ARKANSAS DAIRY AMBASSADOR PROGRAM

2013 APPLICATION
Are you a young person with a passion for the bovine dairy cow and/or the bovine dairy industry? If so, then you have the opportunity to be named the 2013 Arkansas Dairy Ambassador!

The program will consist of youth with an interest in dairy and are in the age range of 14 to 19. The winner of the Arkansas Ambassador program will be required for the following time commitments:

- Participate in dairy promotion activities such as the Dairy Proclamation signing with the Governor which is held in June.
- Present a report at the State Dairy Foods Contest in Little Rock in June 2014 on dairy promotion activities that he or she has participated in the past year.
- Seek out opportunities to participate in county and state promotion activities for the dairy industry.
- Present awards during the 2013 Arkansas State Fair Dairy Show
- Present awards during the 2013 Dairy Days Dairy Show.
- Help shape the Arkansas Dairy Ambassador Program for future candidates.

The ambassador’s duties and responsibilities as the Arkansas Dairy Ambassador will end at the time when the next year’s winner is announced, though winners are encouraged to remain involved with the program.

Program Criteria

The Ambassador Program Criteria will consist of three (3) levels. The first level is Promotion activities. Each participant must be actively involved in at least two (2) promotional activities to include submitting an entry in the 2013 county sponsored dairy recipe contest. Each participant is expected to enter in their County Farm Bureau Dairy Foods Recipe Contest. If no contest is held in their county in 2013, participant is expected to enter a dairy recipe directly to the Arkansas Farm Bureau State Dairy Foods Recipe Contest. The second promotional activity will be of the choosing of the participant. The second activity will be judged on type of activity, number of people reached and creativity. NOTE: The second promotional activity must be explained in the essay portion of the application which does not have to be completed at time of entry but must be completed before the Ambassador Program contest in June.

The second level of the Ambassador Program is the Interview. Participants will be interviewed individually by a panel of judges. Participants should have knowledge of dairy production, the Arkansas dairy industry, National Dairy Promotion Check-off program, dairy cooperatives in Arkansas and other Arkansas dairy facts such as production and processing. The interview will consist of questions involving dairy management practices. Study references may include but not limited to: University of Arkansas Dairy Publications and Fact Sheets, University of Arkansas 4-H Project Books, Holstein Foundation Educational Workbooks; websites for reference: http://www.holsteinfoundation.org/education/workbooks.html; http://www.midwestdairy.com or http://www.nationaldairycouncil.org; http://www.aragriculture.org/dairy.html.
The third and final level of the Ambassador Program is the Oral presentation. Participants will develop and present a speech titled ‘What’s So Great about Dairy?’ This speech should be from 3 to 5 minutes in length and should include:

- Presentation may be an illustrated talk or prepared speech. NO audio/visual aids permitted.
- Deductions will be made from the score of each judge for presentations that are under the time limit or over the time limit in length.
- Each participant will be asked questions from the judging committee relating to his or her presentation.
- Each participant will be permitted to use notes while speaking, but deductions in scoring may be made for this practice at the discretion of the event judges.

**Judge’s Score Sheet**

**Content (40 points)**
- Provides an adequate amount of information with substantial message
- Material and information presented is factual, understood and well researched

**Composition (25 points)**
- Presented with a purpose to entertain and inform or persuade and obtain action
- Speech is organized containing an introduction, body and conclusion with main points and transitions
- Correct sentence structure and proper language and grammar used
- Demonstrates creativity and originality
- Material presented developed by the speaker
- Skillful use of facts engaging the audience with examples, descriptions and analogies

**Delivery (25 points)**
- Style
- Develops a rapport with audience
- Easy to listen to and appealing presentation style
- Conveyance of thought and meaning
- Enthusiasm and conversational attitude
- Articulate, good use of emphasis and volume
- Confident poise and posture (make eye contact)
- Personal appearance

**Response to Questions (10 points)**
- Demonstrates a comprehensive knowledge of subject matter
- Answers questions accurately and demonstrates originality
- Quickly organizes thoughts and expresses them clearly

**Time Deductions (10 points)**
- Deductions of 10 points per minute will be made from the score of each judge for speeches that are under the time limit or over the time limit in length.
ARKANSAS DAIRY AMBASSADOR PROGRAM

Each participant must have a passion for the bovine dairy cow and/or the bovine dairy industry. Participants must also be a genuine user of dairy products and a genuine supporter of the dairy industry and its future success.

