

**Defeat of Jesse
James Days
Ambassador Scholarship
Program**



HISTORY

Guns blazed and panic reigned for a bloody seven minutes on the streets of Northfield on September 7, 1876. An attempted bank robbery by one of America's most notorious band of outlaws, the James-Younger Gang—was being foiled by a determined group of Northfield citizens.

When the smoke cleared, two citizens and two robbers were dead and the remainder of the Gang fled empty handed on their horses. The funds in the First National Bank were safe. Unfortunately, lives were lost, including that of Joseph Lee Heywood, the bank's acting cashier.

A posse pursued the battered Gang across southern Minnesota until three raiders were captured and another killed in a shoot-out near Madelia, MN.

Only Frank and Jesse James escaped. Cole, Jim and Bob Younger were brought to justice and sent to Stillwater State Prison with life sentences.

Why the James-Younger Gang ventured so far north from their Missouri homeland to rob the Northfield Bank has been the subject of much discussion. Many historians feel the robbery may have been the last battle of the Civil War.

The bank held substantial funds of two men who were despised by Southerners and some think the Gang was out to settle a score with the Yankees. General Adelbert Ames, a member of the Northfield family that owned the mill, was the provisional Governor of Mississippi after the Civil War. His father-in-law, General Benjamin Butler, was hated for his occupation of New Orleans during the Civil War.

We may never know, but the stubborn courage of the Northfield people changed the face of history. The raid marked the end of the legendary James-Younger Gang.

Jesse James was murdered in St. Joseph, Missouri in 1882 by Bob Ford. Frank James surrendered to the Governor of Missouri, was tried in court but never sentenced for any of his crimes. He died of old age in 1915.

MISSION STATEMENT

The Defeat of Jesse James Days Ambassador Scholarship Program is designed to promote growth and educational experiences to young adults through the promotion of the Defeat of Jesse James Days celebration. The Defeat of Jesse James Days is dedicated to volunteerism and developing leaders who will serve as positive role models. The Defeat of Jesse James Days Ambassador Scholarship Program accomplishes this by enabling young adults to 1) learn more about the Defeat of Jesse James Days history and celebration, 2) participation in the promotion of the Defeat of Jesse James Days while educating the public as our ambassadors and 3) create lifelong memories and associations.



Thank you for your interest in the Defeat of Jesse James Days Ambassador Scholarship Program! Each year the Defeat of Jesse James Days crowns ambassadors to promote our great celebration within our own community and throughout the region. The ambassadors will spend the next year visiting many other communities and meeting hundreds of people through parades, coronations and volunteering at other special events. One Ambassador will have the opportunity to participate in the St. Paul Winter Carnival and Minneapolis Aquatennial Programs. Aside from the lifelong memories and associations that will be made, at the end of their satisfactory year long reign, scholarships will be presented! Best of luck!

The DJJD Ambassador Scholarship Program Committee

Entry Requirements and Information

1. The candidate must be at least 17 years of age by July 15th of the current year of the coronation for the celebration in which they are competing.
2. A candidate must work within or have their permanent address within the Northfield School District #659.
3. A candidate is eligible to compete for the Ambassador Scholarship Program as often as they like up through the age of 22; or until crowned.
4. A candidate may never have been married nor have a marriage annulled. Upon accepting the title, the candidate agrees that they will not marry or become pregnant during their reign. The candidate may not be pregnant or have children.
5. A candidate must not have any visible tattoos or wear body piercing (excluding minimal pierced ears) with the discretion of the Defeat of Jesse James Days Ambassador Committee.
6. The candidate should be in good health.
7. Each candidate must have a sponsor; i.e., employer, business, organization, etc.
8. Registration form, informational sheet, sponsor's contract and entry fee must be completed and in the hands of the chaperone and/or Defeat of Jesse James Days Ambassador Committee by the assigned deadline.
9. All candidates need to be available for interviews with the local media.
10. Sashes, with the sponsor's name, will be constructed after registration is completed. The sash is to be worn for all official appearances; prior to and through the entire celebration.
11. The candidate will be required to participate in the entire Ambassador Candidate Program, from the time of registration to the end of the celebration week.
12. Full-time volunteer chaperones will be available to give guidance and direction in making proper appearances. There will be public appearances, luncheons, dinners, judged interviews and possibly other activities. It is the Defeat of Jesse James Days Committee's desire to make this occasion a truly memorable experience in each candidate's life.
13. A candidate authorizes the use of photographs, likeness, voice recording, autograph and name for all publicity and commercial purposes in connection with the Defeat of Jesse James Days.
14. If the number of ambassador candidate applications exceeds 16, registration will be accepted according to the date received.

