

MINNESOTA PORK INDUSTRY AMBASSADOR HANDBOOK

2012 EDITION

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CONTENTS OF THIS HANDBOOK

Minnesota Pork Industry Ambassador Program Mission Statement	Page 3
Program Objectives	Page 3

SECTION ONE: COUNTY AMBASSADORS

Selection of County Ambassadors	Page 5
County Ambassador Deadline and Event Calendar	Page 5
County Ambassador Scholarship Requirements	Page 6
State Opportunities for County Ambassadors	Page 7
Expense Responsibilities for County Ambassadors	Page 8

SECTION TWO: STATE AMBASSADOR COMPETITION

Qualifications for Minnesota Pork Industry Ambassador	Page 11
Minnesota Pork Industry Ambassador Application Process	Page 12
Awards	Page 13
Responsibilities of Minnesota Pork Industry Ambassadors	Page 14
Calendar of Events for Minnesota Pork Industry Ambassadors	Page 15

SECTION THREE: FORMS

County Ambassador Form	Page 16
Ambassador Candidate Personal Profile	Page 17
State Ambassador Competition Score Sheet	Page 18
Parental Permission Form	Page 20
County Ambassador Scholarship Form	Page 21

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MINNESOTA PORK INDUSTRY AMBASSADOR PROGRAM MISSION STATEMENT

The Minnesota Pork Board's ambassador program strives to create a learning environment for the development of young leaders in the pork industry. Participation in the ambassador program will increase understanding of the pork industry and its issues. Additionally, the ambassador program will develop the necessary support system for participants' current and future involvement as leaders in the Minnesota pork industry.

PROGRAM OBJECTIVES

1. To develop future leaders for the Minnesota pork industry and agriculture.
2. To instill a sense of commitment in young people to the pork industry by providing them with service opportunities that allow them to become involved at the local, state and national levels.
3. To develop leadership and communication skills through hands-on experiences.
4. To establish a network of individuals that will serve as a resource for young people as they look to develop their leadership skills and become increasingly involved in the pork industry.

**SECTION ONE:
COUNTY AMBASSADORS**

SELECTION OF COUNTY AMBASSADORS

County ambassadors should be selected according to each respective county organization's policies and criteria. The Minnesota Pork Board does not prescribe a process for selecting county ambassadors.

STATE AMBASSADOR COMPETITION ELIGIBILITY NOTE:

If the ambassador intends to compete for the state ambassadorship, the county ambassador must meet the qualifications for the state ambassador program which are outlined on page 10 of this handbook.

Counties may send as many as two (2) individuals to state organized events.

2012 COUNTY AMBASSADOR EVENT AND DEADLINE CALENDAR

MAY 1, 2012	COUNTY AMBASSADOR FORMS DUE TO THE MINNESOTA PORK BOARD OFFICE Including: <ul style="list-style-type: none">• County Ambassador Form (Page 16)• Ambassador Candidate Personal Profile (Page 17)• Three Personal Photos• Parental Permission Form (Page 20)• Typed Essay (Page 12)
JULY 1, 2012	CONFIRM STATE AMBASSADOR COMPETITION HOTEL RESERVATION THROUGH MINNESOTA PORK BOARD OFFICE Call Colleen at (507) 345 - 8814
AUGUST 6 – 8, 2012	MINNESOTA PORK INDUSTRY AMBASSADOR COMPETITION
AUGUST 23 – SEPTEMBER 3	MINNESOTA STATE FAIR
OCTOBER 15	COUNTY AMBASSADOR SCHOLARSHIP FORMS DUE TO MINNESOTA PORK BOARD OFFICE
JANUARY 16 – 17, 2013	MINNESOTA PORK CONGRESS

COUNTY AMBASSADOR SCHOLARSHIP REQUIREMENTS

Each county pork ambassador is eligible for a \$500 scholarship from the Minnesota Pork Board. Listed below are the five requirements that must be completed in order for a county ambassador to be eligible for the county ambassador scholarship offered by the Minnesota Pork Board. There are no substitutions for the required activities.

