

Application Deadline: March 15, 2021

MICHIGAN DAIRY AMBASSADOR PROGRAM

***SPONSORED BY THE GREAT LAKES
REGIONAL DAIRY
CONFERENCE***

**2021
APPLICATION & GUIDELINES**



**Submit applications to
Megghan Honke Seidel, Application Coordinator
1glrdc@gmail.com
submission questions: 989-666-3773**

Michigan Dairy Ambassador Program Advisors

Jessica Welch

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Jolene Griffin

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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.

Please initial each with agreement and understanding

Initial Here

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

Initial Here

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.

Initial Here

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

Initial Here

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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Initial Here

Ambassadors will receive points for the activities below. Ambassadors are encouraged to complete multiple projects, posts, vlogs, blogs, etc. These points will determine who advances to the interview stage. The interview stage will contribute to the selection of the scholarship winners.

Activities:	Points
• Leadership Training	50
• Micro Blogs	25
• Networking Opportunities	
Interview and Vlog Experience	
• Minority in Agriculture	50
• Past Ambassador	50
• Career Shadow	50
• Communication Training	50
• 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.

Networking Opportunities—Ambassadors will interview a minority in agriculture, past ambassador and or a person who has a career that they are interested in pursuing. Ambassadors are encouraged to take photos, videos and notes during their interview to use to create a vlog about what they learned during the interview.

Special Project – Ambassadors will organize a project within their community to promote dairy. Brainstorming sessions and support will be provided 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:

- March 15, 2021: Deadline for application submission
- April - December 2021: Michigan Dairy Ambassador activity participation
- January 2022: Finalist Interviews and Program Wrap up
- February 3-5, 2022: Great Lakes Regional Dairy Conference; 2021 scholarship recipients announced

Scholarship Information

The senior division winner receives a \$1,500 scholarship, February 2022

The junior division winner receives a \$1,000 scholarship, February 2022

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 PROGRAM
2021 APPLICATION**

Junior (high school student grades 9-12) Division

Senior (college students under age 22) Division

Name: _____ Pronoun(s): _____

Current Address: _____

Permanent Address: _____
(if different than current)

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

Social Media Handles: _____
(Facebook, Instagram, TikTok, Twitter)

Cell Phone: _____ Other Phone: _____

Grade/Undergraduate Status: _____ Age: _____

School: _____

If under 18, Legal Guardian Contact Information:

Parent/Guardian Name(s): _____

Phone: _____ Email: _____

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:

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

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?

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

Resume

Submit a resume (word or pdf) summarizing the highlights of your dairy cattle, dairy industry and general agricultural experiences. The document should also include your school and community leadership contributions and any other relevant information. (one page limit)

Acknowledgement

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



**MICHIGAN DAIRY AMBASSADOR PROGRAM
CODE OF CONDUCT AND ACKNOWLEDGEMENT**

If, for any reason, the Michigan Dairy Ambassador Representative cannot uphold the above standards, he/she will be expected to forfeit his/her title upon notification by the GLRDC executive committee.

I have completed and will attach the following documents (type initials in each blank):

Application

Resume

Acknowledgement

As a Michigan Dairy Ambassador or Representative, I promise 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 Electronic Signature (type name)

Date

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

Parent/Guardian electronic signature (if applicant is under 18)

Date