

**MICHIGAN DAIRY**  
**AMBASSADOR PROGRAM**  
*SPONSORED BY THE GREAT LAKES REGIONAL DAIRY CONFERENCE*  
**2020**  
**APPLICATION & GUIDELINES**



Submit applications to Meghan Honke Seidel, Application Coordinator  
[1glrdc@gmail.com](mailto:1glrdc@gmail.com), submission questions: 989-666-3773

Michigan Dairy Ambassador Program Advisor  
Jessica Welch  
[jwelch@mimilk.com](mailto:jwelch@mimilk.com), 248-474-6672 ext. 303

## Eligibility & Guidelines:

- The senior division is reserved for college students up to age 22. If student turns 22 during program year, they still qualify to participate.
- The junior division is limited to high school students in grades nine to 12.
- The Michigan Dairy Ambassadors shall represent the Michigan Dairy Ambassador Program, Great Lakes Regional Dairy Conference (GLRDC) and the Michigan dairy industry at all times when on official public appearances which have been approved by the GLRDC executive committee or program administrator, and shall abide by the following guidelines:
  - Shall promote the Michigan Dairy Ambassador program, GLRDC, the dairy cow, the dairy industry and its products
  - Shall uphold the highest ideals of conduct, dress and poise
  - Shall not consume any alcoholic beverages while serving as a Michigan Dairy Ambassador representing the GLRDC at any dairy-related function or function assigned to represent the title
  - Will be expected to clear any appearance with the program administrator if there is doubt relative to participation
  - Will be expected to abide by the rules of the program

**Please initial and each with agreement and understanding**

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### **Who are the Michigan Dairy Ambassadors?**

Young energetic leaders passionate about the dairy community

An inspiration and an advocate for the dairy industry

Bringing Peace of Mind to those who are not informed about the dairy community/industry

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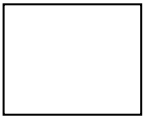
### **Michigan Dairy Ambassador Mission**

The Michigan Dairy Ambassador Program strives to empower youth by developing leadership, communication and advocacy skills and provide a platform to connect them with consumers to share the dairy community story.

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### **Dairy Ambassador responsibilities:**

- Participate in trainings to expand personal knowledge:
  - Introduction
  - Leadership
  - Communication training
  - Interview Training
- Receive mentoring from a dairy industry representative
- Create a Special Project in your local community
- Enhance Presentation Portfolio
- Participate in Industry and Promotion Activities
- Create personal goals for your Dairy Ambassador tenure
- Recruit Dairy Ambassadors for future years
- Share your Dairy Ambassador experience with family, community, and future employers



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**Ambassadors will receive points for attending events on behalf of the dairy community. These points will determine who advances to the interview stage. The interview stage will contribute to the selection of the scholarship winners.**

<b>Important Dates:</b>	<b>Points</b>
March - Michigan 4-H Dairy Conference	10
March – Michigan Dairy Ambassadors Communication Training	50
June – Dairy Day at the Capitol:	25
June – 4-H Milk Marketing Tour:	10
July – Michigan 4-H Dairy Days and Michigan Dairy Expo	50
July – Michigan Livestock Sale-abration	25
July – Great Dairy Adventure	50
July – Michigan 4-H Dairy Days Awards Banquet	25
TBA – Breakfast on the Farm	25
November – MMPA Leaders Conference	15
December – Ambassador Wrap up meeting	25
February – Great Lakes Regional Dairy Conference	50
<b>Activities</b>	<b>Points</b>
Leadership Training	50
Micro Blog	25
Social Media posts	15
Media Letter	50
Special Project	100

**Activity Descriptions:**

- Micro Blog – Ambassadors will be required to submit/post a micro blog on a dairy topic of their choice. Opportunities to submit additional micro blogs for points will be available. Instructions, tips and topic brainstorming sessions will be provided.
- Special Project – Ambassadors will organize a project within their community to promote dairy. Brainstorming sessions and support will be providing to ensure each project is a success.
- Media Letter – Ambassadors will write letters to introduce themselves to media outlets within their communities. Building a relationship will provide an educated and reliable source should the there be a situation where one is needed. Communication training will be provided.

## **Ambassador Selection Timeline**

January 17, 2020: Deadline for application submission

January 29, 2020: Deadline to confirm Great Lakes Regional Dairy Conference attendance

February 7, 2020: Great Lakes Regional Dairy Conference: 2019 Scholarship recipients announced & 2020 Michigan Dairy Ambassadors introduced

March – December 2020: Michigan Dairy Ambassador activity and event participation

January 2021: Finalist interviews

Feb 2021: 2020 Scholarship recipients announced & 2021 Michigan Dairy Ambassadors introduced

## **Scholarship Information**

The senior division winner receiving a \$1,500 scholarship, February 2020

The junior division winner receives \$1,000 scholarship, February 2020

Scholarship can be applied toward higher education or the purchase of a dairy animal within the upcoming year. Applicants are not required to have a dairy farm background, but they must plan to pursue a career related to the dairy industry. The scholarship program is funded through a benefit auction held at the annual Great Lakes Regional Dairy Conference (GLRDC).

Michigan  
**Dairy Ambassador**

**MICHIGAN DAIRY AMBASSADOR PROGRAM**  
**2020 APPLICATION**

Junior (high school student grades 9-12) Division  
Senior (college students under age 22) Division

Name \_\_\_\_\_

Male  Female

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

E-mail \_\_\_\_\_

*(Note: This is a professional award; please submit a business-appropriate email address. Email will be used for frequent communication)*

Cell Phone \_\_\_\_\_

Parent Phone \_\_\_\_\_

Preferred form of communication:  email  cell  text  Facebook

\*\*\*If under 18, parent(s) sign here, for communication permission: \_\_\_\_\_

Birth date \_\_\_\_\_ Grade/Undergraduate Status \_\_\_\_\_ Age \_\_\_\_\_

Parent or Guardian Name(s) \_\_\_\_\_

Parent Address, if different from above \_\_\_\_\_

School \_\_\_\_\_

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

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**Applicant Information Questions – please attach additional pages if necessary**

Please list your Dairy/Agriculture-Related Activities:

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What unique skills, interests, abilities or experiences have prepared you to serve as a Michigan Dairy Ambassador?

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What are your future plans in the dairy industry after completing high school and/or college? How will you continue being a dairy advocate after graduation?

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What type of leadership qualities do you hope to gain from being a Michigan Dairy Ambassador?

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**2. RESUME**

In a Microsoft Word document named *YOURLASTNAME\_resume.doc*, submit a resume or list of bullets summarizing the highlights of your dairy cattle and dairy industry experiences. The document should also include your school and community leadership contributions. (one page limit)

**3. ACKNOWLEDGEMENT**

Review and electronically sign the acknowledgement and attach it with your application (see next page).

