss Participation: *(list chronologically starting with most recent year)*

<u>Activity/Award</u>	<u>Leadership Role</u>	<u>Year(s)</u>
<i>(Ex: State Junior Association member</i>	<i>Jr. President</i>	<i>2014-2016)</i>
<i>(National Junior Bell Ringer</i>		<i>2012, 2014)</i>

Community, school, college, and church involvement, activities, and awards: *(List chronologically and systematically starting with most recent year- things to include: Organization, activities, awards, and year)*

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**

Character and Industry questions:

What have you gained from participating Brown Swiss activities? How can the youth programs be improved to encourage participation? In what ways can you contribute to greater participation in these contests?

What role has the Brown Swiss Breed played in your life?

What about the Brown Swiss breed distinguishes it from the other breeds in your mind?

Additional Questions

Describe any further involvement you have with the Brown Swiss breed or the dairy industry.

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

What are some of your hobbies and interests?

Include a profile picture of him/herself and have a photo of the applicant with a Brown Swiss animal.



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2020 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.
- Will NOT exhibit cattle at the show in which participating as Ambassador.
- 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 **\$1,000**.

E. Website/Bulletin:

- The current Ambassador and the previous Ambassador will collaborate to create youth information/articles for the Association Website during the year. *(This includes taking and providing pictures of National events for the website)*
- They will also write articles for the *Brown Swiss Bulletin* three times during the calendar year. *(January, August, and October issues).*