SCHOLARSHIP RECIPIENTS MUST COMPLETE THESE FIVE (5) ACTIVITIES:

1. Attend the Minnesota Agriculture Ambassador Institute
DATE: June Date TBD
2. Volunteer at the Minnesota State Fair Oink Booth or Promotion Booth.
DATE: August 23 - September 3, 2012
3. Complete a media interview (newspaper, radio or television).
4. Compete in the Minnesota Pork Industry Ambassador Competition
DATE: August 6 - 8, 2012
LOCATION: Redwood Falls, MN and Farmfest Grounds
5. Ambassador must choose one of the following activities:
 - a. Conduct a children's "ag in the classroom" presentation.
 - b. Assist with a community pork event (grilling, county fair hog show, parade, store demonstration, etc.).

Use the 2012 Pork Ambassador Scholarship Program form, which is located in the forms section of this handbook, to verify completion of each activity—a signature from an event coordinator is needed.

SCHOLARSHIP FORMS ARE DUE OCTOBER 15, 2012.

2012 STATE OPPORTUNITIES FOR COUNTY AMBASSADORS

NOTE: ** INDICATES EVENT IS A SCHOLARSHIP REQUIREMENT

1. ***Minnesota Ag Ambassador Institute*** **
DATE: June Date TBD
LOCATION: TBD
2. ***Minnesota Pork Industry Ambassador Competition*** **
DATE: August 6 - 8, 2012
LOCATION: Redwood Falls, MN and Farmfest Grounds located between Redwood Falls and Morgan, MN
3. ***Minnesota State Fair - Volunteer in Oink or Promotion Booth*** **
DATE: August 23 - September 3, 2012
LOCATION: Minnesota State Fair Grounds
4. ***Taste of Elegance***
DATE: January 15, 2013
LOCATION: Minneapolis Hilton
5. ***Minnesota Pork Congress***
DATE: January 16 - 17, 2013
LOCATION: Minneapolis Convention Center
6. Earn a **\$500 scholarship** from the Minnesota Pork Board by completing five required activities. Refer to scholarship section for details.

EXPENSE RESPONSIBILITIES FOR COUNTY AMBASSADORS

1. Each county has its own policy regarding local activity expenses. Confer with your county ambassador chairperson for guidance on local activity expenses. (ex. mileage to events, supplies, etc.)
2. Minnesota Agriculture Ambassador Institute
 - a. County Pork Ambassador is responsible for:
 - Transportation to and from conference
 - Meals during travel
 - Personal spending money
 - b. Minnesota Pork Board is responsible for:
 - Program expenses including conference registration
 - Meals during programmed events
 - Two nights lodging
3. Minnesota Pork Industry Ambassador Competition - Farmfest
 - a. County Ambassador is responsible for:
 - Breakfast for two mornings (hotel offers a continental breakfast)
 - Personal spending money
 - b. County responsibility
 - Two Nights Lodging
 - Travel expenses to and from competition
 - c. Minnesota Pork Board responsibility
 - Registration for Farmfest
 - Meals during competition
 - Apparel (two shirts)

**SECTION TWO:
STATE AMBASSADOR
COMPETITION**

QUALIFICATIONS FOR MINNESOTA PORK INDUSTRY AMBASSADOR (STATE CONTEST)

1. A county is encouraged to select up to two candidates (County Ambassador and a First Runner-up County Ambassador) for the Minnesota Pork Industry Ambassador Competition. *Both individuals* are encouraged to participate in the state ambassador competition held at Farmfest the first week of August.
2. **Candidates must be between 18 and 22 years of age as of August 1, 2012.**
3. Participants or their family need not be a member of a county pork producer association, or be actively involved in pork production. Individuals must, however, have a strong interest in the future of the pork industry and agriculture or be pursuing a career in an agriculture-related field or business.
4. Participants must have strong communication and leadership skills.
5. An individual may participate in the Minnesota Pork Industry Ambassador competition twice, so long as the qualification requirements are met.
6. Runners-up at the state level may compete an additional year for the title of Minnesota Pork Industry Ambassador, so long as their participation complies with statement 2 and 5 above.
7. An individual may serve only once as Minnesota Pork Industry Ambassador.

