



4-H HORSE AMBASSADOR PROGRAM
Information and Application

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MISSION

The Virginia 4-H Horse Ambassador Program affords 4-H members the opportunity to demonstrate their skills in citizenship, leadership and public speaking as they travel around Virginia serving as advocates and spokespersons for the Virginia 4-H Horse Program at a variety of events and outreach activities. The function of this group is to help build the 4-H horse program in Virginia and to help its members increase their knowledge of the sport. This is a service organization for which it is an honor to be chosen and is only as strong as its participants.

PURPOSE, GOALS, OBJECTIVES

This ambassador program will provide a platform for 4-Hers to:

1. represent and give more visibility to 4-H and specifically the 4-H Horse program for public relations purposes at special events. Such events may be at state 4-H contests, public events, supporter functions, peer groups, 4-H groups, community service groups, schools and media contacts.
2. further develop their skills in leadership, public presentation, citizenship, community service, public relations and team building.
3. assist 4-H Extension agents with county-level programs, horse club promotion and/or horse club development as available.
4. develop relationships with past, present and future program donors, supporters and adult volunteers (in person and/or written form by way of invitations, thank you cards, etc).
5. continue participation, achievement and self-development within their 4-H club, county, district, state, regional and national levels as much as possible.
6. stay actively connected with the 4-H Horse program as they enter their collegiate years and further into adulthood.

ELIGIBILITY

1. Must be 15 years old by September 30, **2018** and no older than 19 by December 31, **2018**.
2. Must have at least one full year (12 months) of experience as a 4-H member.
3. Must be currently enrolled in 4-H and currently participating in the 4-H Horse program.
4. Must be willing and able to take limited time off from school (3 – 5 days per school year) and commit to participating at designated outreach events.
5. Must be willing to travel at own expense (food, gas, hotel, enrollment fees, etc) for a one year term from September 25, 2018 – September 25, 2019.
6. May serve up to two years. Second year applicants may re-apply using the short form.
7. Must be in attendance for **both the interview (Thursday afternoon of the Show) and inductee announcement (Saturday evening of the Show)** at the State Championship 4-H Horse and Pony Show in Lexington, VA.

ADVISOR SUPPORT

State Supervisors

Lead Advisor - Equine Ext. Program Associate, Youth - Sandy Arnold - horse4h@vt.edu
Equine Ext. Program Associate, Youth - Leona Ransdell - leonar@vt.edu

Ambassador Advisors

At-Large Advisor – Sam Leech, Rockingham Co. 4-H Ext. agent – spleech@vt.edu
Central District - Hannah Robbins, Dinwiddie Co. 4-H Ext. agent – hrobbins@vt.edu
Northern District – Krystal Williams, Fairfax Co. 4-H Ext. agent – Krystal.Williams@fairfaxcounty.gov
Southeast District – Krista Gustafson, Gloucester Co. 4-H Ext. agent – kgustaf@vt.edu
Southwest District – Lauren Kopp, Smyth Co. 4-H Ext. agent – lkopp@vt.edu

Adult Volunteer Representatives

(As selected by the District Advisors for their area)

Youth Mentor Advisors

TBD

ACTIVITIES

Kick-off Meeting via WebEx (online) (required)

- Wednesday, October 3, 2018, 6:30-8:30pm (via Zoom Web)

Meetings and Trainings (2 required):

WebEx (online) or in-person meetings

- Annual 4-H Symposium (in-person), November 9-11, 2018 (at VT, Blacksburg)
- Second Wed. in January (via Zoom Web), January 9, 2019
- District-level meeting with District Advisor, date TBD, tentatively spring, as set by your Advisor. (in-person) (may be combined with a District level outreach event)

State 4-H Horse Program Events - (2 out of 3 required – see established date on the horse program [website PDF calendar](#)):

- EquiSmartz (Spring)
- State 4-H Championship Horse & Pony Show (September)
- State Fair 4-H Horse Show & VCE Promotional Booth (October)

Virginia Horse Council Partnership Events (not required but encouraged)

- Youth Equine Legislative Day, Tuesday, Late Feb. TBD (selection process)
- Guest Speaker at Annual Meeting, Fri. of EquiSmartz (volunteer or selection)
- Activity Table at Legislative Trail Ride, May TBD (volunteer)

Statement of Personal Goals (required)

Each Ambassador is required to **set a goal and submit their action plan** online by a specified deadline determined in the October Zoom Web conference meeting.

