



"We see youth as capable...it's our thing!"

AGENDA

Wednesday, Aug 16, 2017

All Day	Move In	
1:00 p.m.	Registration	
2:00 p.m.	Stepping Up	NYC Juniors & Seniors
	The 'Bull' Pen	
6:30 p.m.	Orientation	All Breeds & Senior and Junior NYC
7:00 p.m.	Advocacy Challenge	NYC, All Breeds

** Herdsman Award judging begins Wednesday evening through to Saturday conclusion.

Thursday, Aug 17, 2017

8:30 a.m.	Announcements and Instructions	
9:00 a.m.	Clipping	NYC, All Breeds
10:00 a.m.	Pee Wee Cow Camp Begins	Pee Wees
10:30 a.m.	Grooming	NYC, All Breeds
1:30 p.m.	Western Canadian Show Team Judging	Junior Division
	Showmanship	Senior All Breeds, Senior NYC
3:00 p.m.	It's All Social To Me	NYC, All Breeds
5:00 p.m.	Supper	<i>On your own</i>
7:00 p.m.	All Breeds Carnival	Fun for Everyone

Friday, Aug 18, 2017

8:30 a.m.	Announcements and Instructions	
9:00 a.m.	Western Canadian Show Team Judging	Senior Division
	Showmanship	Junior All Breeds, Junior NYC, Pee Wee
10:00 a.m.	Pee Wee Cow Camp Begins	Pee Wees
11:00 a.m.	Lightening Round Interviewing	Senior NYC and Senior All Breeds
1:00 p.m.	But Do You Have What They Need?	All Breeds & Senior and Junior NYC
2:30 p.m.	Lady Elaine Yearling Heifer Bracket Tournament	
5:30 p.m.	Supper	<i>Provided</i>
6:30 p.m.	Award Presentations	
7:30 p.m.	Music and Dancing for All!	

Saturday, Aug 19, 2017

9:00 a.m.	Canadian National "All Breeds" Junior Show
Followed by	UFA Youth Supreme Quest
	Announcement of National Young Cattleman of the Year

Competition Preparation and Descriptions

Showmanship

Participants are judged on their ability to present and show their livestock. This competition will happen simultaneously with the Western Canadian Judging Competition.

NYC, All Breeds

Western Canadian Show Team Judging

This year's competition has changed its format! Junior qualifying teams will compete on Thursday, August 17 and Seniors will compete on Friday, August 18. Top 5 and Grand Champions will be announced at the Awards banquet Friday evening!

Team Judging Teams

Clipping

Animal can be washed but must not be recently clipped prior to competition. Points are awarded based on the visual difference your clipping made to the presentation of the animal. Participant must provide animal for competition

NYC, All Breeds

Grooming

The grooming competition will be twenty minutes in length. Animals are to be washed and clipped prior to the competition but dressing prior to commencement will result in disqualification. Judges will evaluate on the use of equipment, knowledge, skill, involvement, final appearance and presentation of the heifer.

NYC, All Breeds

Advocacy Challenge

With such a small portion of our population involved in agriculture — even fewer in animal agriculture — advocacy is critical to our sustainability. No preparation necessary. All information and/or materials will be available at show.

NYC, All Breeds

It's All Social to Me!

Social media is all about people. It is a way to build relationships, share information, and connect with diverse audience of people you may never meet in real life. No preparation necessary. All information and/or materials will be available at show.

NYC, All Breeds

Lightning Round Interviewing

Can you convey your personal value to an employer, colleague or client in under 5 minutes? According to a study 60% of hiring managers made their decision within the first 15 minutes, 26% did it in less than 5 min and 5% made their decision in the first minute. The first 5 minutes is critical.

NYC, All Breeds

But Do You Have What They Need?

A successful business starts with knowing your customers. You may already know them as friends, neighbours and family. You have a product to sell, but do you really know what value you can provide to your customers or what they *want* or *need*? No preparation necessary.

NYC, All Breeds

Herdsman Award

Displays are judged on things such as the neatness of the exhibit and immediate area, appearance of the animals, attractiveness of signs and the display area and the initiative and courtesy displayed by the contestant with dealing with the public and fellow exhibitors.

All Participants

Lady Elaine Yearling Heifer Bracket Tournament

Inspired by the US College March Madness Basketball Tournament there will be a Single Elimination Heifer show on Friday, August 18th at 2:30 p.m.

All 2016 born yearling heifers entered in the ALL Breeds Show, (including Purebred, Commercial, Peewee and Open heifers), will be automatically entered in the Bracket Tourney for free. It will be a "dry brush" show. Heifers will be placed in the tournament "bracket" by age, starting with the two youngest heifers and ending with the two oldest heifers.

Heifers will show in pairs with the winning heifer moving on to the next round. Prize money will be paid for each win, with the \$ amount increasing in each round, ultimately ending in a head to head showdown for one Grand Champion.

Copies of the tournament, and places to predict winners will be made available for purchase prior to the show. These brackets must be handed in and entered 15 minutes prior to the show starting. The junior division brackets will sell for \$5 and the Open Division Brackets will sell for \$20. Half the proceeds will go to the entry with the most predicted wins, half the proceeds will go to the All Breeds show as a Fundraiser.

Parents and All Participants

National Young Cattleman Competitors ONLY!

Stepping Up

Sometimes structure, deadlines, and plans aren't the best way to lead. At times, it is more effective to go with the flow, take it as it comes and explore each new opportunity. There will be several opportunities offered to National Young Cattleman participants, both Junior and Senior, to step up to the plate. Being a leader does not always mean that you are the most skilled or capable person within a group. It may mean that you have an ability to see what needs to be done in a group and are able to utilize other group members skill sets. Participants may choose one or more opportunities to step up but assessment will be on the quality of the effort. If participants choose more than one opportunity, the highest scoring assessment will be chosen.

Senior and Junior NYC

The 'Bull' Pen

Objective:

Successful leaders and businesses often use "out of the box" thinking to tackle challenges – they find opportunities where others see barriers. In this activity, you will be creating a business opportunity and presenting it to a group of four investors from our "Bull Pen" (think Dragon's Den). We believe there are many different ways to forge successful careers and businesses in the agricultural industry. We want to put your creativity to the test and encourage you to push your own limits when it comes to imagining all the possibilities that exist in our industry. You will be required to choose three different items from our "Tack Box" that must be incorporated into your business idea. How you use them is up to you!

Who you will be presenting to:

"The Bull Pen"

You will be selling your business opportunity to a group of four “Bulls”. They will represent the following areas of our beef industry.

1. Seed Stock Producers
2. Commercial Cow-calf Producers
3. Feedlots
4. Retail/Restaurants

Now choose your items from each tack box.

Tack Box #1

You must pick one of the following target markets to serve. Remember there is many opportunities and markets within each area, so think about all the opportunities that exist in each market place:

1. Seed Stock Producers
2. Commercial Cow-Calf Producers
3. Feedlots
4. Retail/Restaurants

Tack Box #2

You must pick two of the following items and incorporate them into your business:

1. Video camera
2. 5 acres of marginal land
3. School Bus
4. Live streaming technology
5. Drone
6. A personal connection at a major magazine (of your choice) who owes you a favour.
7. An old riding arena
8. Sewing machine
9. 100 t-shirts
10. A Shopify online store front
11. 5 years worth of your own BIXS cattle data
12. A plane ride anywhere in the world
13. 2 hours of Jamie Oliver’s time

You will present the following :

1. Your pitch.
2. The ask: What you are selling your opportunity for?
3. Why you chose the tack box items you did and how you are utilizing them.

Senior NYC