



AMERICAN  
**GUERNSEY**  
ASSOCIATION

# National Guernsey Queen & Princess Program Handbook

*The National Guernsey Queen and Princess program is designed to select distinguished young women who will serve as spokespeople for the American Guernsey Association (AGA) and promote the Guernsey breed. The primary purpose of the program is to advocate for Guernsey breeders, elevate the profile of the Guernsey cow and its products, and represent the AGA at public events. In addition to these duties, the program aims to cultivate young women's roles and voices in the agricultural industry, fostering the development of leadership, professionalism, and key skills that will serve them throughout their lives and careers.*

*Both the National Guernsey Queen and Princess will be expected to embody the highest standards of professionalism, poise, and conduct while attending official appearances that have been approved by the AGA's Executive Secretary, Program Chair, or a designated board representative. In these roles, they will represent the Guernsey breed, uphold the values and ideals of the AGA, and inspire others in the agricultural community. Their attire and actions will reflect the dignity of their titles, and they will avoid using their positions for personal gain.*

*Candidates for these titles must be between the ages of 18 and 21 on January 1st of the year they are running. If, for any reason, the National Guernsey Queen or Princess is unable to meet the program's standards, she will forfeit her title to the first runner-up.*

*This program provides an opportunity to showcase the pride and dedication of Guernsey breeders while fostering a deeper connection to the agricultural community. Through their leadership and advocacy, the National Guernsey Queen and Princess will serve as powerful ambassadors for the Guernsey breed and the American Guernsey Association, while also growing their own leadership, public speaking, and professional skills.*

## OFFICIAL RULES

1. Each candidate must be an active member in good standing of their state Junior Guernsey Breeders' Association (if available) and a youth member of the American Guernsey Association (AGA).
2. Candidates must be born between January 1, 2005, and December 31, 2008.
3. Each candidate must submit an official application, signed by a parent or guardian and by a non-family member of the American Guernsey Association.
4. The candidate is responsible for all expenses related to the contest and the candidate's participation in the convention at which they are running.
5. A panel of three judges will evaluate candidates based on poise, professionalism, general knowledge, speaking ability, and experience with Guernseys.
6. All candidates are required to participate in the Public Speaking contest. The rules for the speech contest are included with this application.
7. The candidate with the highest score will be crowned National Guernsey Queen, while the runner-up will be named National Guernsey Princess. Judges will be recommended to use the following scoring breakdown when selecting a Queen and Princess:
  - a. Application (50 Points)
    - i. Completeness and accuracy of information provided.
    - ii. Clarity and quality of written responses.
    - iii. Demonstrated understanding of the dairy industry and Guernsey breed.
    - iv. Commitment to responsibilities as National Guernsey Queen.
  - b. Impromptu Question (25 Points)
    - i. Ability to think quickly and respond clearly.
    - ii. Relevance and coherence of the answer.
    - iii. Confidence and poise in delivering the response.
  - c. Speech (50 Points)
    - i. Clarity, structure, and organization of the speech.
    - ii. Relevance to the dairy industry, agriculture or Guernsey breed.
    - iii. Delivery style: engagement, enthusiasm, and professionalism.
  - d. Interview (100 Points)
    - i. Communication skills: clarity, articulation, and responsiveness.
    - ii. Depth of knowledge about the dairy industry and the Guernsey breed as well as current issues.
    - iii. Confidence, composure, and ability to handle questions.
    - iv. Demonstrated leadership potential and ability to represent Guernsey breeders.

- v. Enthusiasm for the responsibilities of being National Guernsey Queen.
- e. Overall Impression (75 Points)
  - i. Professional appearance, demeanor, and attitude.
  - ii. Overall presentation and readiness to represent the dairy industry.
  - iii. Ability to inspire confidence in their leadership and public speaking.
  - iv. Personability and approachability.
- 8. Completed applications, along with a color photograph, must be emailed to the Executive Secretary and Program Coordinator no later than March 31.
- 9. Each candidate must sign and submit a National Guernsey Queen Code of Conduct Form.
- 10. If selected as Queen or Princess, the winners are expected to represent the American Guernsey Association at National Guernsey Shows, with expenses to be reimbursed following the Travel Stipend Policy out of the AGA Youth Account. They will also be required to attend the following year's National Convention.