APPLICATION PROCESS DEADLINES

MAY 1, 2012

COUNTY AMBASSADOR FORMS DUE TO THE MINNESOTA PORK BOARD OFFICE

Including:

- County Ambassador Form (Page 18)
- Ambassador Candidate Personal Profile (Page 19)
- Three Personal Photos
- Parental Permission Form (Page 20)
- Typed Essay (Page 12)

JULY 1, 2012

CONFIRM HOTEL RESERVATION THROUGH MINNESOTA PORK BOARD OFFICE

Call Colleen at (507) 345 - 8814

AUGUST 6 – 8, 2012

MINNESOTA PORK INDUSTRY AMBASSADOR COMPETITION

STATE AMBASSADOR COMPETITION COMPONENTS

1. Essay (Reference Essay Guidelines on Page 12)
2. 5 - 7 Minute Presentation (Reference Presentation Guidelines on Page 12)
3. Personal Interview
Each candidate will be interviewed by a panel of three judges. The personal interview will be an opportunity for candidates to demonstrate their knowledge of, passion for and commitment to the pork industry.
4. Group Activity
Each candidate will participate in a group activity that will be given to the candidates during the competition.

ESSAY GUIDELINES

1. Submit a typed essay sharing your opinion on a subject of your choice. **Deadline May 1, 2012**

(An essay shares an opinion or perspective. Facts and research may assist your essay writing, however do not submit a research paper.)

2. Essay should be a minimum of 600 words and a maximum of 1,000 words on a subject of your choice.

Example Subjects:

- Environment (issues, new technology, etc.)
- Education (agriculture literacy, image campaigns, etc.)
- Production (disease research, PQA Plus, management, etc.)
- Economics (trade and exports, market cycles, etc.)
- Food Safety (HACCP, food preparation, consumer information, etc.)
- Social issues (politics of agriculture, animal welfare, expansion, etc.)

This list is not a comprehensive list of the potential subjects your essay could cover do not let this list limit you.

PRESENTATION GUIDELINES

1. Ambassador candidates will deliver a 5-7 minute presentation related to your essay topic during the Farmfest competition.
2. Ambassador candidates can utilize visual aids including but not limited to: PowerPoint Presentation, Posters, Props, etc.
NOTE: If using a PowerPoint presentation make sure there is a high level of contrast between your background color and your text color - White Background / Black Words or Tan Background / Black Words - This will improve the readability of your presentation in the bright tent at Farmfest.
3. The Minnesota Pork Board will supply a computer, projector, projection screen and easel.
4. If utilizing a PowerPoint presentation, save your presentation on a portable jump drive so transitions between presentations is streamlined.

AWARDS

1. The Minnesota Pork Industry Ambassador will receive:
 - A \$1,500 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
 - Minnesota Pork Board clothing.
 - Business cards and name badge.
 - Paid registration for the Agriculture Future of America Leaders Conference.

2. The first runner-up will receive:
 - A \$750 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
 - Minnesota Pork Board clothing.
 - Business cards and name badge.
 - Paid registration for the Agriculture Future of America Leaders Conference.
 - The second runner-up will receive:
 - A \$500 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
 - Minnesota Pork Board clothing.
 - Business cards and name badge.
 - Paid registration for the Agriculture Future of America Leaders Conference.

3. The ambassador who writes the best essay will receive a \$250 scholarship.

4. Participants vote on the Congeniality Award, and the winner receives a \$25 scholarship.

5. All participants will receive appreciation gifts.

RESPONSIBILITIES OF MINNESOTA PORK INDUSTRY AMBASSADORS

The Minnesota Pork Industry Ambassador will serve as the primary youth spokesperson for the Minnesota Pork Board and the Minnesota pork industry.