Judging and Qualifications

1. Race, religion, economic status and gender have no bearing on the selection of the Defeat of Jesse James Days Ambassadors.
2. Judging is based on all of the following and not necessarily in the order presented:
 - **Acceptance of Duties and Responsibilities:**
The candidate will be asked to verify willingness to accept the role and responsibilities of Defeat of Jesse James Days Ambassador.
 - **Appearance:**
The candidate will dress business like for the personal interview and formal attire for the coronation.
 - **Communication Skills:**
The candidate should be articulate and possess interpersonal and public speaking skills.
 - **Personality:**
The personality of the candidate should reflect sound quality of mind and character. The candidate should radiate health, vitality and wholesomeness; they should project friendliness with proper restraint. A candidate must be able to handle themselves with confidence and decorum in any situation
 - **Poise:**
Poise is determined by the manner in which the candidates conducts themselves with their peers the same age and the general public. Candidates should be pleasant, friendly and unperturbed by unusual circumstances.
3. Each candidate must agree that if selected as Defeat of Jesse James Days Ambassador, all other titles will be relinquished immediately. If an Ambassador should receive a title with duties that will conflict with the duties of this position, the DJJD title will be relinquished as soon as possible.
4. The Defeat of Jesse James Days Ambassadors are not required to postpone educational pursuits during their year-long reign. However, it must be kept in mind the busy travel and appearance schedule. It is best suited if ambassadors works with the assigned chaperone on location, work and/or school schedules.
5. The candidate has the option to disqualify themselves from selection as Defeat of Jesse James Days Ambassador at their own will.
6. At the conclusion of judging, the results will be placed in a sealed envelope. The envelope will be given to either the General Chairman or the Defeat of Jesse James Days Attorney and held at the attorney's office. At the end of the reign; the envelope will be destroyed by the General Chairman.
7. In the event the envelope needs to be opened, the General Chairman will retrieve it from the attorney and will be opened by the Board of Directors.

Candidate Code of Conduct

1. The purpose of the Defeat of Jesse James Days Ambassador Scholarship Program is to promote the Defeat of Jesse James Days celebration.
2. During the Defeat of Jesse James Days celebration and prior appearances, ambassador candidates will travel in a group with the chaperone(s).
3. During official appearances, current ambassadors and candidates need to conduct themselves and others with respect, discretion and decorum.
4. Sponsor sashes shall be removed when not performing official duties (this is for safety purposes).
5. Smoking is not permitted during appearances.
6. Consumption of alcoholic beverages and use of drugs is not permitted. If of legal drinking age, candidate may enter the Entertainment Center or Rodeo Beer Garden provided they conduct themselves in a responsible manner. Sponsor sashes should not be worn at these locations unless performing official duties.
7. Each candidate is required to be present at all functions planned for the candidates, until the end of the celebration.
8. Any candidate may be dismissed by the sole discretion of the Defeat of Jesse James Days Ambassador Committee.
9. Each candidate has chosen to participate in the Defeat of Jesse James Days celebration and its community. While it is important to remember this responsibility at all times, this program will also offer you a time for FUN, FESTIVITY and LIFE-LONG MEMORIES.

Ambassador Code of Conduct

1. The purpose of the ambassadors is to promote the Defeat of Jesse James Days celebration.
2. The ambassadors will be expected to make at least 90% of the scheduled appearances during the year-long reign, outside of our celebration, including holidays.
3. Your final duties include hosting your Ambassador VIP Reception prior to the next year's parade. Your parents will be asked to assist.
4. One Ambassador will have the opportunity to participate in the St. Paul Winter Carnival Program and compete in the Minneapolis Aquatennial Queen of the Lakes competition. Your participation in these events will be sponsored by the Defeat of Jesse James Days Committee.
5. Volunteer work will be required throughout the reign; including working shifts at the Northfield Historical Society, as schedule fits.
6. The official attire, sash and tiara/hat must be worn by the ambassadors at all official appearances. When not in the presence of an official chaperone(s), the sash and tiara/hat must be taken off.
7. Keep in mind, you are representing the celebration and the city of Northfield. At all official appearances, you will attend and leave with your chaperone. Friends and relatives are invited to attend on their own.
8. During the celebration or any other official appearances drug use, smoking and alcohol consumption is not permitted.
9. The ambassadors are invited to attend the Defeat of Jesse James Days Board and Committee meetings. The Secretary will send out notices of when and where these are held.
10. All decisions will be made by the Chaperone(s) and/or the Defeat of Jesse James Days Committee. Any suggestions of the ambassadors will be considered.
11. Any concerns, problems or disagreements must be addressed through the chaperone(s). If further assistance is needed, the Defeat of Jesse James Days Committee will become involved.
12. Any ambassador may be dismissed by the sole discretion of the Defeat of Jesse James Days Committee. Any dismissal will result in forfeiture of scholarship funds.
13. After satisfactory completion of your reign your scholarship will be paid after submitting a completed request form and a copy of bill(s) or invoice(s) from the school. All checks will be made payable directly to the school or financial institution.

The Defeat of Jesse James Days Committee has established the following wardrobe suggestions for the Candidates and Ambassadors:

For Candidates:

- Sponsor Sash—worn throughout candidates appearances.
- Official Candidate Outfit—to be determined each year by Candidate Chair and worn throughout candidate appearances.
- Candidate Formal wear—worn at coronation and other specific events throughout the celebration.
- Accessories—as appropriate.
- Business Attire—suitable for interviews with judges.

For Ambassadors:

These will be selected and partially purchased by the Defeat of Jesse James Days Committee and should be worn to all official appearances as determined by the Ambassador Chaperone throughout the reign.

- Coronation Formal-wear
- Sash
- Tiara / Hat
- Parade Attire
- Accessories /Jewelry
- Casual attire to be determined by the DJJD Ambassador Committee

Consultation with Ambassador Chaperone about wardrobe before each appearance is required. Outside the official appearances, candidates and ambassadors should represent themselves in good taste.

Defeat of Jesse James Days
Ambassador Committee
P.O. Box 23
Northfield, MN 55057

www.djjd.org