## ROLES & RESPONSIBILITIES

As ambassadors for the Guernsey breed, the National Guernsey Queen and Princess play a vital role in promoting and supporting the breed through various platforms and events. Their responsibilities are as follows:

- Attend National Guernsey Shows, if possible, including the Open and Junior Shows at:
  - National Guernsey Show – Harrisburg
  - National Guernsey Show – Madison
  - National Guernsey Show – Louisville
  - National Guernsey Show – Lynden
    - *If either the Queen or Princess are located on the West Coast and within a reasonable proximity to the show.*
- Work 4 hours per day in the AGA booth at any show or event attended, unless approved otherwise by the Executive Secretary, Program Chair, or Board representative.
- Represent the Guernsey breed at these prestigious events by interacting with exhibitors, presenting awards, and engaging with attendees.
- Assist in the planning and execution of at least one event for the American Guernsey Youth Association (AGYA) during National Guernsey Shows, contributing to the development and success of youth-focused activities.
- Participate in local and state agricultural events, fairs, and functions as deemed appropriate to advocate for the Guernsey breed.
- Actively promote the Guernsey breed on social media platforms by:
  - Posting at least once a week on the official American Guernsey Association Youth Page, sharing educational posts, updates from events, and engaging content to reach a broad audience.
  - Highlighting the unique qualities, benefits, and advancements of the Guernsey breed to foster interest and support.
- Contribute to the *Guernsey Journal* by writing articles that highlight experiences, industry updates, and information about the Guernsey breed.
- Write and submit at least three articles annually to regional agricultural publications to promote the benefits and unique qualities of the Guernsey breed to a broader agricultural audience.
- Serve as role models and mentors within the Guernsey community, inspiring younger members to participate and engage in breed-related activities.
- Foster relationships with other agricultural organizations and individuals to build awareness and support for the Guernsey breed.
- Seek out opportunities to promote the Guernsey breed as deemed appropriate.

## **National Guernsey Convention**

At the conclusion of their reign, the Queen and Princess are expected to participate fully in the National Guernsey Convention as part of their final responsibilities. Their roles include:

- Serving as mentors to the candidates running for National Guernsey Queen and Princess, providing guidance and support throughout the process.
- Delivering a retiring address to reflect on their experiences, share highlights, and inspire others to continue supporting the Guernsey breed.
- Assisting on an as-needed basis during convention activities, ensuring the event's success and representing the Guernsey breed professionally.

## **General Expectations**

- Maintain a professional and positive image in all activities, ensuring behavior reflects well on The American Guernsey Association and the Guernsey breed.
- Provide updates and feedback to the American Guernsey Association Board as requested to share insights and experiences from events and initiatives.

# CODE OF CONDUCT

The National Guernsey Queen and Princess recognize the responsibility of representing the American Guernsey Association (AGA) and will conduct themselves in a manner that upholds the values of the organization. They agree to abide by the following expectations during their reign:

## 1. Representation and Professionalism

- The National Guernsey Queen and Princess will serve as ambassadors for the American Guernsey Association, attending all approved public appearances and events, as determined by the Executive Secretary and/or Program Coordinator.
- They will promote the AGA, the Guernsey breed, and its products with enthusiasm and respect.
- They will uphold a high standard of professionalism in their conduct, attire, and demeanor at all times.
- They will not consume alcoholic beverages while representing the AGA at any official function.
- They will attend events related to Guernsey affairs and will not use their title for personal gain or outside the context of the AGA's interests.
- If they are uncertain about an event's appropriateness or whether to attend, they will seek approval from the Executive Secretary or their designee.

## 2. Eligibility

- Both the Queen and Princess must be in good standing with The American Guernsey Association (AGA).
- The National Guernsey Queen and Princess title is open to candidates born between January 1, 2005 and December 31, 2008.