Ambassadors are accountable to their Advisors. Ambassadors should communicate directly with their Advisors about their goals and ask for guidance and leadership on organizational, teaching, speaking and meeting tools and skills.

Acceptable Outreach Activities (in-person events; 3 total required)

- **Intro to EquiSmartz** (sponsored by the Ambassadors, this is the main focus group event for Ambassadors. Ambassadors lead sessions in Hippology, Horse Bowl or Horse Judging. Do your best to make it to the one in your District)
- 4-H Day at the Capitol (**highly encouraged** for all to attend! A fun day held in Richmond usually on the 3rd or 4th Tuesday in January. Horse Ambassadors visit legislators, attend tour/special guest speaker. Date usually announced in early December by the State 4-H Office with a rain date scheduled as well.
- District 4-H Shows (organizing, check-in, announcing, awards)
- District 4-H Contests (organizing, check-in, announcing, awards, judge if Eastern National competitor)
- 4-H Horse Clubs (promote contests, educate/train, guest speaker, assist leaders)
- Unit / Out of Unit 4-H event (awards emcee, guest speaker, program trainer)
- County Fairs (4-H Horse Program promo booth, announcer at event/contest, PR broadcast)
- School or Parks & Recreation (career days, special event promo booth, greeter)
- Equine Organizations (4-H promo or educational table for youth)
- Equine Expos (4-H promo booth or educational table, PR announcements)
- Meet directly with your Legislator at his/her home office, discuss the 4-H Horse Program and get photo, individually or with an organized small group

See the tentative calendar of activities based on the prior year's calendar (attached at end of this document). We encourage you to take up every effort to participate in events as they arise. Ambassadors are the hands and feet of the program and represent in a wide variety of outreach opportunities as called upon outside of our organization. We are so proud of our Ambassador's enthusiasm to rise to these added occasions, such as the Legacy Awards, VHIB and VHC

events.

Social Media and Individual Contacts (expected but not required)

- Post per requests by Advisors to help promote events and campaigns. Your voice and testimony is much more powerful as a youth leader than adult Advisors!
- The type of social media posts encouraged would be personal testimonies of the 4-H Horse Program or that of an educational nature, drawing attention to the 4-H horse program. For example, post a fact on the horse program Facebook page with a fact such as “Did you know a Grulla is a Black Dun” (interesting facts), include a photo of such a color. This could also be a lead into news of EquiSmartz or other 4-H horse programs.
- Individual Contacts are those which promote the 4-H program through conversations to non-4-H members in an informal setting (not an outreach event), sharing your story on a personal level and providing contact information for further investigation of the program.

FINANCIAL SUPPORT

The Virginia Horse Industry Board provides a grant to help cover some lodging, attire and Symposium fees. Personal ambassador expenses will include travel, lodging, meals, and personal ambassador attire. Ambassadors will be expected to cover their own costs in this program. A priority will be given to ambassador reimbursements if additional funding is available within their term for travel expenses. It is recommended that ambassadors additionally seek additional financial support from their County 4-H Leader Advisory Association or the Extension Leadership Council, with the help of their Extension agent. Tractor Supply Funds may also be used for activities associated with being an Ambassador, however this is a Unit-level funding source. Ask your Extension agent if this is available to you.

EXPECTATIONS OF AMBASSADORS

BEHAVIOR AND CONDUCT

- Represent the needs and interests of Virginia 4-H youth - ambassadors must maintain a high standard of personal conduct and should act as positive role models for other 4-H members.
- Positively represent and promote 4-H at the local, district, and state levels. Serve as leaders and demonstrate the best that 4-H has to offer through your words, actions, personal appearance and adherence to the Code of Conduct.
- Be prepared to develop a collaborative relationship with youth and adults. Together, we will work toward establishing youth-adult partnerships.
- Be prepared to laugh, to share ideas, to discuss your positions and perspectives, to give and receive constructive criticism, to develop friendships, and to make a difference in the lives of others.

