



March 29, 2019

TO: COUNTY FARM BUREAU DAIRY DIVISION CHAIRMEN  
COUNTY FARM BUREAU WOMEN'S COMMITTEE CHAIRS  
COUNTY EXTENSION FAMILY AND CONSUMER SCIENCE AGENTS

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We have a date change in the 2019 Dairy Ambassador Program. **Dairy Days will begin on June 21, 2019.** Please replace your previous copy with the new one. We apologize for the inconvenience.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bruce Tencleve".

Bruce Tencleve, Director  
Commodity Activities & Regulatory Affairs

Enclosures

cc: Evan Teague  
State Women's Committee  
County Offices  
Dr. Chelsey Ahrens

**ARKANSAS DAIRY  
AMBASSADOR PROGRAM**

**2019**

**APPLICATION & GUIDELINES**

# ARKANSAS DAIRY AMBASSADOR PROGRAM

## ELIGIBILITY AND GUIDELINES

Are you a young person with an enthusiasm and interest in dairy cows and the bovine dairy industry? If so, then you have the opportunity to be named the **2019 Arkansas Dairy Ambassador!**

### **\*NEW THIS YEAR\***

A \$500 scholarship will be awarded to the 2019 Dairy Ambassador Winner!

### **ELIGIBILITY REQUIREMENTS**

- Participants must be a genuine user of dairy products and a genuine supporter of the dairy industry and its future success
- Participant must be in the age range of 14 to 19 by January 01, 2019
- Participant must be currently participating in 4-H or FFA activities
- Only Arkansas residents are eligible to apply
- Participants are eligible to re-enter future contests, but will be ineligible to compete if selected as a previous contest winner
- A completed contest application packet must be submitted to the Arkansas Farm Bureau Federation, Bruce Tenclave at [bruce.tenclave@arfb.com](mailto:bruce.tenclave@arfb.com) (501-228-1856) by **May 25, 2019**. Participants will receive email receipt confirmations.

### **GUIDELINES**

- 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.
- 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 oral presentation.
- Judges will select the Arkansas Dairy Ambassador and a first runner-up. The decision made by the selected judges is considered final.
- Winner of the Arkansas Ambassador Contest will be announced during Dairy Days, June 21, 2019, at the fairgrounds in Bentonville.
- 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.

# ARKANSAS DAIRY AMBASSADOR PROGRAM

## PROGRAM CRITERIA

The Dairy Ambassador Program criteria consist of three levels.

Level One - Promotion Activities

Level Two. - Interview with Panel of Judges

Level Three - Oral Presentation

### LEVEL ONE - PROMOTION ACTIVITIES

Each participant must be involved in at least two promotional activities.

**Activity #1:** Entry and participation in the participant's local County Farm Bureau Dairy Foods Contest for 2019. This activity is a required promotional activity for consideration in the Ambassador Program. If no contest is held in the participant's county in 2019, the participant is expected to enter a dairy recipe directly to the Arkansas Farm Bureau State Dairy Foods Contest, **no later than May 3, 2019.**

Arkansas Dairy Foods Contest  
Attn: Bruce Tencleve  
PO Box 31  
Little Rock, AR 72203

**Activity #2:** The second promotional activity will be the choosing of the participant. This activity should already be presented in the participant's application essay. The second activity will be judged on type of activity, number of people to be reached and creativity.

### LEVEL TWO - INTERVIEW WITH PANEL OF JUDGES

Participants will be interviewed individually by a panel of judges. Participants should have knowledge and an understanding of dairy production and processing, the Arkansas dairy industry, National Dairy Promotion Checkoff program, dairy cooperatives in Arkansas and dairy management practices.

Study references may include but not be limited to: University of Arkansas Dairy Publications and Fact Sheets, University of Arkansas 4-H Project Book and Holstein Foundation Educational Workbooks.

These websites can be used for reference: <http://www.holsteinfoundation.org/education/workbooks.html>;  
<http://www.midwestdairy.com> or <http://www.nationaldairycouncil.org>

# **ARKANSAS DAIRY AMBASSADOR PROGRAM**

## **LEVEL THREE - ORAL PRESENTATION**

Participants will develop and present a speech titled “What’s So Great about Dairy?” This oral presentation should follow these guidelines:

- Oral presentation should be from 3 to 5 minutes in length
- Presentation must be a prepared speech, NO audio/visual aids permitted
- 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
- Deductions will be made from the score of each judge for presentations that are under the time limit or over the time limit
- Bring three printed copies of oral presentation to the event judging

# ARKANSAS DAIRY AMBASSADOR PROGRAM

## ORAL PRESENTATION: 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

## TIME COMMITMENT

The winner of the Arkansas Dairy Ambassador Program will be required to meet the following time commitments:

- Participate in dairy promotion activities to include the Dairy Proclamation signing with the governor in June 2019
- Present a report at the State Dairy Foods Contest in Little Rock in June 2019 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 2019 Arkansas State Fair Dairy Show
- Present awards during the 2019 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.

## AMBASSADOR SELECTION TIMELINE

- Deadline for application & essay submission - May 24, 2019
- Deadline for participants to confirm attendance - May 24, 2019
- Finalist interviews - **June 21, 2019**
- 2019 Arkansas Dairy Ambassador announced during Dairy Days, June 21, 2019, at the fairgrounds in Bentonville.

If you have any questions, please contact Bruce Tenclave at [bruce.tenclave@arfb.com](mailto:bruce.tenclave@arfb.com) or 501-228-1856 or you may contact Susan Anglin at 479-795-2147 or by email at [crazya@centurytel.net](mailto:crazya@centurytel.net).

**ARKANSAS DAIRY  
AMBASSADOR PROGRAM  
2019 APPLICATION  
PART I**

**DEADLINE: MAY 24, 2019**

Name \_\_\_\_\_  Male  Female

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

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

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

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

\_\_\_\_\_

School and/or current employment: \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_



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**ARKANSAS DAIRY  
AMBASSADOR PROGRAM  
2019 APPLICATION  
PART II**

**DEADLINE: MAY 24, 2019**

**ESSAY...Part II of the Application**

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

- A. Why should you be selected as the 2019 Arkansas Dairy Ambassador? What unique skills, interests, abilities or dairy promotional activities set you apart from other candidates?
- B. Please explain your experience in the County Dairy Foods Contest this year. Please explain the second dairy promotion activity you have planned during your ambassadorship. How will the dairy industry benefit from the promotional activity you conducted? How did you benefit from the promotional activities conducted?
- 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 2019 Arkansas Dairy Ambassador?

NOTE: In reference to point B....The second promotional activity will be judged on the type of activity, number of people to be reached and creativity.

**Application Submission Address:** [bruce.tencleve@arfb.com](mailto:bruce.tencleve@arfb.com) by May 24, 2019.