## 3. Attire and Appearance

- The National Guernsey Queen and Princess will wear the crown and banner when appropriate for the occasion, ensuring that their attire reflects the formality and significance of the event.
- They will prioritize formal or semi-formal attire for official functions, reserving informal clothing for non-public or non-official settings.

## 4. Fiscal Responsibility

- The National Guernsey Queen and Princess recognize the importance of fiscal responsibility in their role and will make every effort to minimize expenses during their reign.
- All requests for reimbursement of travel-related expenses must comply with the Travel Stipend Policy, which outlines the guidelines for submitting claims. This includes providing necessary documentation and adhering to allowable expense limits. Failure to follow these guidelines may result in denied reimbursement.

## 5. Social Media Conduct

- The National Guernsey Queen and Princess will use social media responsibly and thoughtfully, understanding that their posts reflect both themselves and the American Guernsey Association.
- They will not post content that is inappropriate, offensive, or contrary to the values of the AGA, including but not limited to content that promotes harmful behavior, divisive opinions, or negative portrayals of others.
- Any violation of this policy on social media may result in disciplinary action, including the forfeiture of their title if deemed necessary by the AGA Board.

## **6. Failure to Meet Standards**

- If the National Guernsey Queen or Princess is unable to meet the expectations outlined in this Code of Conduct, they will voluntarily forfeit their title to the first runner-up, as notified by the Executive Secretary.

## **7. Conduct and Accountability**

- The National Guernsey Queen and Princess will maintain a positive and respectful image, both online and in person, as they represent the AGA and the Guernsey breed.
- They understand that violations of this Code of Conduct may result in disciplinary action, including the possible forfeiture of their title.

*\*\*By running for the title of National Guernsey Queen or Princess, candidates are agreeing to these terms and their understanding of the National Guernsey Queen and Princess Code of Conduct as well as authorize this within their application.*

# TRAVEL STIPEND POLICY

## Purpose

The purpose of the travel stipend is to assist the National Guernsey Queen and Princess with the costs associated with attending events related to their duties.

*The submission of expenses is not required and is at the discretion of the Queen, Princess and their families.*

## Eligibility

- The National Guernsey Queen and Princess are each eligible for up to \$1250 in reimbursements during their reign to attend approved events as part of their official responsibilities. *\*This does not include the cost of registration for the National Guernsey Convention, which will also be reimbursed but not count towards the \$1250.*

## Covered Expenses

The travel stipend may cover the following expenses:

### Transportation:

- **Flights:** Airfare will be reimbursed for economy class seats only, with a maximum reimbursement of \$400 unless prior approval is given by the Executive Secretary, Program Chair, or a designated board representative. Baggage fees will also be reimbursed for up to (1) 50-pound standard checked bag.
- **Mileage:** Reimbursement for personal vehicle use will be calculated at the current federal mileage rate, but will not exceed the cost of a round-trip airline ticket to the event destination.
- **Parking:** Parking fees at event locations or related venues will be reimbursed.
- **Public Transportation:** Reimbursement for train, bus, or travel fares, if applicable.

### Accommodation:

- Hotel or lodging expenses will be reimbursed up to \$150 per night. Any amount exceeding this limit must be pre-approved by the Executive Secretary, Program Chair, or a designated board representative.
- The cost of one additional hotel room night will be reimbursed either for the night before or the night after the events, if needed to accommodate travel, unless otherwise approved by the Executive Secretary, Program Chair, or board representative.

### Meals:

- A daily meal stipend of up to \$50 for the duration of the events.

### Event Fees:

- Any necessary registration or event-related fees, if not covered by the event organizer.

## Non-Covered Expenses

The following expenses are not eligible for reimbursement:

- Travel expenses for guests or family members.
- Alcoholic beverages.
- Non-event-related personal expenses, such as entertainment, shopping, or other incidental costs.

## **Request Process**

### **Pre-Approval:**

- The Queen and Princess must submit an event request form for approval before booking any travel or accommodations.