- You are the voice of 4-H and for 4-H'ers across Virginia. In this role you may be called upon to speak on behalf of 4-H before a variety of audiences including local, district, state and out-of-state events. Preparing an outline for your speech or presentation is crucial to your success. Seek advice from your District Advisor to review the content of your presentation or speech.
- Keep your District Advisor informed of your outreach activities before they happen. Work closely with your advisor to assist you in preparing presentations, media contacts and letters.
- Always put your best foot forward. The manner in which you dress, talk and act are very important when you are serving as an Ambassador. At shows and events, you might be on your feet for up to nine hours a day with a strenuous schedule. Make sure you are well rested before the event and eat properly so that you don't get tired and irritable. Although we all get tired at these events, always do your best to be cheerful and ready to respond positively to everyone.
- You are expected to be on time, so plan to be early to all events. Respond promptly to phone and email inquiries. It is very important that you send thank you notes immediately following an event.
- For the duration of an event or meeting, your advisors will be your guardians. You will respect these adults and honor the boundaries set. Curfews will be set and enforced.
- You will not be allowed to drive other youth in your vehicle while the event is in session.
- If your parents want to travel to any of the events in which you are participating, they will be responsible for their own expenses and making their own travel arrangements and reservations.
- Ambassadors serve at the will and pleasure of the 4-H Horse Program and can be removed for misconduct, not meeting requirements, or not following the rules.

ATTENDANCE

- Attendance is required at the induction ceremony conducted during State 4-H Championship 4-H Horse & Pony Show on Saturday evening. All successful candidates are required to participate in a group photo following the ceremony.
- Must attend the Kick-off meeting and **two** additional ambassador meetings during your one-year term. In other words, *you must commit yourself to this leadership and service opportunity.*
- Ambassadors will have a duty to promote and be involved in all facets of the Virginia 4-H horse program, particularly at the state level events. Therefore,

ambassadors, must attend **two** of three state events for the majority of the event time as needed. (EquiSmartz, State 4-H Championship Show, State 4-H Fair Horse Show).

- At minimum, participate in **three** outreach activities by conclusion of term. Outreach is defined as the efforts you personally make to inform and/or recruit youth and adults to Virginia 4-H and the horse program. Examples are listed in the above *Acceptable Outreach Activities*.
- Ambassadors are responsible for their own travel to and from meetings and outreach events.
- Any ambassador who cannot attend a meeting is responsible for notifying the State 4-H Office Extension Lead Advisor - Sandy Arnold email: horse4h@vt.edu or by phone 703-201-4322 and their District Advisor.
- Any ambassador who misses the **required** meetings or events will be removed from the roster and may not apply for this position in following years, without written permission from the Lead Advisor and their District Advisor.
- Being an ambassador is a great honor. With this honor comes accountability, honesty and personal responsibility, demonstrating the best that 4-H has to offer. As 4-Hers we strive to represent the six pillars of Character Counts - Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship.

TERM OF OFFICE

One full year beginning and ending on September 25.

OBLIGATIONS

Record each meeting, outreach event, social media post and contacts [here](#).

- Meetings / Trainings are obligatory; however, two attendances are required.
- Two out of three State 4-H Horse program events are required.
- Three outreach events are required.
- Social media posts and individual contacts are encouraged.

COMMUNICATION

RSVP's are required for every meeting scheduled and it is expected that you will respond quickly without follow-up by a reminder. You must also communicate directly with your District Advisor on the activities and outreaches you plan to attend.

Communicate your needs for events (i.e., brochures, business cards, promotional materials) well in advance of the event. Extension agents are very busy, going in many directions and may not always be working in their office. They need lead time to plan for copies and materials for you.

DRESS CODE

All ambassadors are expected to purchase their own attire which agrees with the specified Ambassador uniform. The 4-H program will provide a VA 4-H pin, a green tie

for the gentlemen, and a matching green scarf for the ladies. The oxford shirts, ties and scarves will be covered by the VHIB grant.

Uniform dress is required at all outreach events, but not required at ambassador meetings / trainings. Informal attire is expected at shows, all-day events and contests, club meetings, etc. Formal attire is expected when visiting with legislators, at awards banquets, being a special guest speaker, special presentations, etc.

