

# 2010 National Brown Swiss Ambassador Application

The National Ambassador program celebrated its fourteenth year of existence in 2009 with outstanding candidates from several states! The Brown Swiss National Ambassador is the breed's spokesperson during a one-year reign. He/she is encouraged to make appearances on the local and state level and to serve as a role model for Brown Swiss youth. The ambassador is expected to participate in at least one of the national shows of their choice and at the national annual meeting. See attached Ambassador Responsibilities.

Candidates must meet these requirements:

- \* be 16-19 years old as of January 1, 2010.
- \* have never been married.
- \* must own at least one Brown Swiss.
- \* possess a desire to promote the Big Brown Cow.

To apply, complete this application, and return it with your photo to the national office. Eight finalists are chosen from the information you provide on your application. Topics include Brown Swiss and dairy knowledge, community activities and honors, and responsibilities on the farm and with cattle. Finalists are notified by May 15 in order to make arrangements to attend the 2010 national convention in Louisville, Kentucky, where the ambassador selection takes place. All finalists are interviewed individually by a panel of three dairy industry professionals on the first day of the convention. The candidates will then introduce themselves during the evening banquet and answer an impromptu question. Ultimately, a National Ambassador and an Alternate are selected that evening! Best of luck to everyone. Additional paper may be used if needed to fully answer the questions on this application.

**National Ambassador Contest Deadline: 4/15/10**

2009 National Ambassador:

*Stephanie Lemay  
Brookfield, WI*

# 2010 National Brown Swiss Ambassador Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Age: \_\_\_\_\_ Birth Date: \_\_\_\_\_

Parents' Names: \_\_\_\_\_

Farm Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Years as a Brown Swiss Junior: \_\_\_\_\_ Years in 4-H: \_\_\_\_\_ Years in FFA: \_\_\_\_\_

Name of High School: \_\_\_\_\_

Name of College and Intended Major: \_\_\_\_\_

Number of Brown Swiss Individually Owned: \_\_\_\_\_

Hobbies: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Brown Swiss Activities, Awards, and Leadership Roles: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Community, school, college, church activities, awards, and offices: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How will you be involved with the national Brown Swiss Association after you've graduated from the Junior Association?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Explain how you have benefited from Brown Swiss or Association Programs: \_\_\_\_\_

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Explain why you would like to be the National Brown Swiss Ambassador and how you feel that you can help to promote the breed:

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Future plans and career goals: \_\_\_\_\_

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Include with the application a copy of an article that you would write for a local newspaper, describing how the dairy industry benefits the community and how dairy products are beneficial to people's health.

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**Please send completed application and photo to the:  
Brown Swiss Association, ATTN: Joe Miller,  
800 Pleasant Street, Beloit, Wisconsin 53511-5456  
Must be postmarked by April 15, 2010.**

## **Brown Swiss Association**

### **Youth Ambassador Responsibilities**

1. Attend the National Convention the following year.
  - A. Assist with the Ambassador interviews.
  - B. Emcee the Ambassador Contest during convention presentations.
  - C. Give a farewell address/sharing experiences as an Ambassador.
  - D. Will be reimbursed for expenses to and from and during convention.
2. Attend at least one National Show of their choice.
  - A. Assist in the show ring during the National Show.
  - B. Participate in the junior member activity at the National Show.
  - C. Will not be exhibiting cattle at the show in which they choose to participate as Ambassador.
  - D. Be available for interviews and to talk to the news media about the Association's Junior Programs and other Association programs, as well as the positive attributes of Brown Swiss cattle.
  - E. Will be reimbursed for expenses while attending the National Show(s).
3. Will be a member of the Association Youth Committee for two years, the year they are serving as Ambassador and the following year.
4. The total expense fund available is \$1,000. Combined expenses incurred to attend the national convention as well as the national show(s) in which you participate should not exceed this amount.
5. The current Ambassador and the previous Ambassador will work together to put junior information on the Association website during the year. They will also work together to put information/articles in the *Brown Swiss Bulletin* three times during the calendar year (January, August, and October issues).