### **Submission of Receipts:**

- All original receipts, including those for transportation, accommodation, meals, and any other relevant expenses, must be submitted along with the completed travel reimbursement form within 30 days of the events' conclusion.

### **Reimbursement:**

- Reimbursement will be processed within 30 days following the receipt of all necessary documentation. Payment will only be issued in the form of a check.

## **Guidelines and Expectations**

- The National Guernsey Queen and Princess are expected to choose economical travel options and accommodations whenever possible.
- It is recommended that the Queen and Princess carpool together or with fellow Guernsey breeders, share a room with each other, and explore other cost-saving measures for the benefit of the American Guernsey Association.
- Travel stipends will only be paid for days during which the Queen and Princess are serving the AGA in an official capacity and/or traveling to or from the events.
- Any questions regarding eligible expenses or the stipend process should be directed to the AGA's Executive Secretary, Program Chair, or designated board representative.

## **Denial of Reimbursement**

Reimbursements may be denied under the following conditions:

- Failure to fulfill all assigned duties at the event.
- Actions unbecoming of the National Guernsey Queen or Princess, as determined by the American Guernsey Association Board of Directors.
- Failure to submit receipts and/or the travel reimbursement form within 30 days of the events' conclusion.

## **Changes to Policy**

*The AGA Board of Directors and Program Chair reserves the right to amend this policy at any time. Any changes to the policy will be communicated to the National Guernsey Queen and Princess within 30 days of the changes.*

# National Guernsey Queen & Princess Application

**To become a candidate, email the following information within a single PDF document as well as a high resolution photo to [ralden@usguernsey.com](mailto:ralden@usguernsey.com) and [footem@schuylerville.org](mailto:footem@schuylerville.org).**

- National Guernsey Queen & Princess Application & Signature Page, found on page 9.
- Cover Letter addressed to *Program Coordinator, American Guernsey Association, 1224 Alton Darby Creek Rd., Suite G, Columbus, OH 43228.*
- Current Resume which should highlight your education, work experience, leadership experiences, youth activities, dairy involvement, etc.
- 1 Letter of Recommendation from an individual familiar with the candidate's dairy and personal experiences.
- 5 written responses as prompted below and to not exceed 5 pages, double spaced.

**Written Responses:** Please respond to the following prompts in no more than one page, double-spaced, using a 12-point font for each prompt.

1. Please provide an overview of your home farm and describe your involvement in its operations.
2. What are your long-term career goals, and how do you plan to remain involved with the Guernsey breed in the future?
3. What aspects of the Guernsey breed should be emphasized to maintain its competitiveness in today's dairy industry?
4. What motivated you to pursue being National Guernsey Queen or Princess, and how do you envision using this position to make a positive impact on the Guernsey breed?
5. How can the Guernsey breed better promote the Guernsey cow, its breeders, and the American Guernsey Association to increase awareness and support within the dairy industry and among consumers?

# National Guernsey Queen & Princess Application and Signature Page

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

Birthdate: \_\_\_\_\_ Age as of January 1: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Farm Name: \_\_\_\_\_

**Number of Registered Guernseys Owned/Leased:**

Cows: \_\_\_\_\_ Heifers: \_\_\_\_\_ Calves: \_\_\_\_\_

Parent/Guardian(s) Name(s): \_\_\_\_\_

Parent/Guardian(s) Address (If different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## National Guernsey Queen Code of Conduct Acknowledgment

As the National Guernsey Queen, I recognize the responsibility of representing the American Guernsey Association (AGA) and will conduct myself in a manner that upholds the values of the organization. I have read and fully understand the National Guernsey Queen Code of Conduct. If selected, I commit to upholding these standards and acknowledge that any violation may lead to the loss of my title.

*Candidate Signature:* \_\_\_\_\_ Date: \_\_\_\_\_

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

Parent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

American Guernsey Association Member Endorsement:

Member Name: \_\_\_\_\_ Date: \_\_\_\_\_