

# Dairy Ambassador Program 2021-2022



## Purpose

American Dairy Association Indiana Inc. will select five students ranging from high school seniors to college undergraduates to serve as Indiana Dairy Ambassadors. Students will be selected for their abilities to communicate with the general public about dairy farming, dairy nutrition, and modern agricultural practices. Students who are accepted into the program are expected to serve for one year as a Dairy Ambassador, completing monthly assignments requiring a time commitment of approximately 3 hours per month.

## Selection

All interested students should fill out an application. Prior Dairy Ambassadors may reapply. Applications can be found on [WinnersDrinkMilk.com](http://WinnersDrinkMilk.com) or by emailing [rieth@winnersdrinkmilk.com](mailto:rieth@winnersdrinkmilk.com). Applications will be open from January 1 until April 1. Applicants will be notified in May, with terms of service for the five ambassadors beginning June 1, 2021 and running until June 1, 2022.

Students must be either attending a university in Indiana or be residents of Indiana. High school students who will be attending college in the fall of 2021 can apply. Students who are residents of Indiana but attending a school outside Indiana may apply, although preference will be given to students who are reasonably able to attend events in Indiana and who demonstrate a commitment to Indiana's dairy industry, now and in the future.

## Process

The five selected dairy ambassadors will be awarded a \$2500 scholarship in installments over the course of their year of service. Students selected who do not fulfill their responsibilities as ambassadors will not receive the full scholarship amount. Installments will be awarded upon selection in May 2021 (\$500), in October 2021 (\$500), in February 2022 (\$500), and upon completion in June 2022 (\$1,000).

## Participation Requirements

The five selected dairy ambassadors will complete one activity or assignment each month. Any missed assignments require a reason and notice. A missed assignment with good reason can be made up at another time, but multiple missed assignments or any missed without notice can result in suspension of privileges.

The activities are designed to take students about three hours or less to complete each month. Some months may involve a travelling activity option, to attend an event. Travel time and/or presentation time could extend the time requirement. An effort will be made by ADAI not to create activities that are so burdensome for the students or that impede their ability to attend courses and complete coursework.

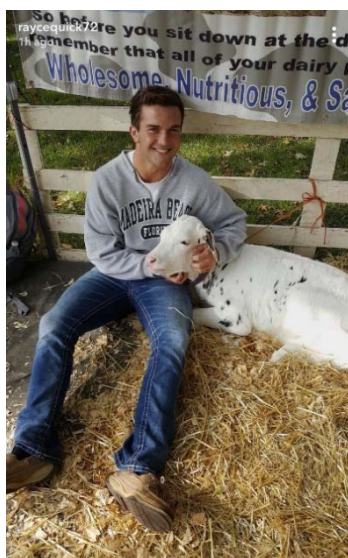
Participants are also required to stay in touch with ADAI staff via email and/or on regularly scheduled conference calls or webinars.

## Award Funds

Award funds are intended to be used to pay for tuition fees, textbooks, and living expenses while attending an accredited university and while on a degree path. Students must notify ADAI of any intention to change universities while participating in the program. Any change of major that includes a change in collegiate department also require notification (for example, changing major from Ag Economics to Ag Business does not require notification, changing from Pre-Pharmacy to Education would require notification). Students are not required to be majoring in a dairy-related field, although it is considered an advantage in the application process. Students who are planning to major in a dairy-related field and change their majors after being accepted are required to notify us of that change, but it will not endanger their scholarship funding.

## Questions

All questions about the Dairy Ambassador Scholarship Program should be addressed to Allie Rieth ([rieth@winnersdrinkmilk.com](mailto:rieth@winnersdrinkmilk.com) or 317-842-3060).





## Dairy Ambassador Scholarship Program Application

June 2021-June 2022

*Please type or print.*

Name: \_\_\_\_\_  
Last First

Address: \_\_\_\_\_  
Street City State Zip Code

Permanent Address: \_\_\_\_\_  
Street City State/Province Zip Code

Telephone Number: ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
Cell Other (specify: \_\_\_\_\_)

Email address: \_\_\_\_\_

School: \_\_\_\_\_  
*High school students include current school and planned university*

Major (or planned college major): \_\_\_\_\_

Academic Classification (your year in school): \_\_\_\_\_

Date of Anticipated Graduation: \_\_\_\_\_

### **Please attach a resume. (20 points)**

Suggested things to list on your resume include club involvements, academic honors, employment, volunteer positions, involvement in the dairy industry, and any achievements. Resume length can be up to two pages long. You may also attach a standard employment resume (one page) and include an additional page listing accomplishments, activities and honors if you so choose.

### **Essay questions (40 points)**

*Answer these questions in essay form. Use a maximum of 500 words per essay.*

1. What makes you passionate about dairy?
2. What do you think the average grocery shopper needs to know about how dairy foods are produced, handled, and processed?

### **Multimedia (40 points)**

Create a short video (under two minutes) introducing yourself. Tell us your background, your involvement in dairy, and let your personality shine. Emphasis will be placed on content, presentation, and creativity.

*(Continued on next page)*

### **Multimedia – continued**

Below, describe the equipment and resources you used to create the video. Please indicate what you used to record the video, what editing software you used, and what help, if any, you received from outside sources (i.e. friends, family, etc.) in recording or editing. Please note that professional filming or editing help is not allowed.

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### **References**

Please include one letter of reference from a non-family member. The second reference should also be a non-family member. Both references may be contacted to speak on your qualifications.

Reference 1 (include letter from this reference):

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

Position: \_\_\_\_\_ Daytime phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Reference 2:

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

Position: \_\_\_\_\_ Daytime phone number: \_\_\_\_\_

Email: \_\_\_\_\_

### **How did you hear about this opportunity? (Select all that apply)**

Social Media      Website      Academic Advisor      School Club      Email

Other: \_\_\_\_\_

Please submit application by **midnight on April 1, 2021** to Allie Rieth ([rieth@winnersdrinkmilk.com](mailto:rieth@winnersdrinkmilk.com)) or mail to:

American Dairy Association Indiana  
ATTN: Allie Rieth  
9360 Castlegate Dr  
Indianapolis, IN 46256