Informal events (state events, horse shows, contests, etc.):

- VT maroon, long-sleeved oxford collared shirt (ordered by the advisors), tucked in pants (no shirt tails out)
- Dark blue jeans or Khaki pants, boots or brown shoes
- Brown belt
- VA 4-H pin (provided by 4-H Horse program) and name tag

Formal events (awards banquets, guest speaking, meeting legislators, etc.):

- White shirt or blouse
- Blue blazer
- Solid green tie for men, scarf for ladies (provided by 4-H Horse program)
- Men: khaki or blue pants, belt, polished shoes or boots
- Ladies: (khaki or blue) pants with polished boots or skirt with dress shoes
- VA 4-H pin (provided by 4-H Horse program) and name tag

Ambassadors are expected to dress in a manner befitting young men and women. Modesty, neatness, well-groomed and practicality will be the guiding principles. Cleanliness and good hygiene are a must. Ambassadors are to have no visible tattoos and no body piercing except for females which are limited to two earrings. For formal events, shirts and blazers should be cleaned and pressed and ready to wear at appropriate occasions. Jewelry must be kept to a minimum.

When uniform attire is not required, ambassadors are not to wear torn (intentional or otherwise) or sloppy clothing. Tank tops, muscle shirts, bare midriiffs, low necklines, sundresses, and tight or otherwise revealing clothing will not be allowed. This applies to all spandex fashions. T-shirts with negative, outlandish, disrespectful messages or pictures will not be allowed. Ambassadors may wear shorts and skirts of **modest** style and length. Shorts, skorts and skirts may be no shorter than 3" above the knee. Jeans and casual dress slacks are preferred. Both men's and women's shirt tails should be tucked in. Footwear – clean, neat, shined and appropriate. No flip flops. When in the presence of horses, you must wear boots.

When serving as an ambassador, you need to remember that you are representing the 4-H Horse Program youth to the public and it's important to make the best impression possible.

SELECTION PROCESS

1. Complete the Ambassador Application with all required signatures and additional forms, mailed on or before the postmark deadline.

2. The selection will include evaluation of applications and personal interviews by a panel of ambassador advisors conducted **at** the State 4-H Championship Horse and Pony Show, beginning at 3pm Thursday afternoon by appointments in the mezzanine. You must be in person for the interview. You will be contacted by email no later than August 31, 2018 for your interview appointment time. You are responsible for checking scheduling conflicts at the show and otherwise.
3. During the interview, participants will have opportunities to demonstrate individual character, personal appearance, poise, manners, demeanor and speaking skills.
4. Youth will also be evaluated on:
 - General equine knowledge and the Virginia 4-H Horse program
 - Overall 4-H participation, leadership, public speaking skills, club involvement & community service
 - Personal 4-H Horse Program participation
 - Leadership & community involvement outside of 4-H
5. A limited number of teens, no more than 12, from across the state will be selected, ideally with three from each District.
6. Applicants must be willing and able to take limited time off from school (three to five days per school year) if selected and agree to serve for the required duties.
7. Ambassadors choosing to serve a second consecutive year, may re-apply with the short form.

Virginia 4-H Horse Ambassador Program Application

Deadline: Postmark or email by midnight, July 31, 2018.

Instructions: Complete this application and "Save As"
Ambassador_YourLastName.PDF
include additional documents: signed agreement form, Media Release form, Code of
Conduct form and Equine Waiver form
and email (preferred) all to Sandy Arnold at horse4h@vt.edu or mail to:
Sandy Arnold, Youth Equine Extension Associate
VT MARE Center, 5527 Sullivans Mill Road
Middleburg, VA 20117

Applicants must be in attendance at the State 4-H Championship Horse & Pony Show on Thursday, September 13, 2018 for selection interviews at scheduled times between 3-7pm in the Mezzanine at Waldron Arena and also for the Inductee Announcement, which will be during the Saturday evening Waldron Arena events.

Questions? Contact Sandy Arnold by e-mail: horse4h@vt.edu
or by phone: 703-201-4322

Name: _____

Address: _____

City/State/Zip: _____ E-mail: _____

Phone Number: (Home) _____ (Cell) _____

Unit (County or City): _____

4-H Club: _____

Date of Birth: _____ Age as of September 30, **2018**: _____

Year in School or College: _____

School or College attending: _____

Month & Year of High School Graduation: _____

Years in 4-H: _____

Shirt Size: (Oxford style button up shirt) _____

Which state level event(s) have you participated?

_____ EquiSmartz _____ State 4-H Championship Horse & Pony Show
_____ State Fair 4-H Horse Show

Have you participated at Southern Regionals? If yes, please give details:

Have you participated at Eastern National Roundup? If yes, please give details:

Questionnaire

The following is a list of questions about your 4-H horse project activities, other 4-H activities, and community and school involvement. Fill out to the best of your ability. You might not have activities to list under some questions. Be sure to include your experiences in citizenship, leadership, and public speaking. Examples of information should include but are not limited to: 4-H horse program experience (camps, competitions, training), school activities (clubs, sports), church activities, civic activities, community service, etc.

