



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

## AGENDA

### Wednesday, Aug 15, 2018

All Day	Move In	
1:00 p.m.	Registration	
2:00 p.m.	Practical Skills	NYC Juniors
	The 'Bull' Pen	NYC Seniors
3:00 p.m.	Livestock Skill-A-Thon (Teams)	All Breeds
7:00 p.m.	All Breeds Carnival	Fun for everyone

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

### Thursday, Aug 16, 2018

7:00 p.m.	Orientation	All Breeds & Senior and Junior NYC
8:30 a.m.	Clipping and Pee Wee Clipping/Grooming	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/NYC
6:00 p.m.	Hot Dog Supper	<i>Provided</i>
7:00 p.m.	Backleg Competition Jackpot	Open – All Ages (including adults)
7:30 p.m.	Family Dance!(Adult and Youth)	Fun for Everyone

### Friday, Aug 17, 2018

8:30 a.m.	Announcements and Instructions	
9:00 a.m.	Western Canadian Show Team Judging	Senior Division
	Showmanship	Junior All Breeds/NYC, Pee Wee
10:00 a.m.	Pee Wee Cow Camp Begins	Pee Wees
2:30 p.m.	<b>"Heads Up" Yearling Heifer Bracket Tournament</b>	
5:30 p.m.	Supper	<i>Provided</i>
7:00 p.m.	Award Presentations	

### Saturday, Aug 18, 2018

9:00 a.m.	2018 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 16 and Seniors will compete on Friday, August 17. 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**

## Livestock Skill-a-thon

A team event for All Breeds competitors. Team consists of one Junior and one Senior OR two Juniors of your own choosing (two seniors may NOT compete as a team). Each team will compete at stations with tasks/problems. NYC participants may compete but are **not** required to. No preparation necessary.

**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 17th at 2:30 p.m.

All 2017 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!**

#### **Practical Skills**

The competition will be a series of practical activities reflective of skills that might be necessary to succeed in the farming or agricultural industry. No preparation is necessary as stations will not be made public until the beginning of the competition.

Participants will be scheduled throughout the time period so that you are not standing all afternoon waiting for your turn to come. The schedule will be posted by 1:00 p.m. Wednesday, August 15.

## **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

Participants will be scheduled throughout the time period so that you are not standing all afternoon waiting for your turn to come. The schedule will be posted by 1:00 p.m. Wednesday, August 15.

*Now choose your items from each of the following tack boxes:.*

### **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. 3D Printer
2. 5 acres of marginal land
3. A day with any professional's time
4. Live streaming technology
5. Embroidery machine
6. A personal connection at a major magazine (of your choice) who owes you a favour.
7. A vacant granary
8. Sewing machine
9. A Shopify online store front
10. 5 years worth of your own BIXS cattle data
11. A plane ride anywhere in the world
12. 2 hours of Jamie Oliver's time
13. 2 hours of Neil Patel's time

### **Final Task**

Create a one page marketing plan.

**You will be evaluated on the following :**

1. Your pitch
2. Critical thinking in your response to questions
3. Your marketing plan

**Senior NYC**