1. Be knowledgeable of pork industry trends and issues and keep up-to-date on current events within the pork industry.
2. Serve as a youth spokesperson for the Minnesota Pork Board and Minnesota pork industry. Ambassador will be called upon to participate in radio, newspaper and television interviews.
3. Attend at least one Minnesota Pork Board committee meeting. These are typically in March, June and November.
4. Attend industry-related activities and Minnesota Pork Board programs as deemed necessary by the Human Capital Committee and Minnesota Pork Board Staff. For example, participation in the World Pork Expo, the Spring Barrow Show, Ag in the Classroom and county promotional events.
5. Aid in maintaining and updating the Minnesota Pork Industry Ambassador Facebook page.
6. Attend the Minnesota Agriculture Ambassador Institute.
7. Be available to work/appear at the Minnesota State Fair.
8. Conduct classroom visits for Ag in The Classroom and other literacy events.
9. Help with the state ambassador contest at Farmfest.
10. Assist with Pork Congress activities.

CALENDAR OF EVENTS FOR THE MINNESOTA PORK INDUSTRY AMBASSADORS

Please Note: These events are typical of those that the state ambassadors might be asked to attend. This list is not comprehensive.

August / September	Minnesota State Fair Activities For Example: Media Interviews, Assisting with Oink Day at the Miracle of Birth Center, Assisting at Shows, Volunteering in Oink and Promotion Booths
October	Pork Month
November	Agriculture Future of America Leaders Conference
December	Minnesota Pork Board Annual meeting
January	Pork Congress
February	Spring Barrow Show
March	Minnesota Pork Board Committee Meetings
April	Minnesota FFA Convention
May	Forest Lake FFA Open House
June	World Pork Expo Intern Training in Iowa Minnesota Pork Board Committee Meetings Minnesota Agriculture Ambassador Institute
July	Minnesota Pork Board Committee Meetings Various local golf outings



COUNTY AMBASSADORS FORM

Return to Minnesota Pork Board by May 1st

The Minnesota Pork Board's Ambassador Program promotes leadership, communication skills, and knowledge of the pork industry and agriculture through hands-on activities and social experiences. Youth representing a local or county pork organization may participate in state-supported events, including the Minnesota Pork Industry Ambassador Competition, Minnesota Agriculture Ambassador Institute, the state fair Oink Booth, and Minnesota Pork Congress. **Counties may send two (2) local ambassadors for state-hosted activities.**

County ambassadors may earn a \$500 scholarship from the Minnesota Pork Board for completing a prescribed list of tasks (identified in the Ambassador Handbook). Additionally, all county ambassadors are encouraged to compete for the Minnesota Pork Industry Ambassador Positions. Successful state ambassadors receive additional scholarships: Minnesota Pork Industry Ambassador-\$1,500; 1st Runner up-\$750; and 2nd Runner up-\$500. Additional cash awards are presented for Best Essay and Congeniality.

Counties determine their own local selection criteria. Refer to the ambassador handbook for state ambassador contestant eligibility guidelines.

Copy this form for additional ambassador.

COUNTY: _____

AMBASSADOR NAME: _____

Date of Birth: _____

Address, including town and zip: _____

Cell phone: _____ Home phone: _____

Email: _____

Parents/Guardian Names: _____

School: _____

If a college student, please provide (temporary residence) address: _____

**Return this form to:
Minnesota Pork Board
151 St. Andrews Court Suite 810
Mankato, MN 56001
Fax: 507-345-8681 Email: jill@mnpork.com**

AMBASSADOR CANDIDATE PERSONAL PROFILE

**ATTACH THREE BILLFOLD-SIZE PHOTOS.
(COLOR OR BLACK & WHITE)**

Name: _____ County or Organization: _____

Address, including town and zip: _____

Phone: _____ E-mail address: _____

School attending: _____

If a college student, please share school residence address: _____

Parents/Guardian Names: _____

Please answer the following questions on an attached sheet of paper.