Participation in other **competitive events and activities** in the 4-H Program:

Participation in competitive **non 4-H horse program** equine events: (Example: breed shows, recognized shows, schooling shows)

Offices, committee positions, or leadership roles held in 4-H Clubs:

Offices, committee positions, or leadership roles held in **non-4-H** Clubs/Groups:

Have you attended an equine expo event? If yes, name which one(s) and give your impressions:

Have you helped with fundraising for your club or another an organization? If yes, please explain how:

Have you recruited new members into the 4-H horse program? If yes, please explain:

Have you written a news article about the 4-H horse program or promoted it in some fashion through media? If yes, explain:

List any honors or awards and scholarships you have received (4-H **and** other):

Discussion

Please answer the following questions. You may add additional pages if necessary, but please keep your answers brief.

What has 4-H taught me?

How has 4-H helped me?

How I would like to promote the Virginia 4-H Horse Program:

4-H Horse Program Ambassador Agreement Form

I have read and reviewed the "Virginia 4-H Horse Ambassador Program Information and Application Packet" and I am willing to make the Ambassador Program a priority and devote the time required, communicate with my advisors, and fulfill the obligations set forth. I will be active in my club and county 4-H program as well as maintain a good standing in school during my service as a Virginia 4-H Horse Ambassador. Further, I am willing to conduct myself in the highest standards expected of an Ambassador and will adhere to the Code of Conduct, the values set forth in Character Counts and the ambassador expectations listed in this packet.

Applicant's Signature

_____ Date

We (I) understand that our (my) son/daughter wishes to serve as a Virginia 4-H Horse Ambassador. We (I) will support him/her in fulfilling the responsibilities should he/she be selected. We (I) understand that this is a time and financial commitment. There will be training weekends and costs of meals and lodging. Financial costs will be kept as low as possible. The horse program will offset costs whenever possible.

Parent/Guardian Signature

_____ Date

We certify that the above named 4-H'er is enrolled, active, and in good standing in our 4-H horse club and county 4-H program. We support his/her application for the position of Virginia 4-H Horse Ambassador.

4-H Club Leader Signature

_____ Date

Extension Agent Signature

_____ Date

Please also attach with application:

- [Media Release](http://www.pubs.ext.vt.edu/388/388-054/388-054-PDF.pdf) (<http://www.pubs.ext.vt.edu/388/388-054/388-054-PDF.pdf>)
- [Code of Conduct](http://www.pubs.ext.vt.edu/4-H/4H-164/4H-164-pdf.pdf) (<http://www.pubs.ext.vt.edu/4-H/4H-164/4H-164-pdf.pdf>)
- [Equine Waiver](http://www.pubs.ext.vt.edu/388/388-035/388-035-PDF.pdf) (<http://www.pubs.ext.vt.edu/388/388-035/388-035-PDF.pdf>)

Virginia 4-H Horse Ambassador Program 2nd Year Short Form Application
-----ONLY COMPLETE IF YOU ARE APPLYING FOR THE SECOND YEAR-----

(deadline: July 31, 2018)

Instructions: Complete this application and "Save As"
Ambassador_YourLastName.PDF
include additional documents: signed agreement form, Media Release form, Code of
Conduct form and Equine Waiver form
and email (preferred) all to Sandy Arnold at horse4h@vt.edu or mail to:
Sandy Arnold, Youth Equine Extension Associate
VT MARE Center, 5527 Sullivans Mill Road
Middleburg, VA 20117

**Applicants must attend the State 4-H Championship Horse & Pony Show on
Thursday, September 13, 2018 for selection interviews.**

Questions? Contact Sandy Arnold by e-mail: horse4h@vt.edu
or by phone: 703-201-4322

Name: _____

Address: _____

E-mail: _____ Phone (cell): _____

Unit (County or City): _____

4-H Club: _____

Year in School or College: _____ Date of birth: _____

School or College attending: _____

Month & Year of High School Graduation: _____

Years in 4-H: _____ Shirt Size: (Oxford style button up shirt) _____

List 4-H and non-4-H Leadership positions, Activities and Awards Achieved in past year:

CALENDAR TO BE ATTACHED SOON