A completed contest application packet must be submitted to the Arkansas Cooperative Extension via Mr. Steve Jones at sjones@uaex.edu (501-671-2067) by May 11, 2013. Participants will receive email receipt confirmation.

Ambassador Selection Timeline:
- Deadline for application submission — May 10, 2013
- Deadline for participants to confirm attendance - May 30, 2013
- Finalist interviews—June 13, 2013
- 2013 Arkansas Dairy Ambassador announced—June 21 at Dairy Days in Bentonville

Final participants will be judged by a committee of three dairy and/or industry representatives. The winners will be selected based on the results of a group interview, personal interview and presentation.

A participant must be currently participating in 4-H or FFA activities.

Only Arkansas residents are eligible to apply.

Each participant is responsible for his/her own travel and lodging expenses in connection with the selection process. Participants under 18 must be accompanied by an adult chaperone.

Winner of the Arkansas Ambassador Contest will be announced in June during Dairy Days.

Judges will select the Arkansas Dairy Ambassador and a first runner-up will also be selected. Judges decisions are considered final.

The winner will receive a certificate and other dairy industry-related prizes.

The Arkansas Dairy Ambassador program will pay for event and travel expenses associated with official representation as an Arkansas Dairy Ambassador. These expenses may include, but are not limited to, event admission or registration, mileage (IRS rate will be applied), parking, meals and overnight accommodations.

Participants are eligible to re-enter future contests, but will be ineligible to compete if selected as a previous contest winner.

If you have any questions, please contact Mr. Steve Jones at sjones@uaex.edu or 501-671-2067 or you may contact Susan Anglin at 479-795-2147 or by email at crazya@centurytel.net.
ARKANSAS DAIRY AMBASSADOR PROGRAM
CODE OF CONDUCT AND ACKNOWLEDGEMENT

1. The Arkansas Dairy Ambassador shall represent the Arkansas dairy industry and the state dairy breed associations at all times when on official public appearances and shall abide by the following guidelines:
   - Shall promote the dairy cow and the dairy industry and its products
   - Shall uphold the highest ideals of conduct, dress and poise
   - Shall not consume any alcoholic beverages while representing the Ambassador Program at any dairy-related function or function assigned to represent the title
   - Will be expected to abide by the rules of the program

2. If, for any reason, the Arkansas Dairy Ambassador cannot uphold the above standards, he/she will be expected to forfeit his/her title to the first runner-up upon notification.

3. I have read and understood the following documents (print initials in each blank):
   _____ Time Commitment
   _____ Program Guidelines
   _____ Code of Conduct

4. I have completed and will attach the following documents (print initials in each blank):
   _____ Application
   _____ Essay
   _____ Acknowledgement

I promise that if I am selected as the ambassador, I will abide by the Code of Conduct and meet all time commitments with the understanding that a violation may result in the forfeiture of my title.

Applicant Signature

Date

I have read this application and its attachments and certify that, to the best of my knowledge, the information is correct.

Parent/Guardian signature (if applicant is under 18)

Date
ARKANSAS DAIRY
AMBASSADOR PROGRAM
2013 APPLICATION

DEADLINE: MAY 10, 2013

Name ____________________________________________________________________ ☐ Male ☐ Female

Address __________________________________________________________________

__________________________________________________________________________

E-mail ____________________________________________________________________

Home Phone (___) ___________ Cell Phone (___) ___________________________

Birth Date ____________ Grade/Undergraduate Status ____________ Age ______

Parent or Guardian Name(s) _____________________________________________

Parent Address, if different from above_____________________________________

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School and/or current employment_________________________________________

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Name and address of local newspaper(s), radio and television station(s).

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ESSAY…Part of Application

In a Microsoft Word document type a brief essay addressing the following points. Please limit your response to a maximum of three double-spaced pages.

A. Why should you be selected as the 2013 Arkansas Dairy Ambassador? What unique skills, interests, abilities or dairy promotional activities set you apart from other candidates? Please explain your experiences in the County Dairy Foods Recipe Contest if applicable along with your second dairy Promotion Activity you have planned. How and why did the participant as well as the dairy industry benefit from the promotional activities conducted?

B. Who do you admire most and why? How has this person influenced your life?

C. What is the single most important message that the dairy industry needs to share with the consuming public and why? How will you effectively deliver this message if you are selected as the 2013 Arkansas Dairy Ambassador?