1. Why would you like to become the Minnesota Pork Industry Ambassador?
2. What special qualities or skills can you offer as the Minnesota Pork Industry Ambassador?
3. What current issues do you feel are critical/challenging for the pork industry? Outline your thoughts on how the industry should address these issues.
4. Describe your personal goals (education, career, family, leadership, etc.).
5. List the activities you are involved in: e.g. 4-H, FFA, school, community, church, awards, etc.
6. What experiences have had the greatest impact on your goals?
7. What full- or part-time jobs have you held? Describe how your jobs have affected your life skills or prepared you for a future career.

**Return this form by May 1st to:
Minnesota Pork Board
151 Saint Andrews Court - Suite 810
Mankato, MN 56001
Fax: 507-345-8681 Email: Jill@mnpork.com**

Judge's Score Sheet for _____ (*candidate name*)

Essay: 100 possible points

Item to be scored	Pts. Possible	Score	Comments
Clear, understandable message	40		
Well-organized thoughts and format	30		
Displays good grammatical skills	30		

Individual Interview: 100 possible points

Item to be scored	Pts. Possible	Score	Comments
Communication and Listening Skills	25		
Appearance, Poise and Manners	25		
Confidence and Enthusiasm	25		
Knowledge of the Pork Industry	25		

Oral Presentation: 100 possible points

Item to be scored	Pts. Possible	Score	Comments
Introduction	10		
Presentation Body	15		
Conclusion	10		
General Quality of Presentation	25		
Speaking Skills and Presentation Creativity	20		
Response to Questions	20		

PARENTAL PERMISSION FORM

-MINNESOTA PORK AMBASSADOR PROGRAM-

To be completed by parents of all ambassadors.

I support the participation of my son/daughter _____ (name) in activities hosted by the Minnesota Pork Board (MPB). These events include:

- Minnesota Ag Ambassador Institute
- Volunteering at Minnesota State Fair
- Farmfest
- Others as planned by the Minnesota Pork Board

I understand that some events will not be formally chaperoned by the Minnesota Pork Board (ex: state fair volunteering). I understand that the MPB will notify me of unchaperoned events. For such events, a parent or representative of the county organization will be responsible for chaperoning my child.

Parent Signature

Date

Please provide contact information in the event of an emergency:

Parent/Guardian phone number: _____

Home

Work

Cell

Pork Ambassador Scholarship Program 2012

County pork ambassadors may earn a \$500 scholarship from the Minnesota Pork Board (MPB). Complete the following 5 activities (no substitutions):

1. Attend the Minnesota Ag Ambassador Institute.
2. Volunteer at the Minnesota State Fair Oink Booth or Promotion Booth.
3. Complete a media interview (newspaper, radio or television).
4. Compete in the state ambassador competition at Farmfest.
5. Choice of one of these activities:
 - a. Conduct a children's "ag in the classroom" presentation.
 - b. Assist with a community pork event (grilling, county fair hog show, parade, store demonstration, etc.)



Questions on the scholarship program requirements?

Call Jill Resler at the MPB office at 1-800-537-7675.

E-mail: Jill@mnppork.com

When you complete an activity, get the signature of the event supervisor, media person or organizer. Forms must be completed and returned to the Minnesota Pork Board (MPB) office by Oct. 15th.

EVENT NAME	DATE of EVENT	SUPERVISOR SIGNATURE
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

Ambassador Name: _____ County: _____

Ambassador Address (include city/zip): _____

Ambassador Telephone: _____ E-mail: _____

The deadline to return this scholarship form to the MPB is October 15, 2012.

Minnesota Pork Board • 151 St. Andrews Court - Suite 810 • Mankato, MN 56001