



The Canadian Seed Trade Association
Invites You To

*Imagine a Career Where
You Can Make a Difference*

2012/2013 CAMPUS AMBASSADOR PROGRAM

The Canadian Seed Trade Association (CSTA) represents the interests of 138 corporate members engaged in all aspects of seed research, production, and marketing, both domestically and internationally. The Association strives to Foster Seed Industry Innovation and Trade throughout Canada. As part of that mission, we have launched a campaign to get more young talent educated and interested in 'Careers Where They Can Make a Difference,' in the seed industry.

As part of this national campaign, we are seeking students at 5 Canadian Universities to be part of our 2nd annual CSTA Campus Ambassador Program. These elite students will be the face of the seed industry in Canada and on their campuses!

"Being a Campus Ambassador has helped me in many ways. I have learned more about the seed industry from leaders in the business, learned more about my campus and students in all colleges, and my overall confidence has increased thanks to the support of everyone at the CSTA. My involvement in the Campus Ambassador program has opened so many doors for me and I highly recommend this program!" – Andrea De Roo, University of Saskatchewan

The CSTA is seeking
Campus Ambassadors at the
following Universities
(click each to learn more and apply).

[THE UNIVERSITY OF GUELPH](#)

[MCGILL UNIVERSITY](#)

[UNIVERSITY OF
SASKATCHEWAN](#)

[THE UNIVERSITY OF ALBERTA](#)

[THE UNIVERSITY OF MANITOBA](#)

About the Opportunity

Only one student at each university will be selected for the program. Ideal candidates are those who are well connected on their campus and enjoy public speaking. Ambassadors are estimated to spend up to three hours each week on projects related to the program during the months of August 2012 thru April 2013. Ambassadors will have the opportunity to travel, with expenses covered, to the CSTA headquarters in Ottawa for training and semi-annual meeting. Ambassadors will receive a \$1,000 honorarium upon completion of the program.

A day in the life of a CSTA Campus Ambassador

- Identify and present CSTA material to classes and organizations on campus where student members would have interest in seed related careers and have a desire to make a difference in the global challenge to feed the world.
- Create and post flyers, send emails, and other forms of communication to communicate seed-related careers on your campus.
- Represent CSTA at on-campus events where seed-related career material can be distributed.
- Prepare weekly activity journal reports of activities.

Want to learn more? Visit our
[website](#) and watch our video
to explore more about a

*Career Where You
Can Make a
Difference*