



2023 FIELD DAY CONTEST RULES

**SDJHA
CONTEST AGE BREAKS**

Contest	Pewee	Junior	Intermediate	Senior
Extemporaneous Speech	NONE	NONE	14-17	18-21
Future Professionals Contest	NONE	NONE	14-17	18-21
Illustrated Speech	7-9	10-13	NONE	NONE
Individual Sales	7-9	10-13	NONE	NONE
Sales Academy	NONE	NONE	14-17	18-21
Team Sales – 2 (1 Peewee or Jr. and 1 Int. or Sr.)				
Photo Contest	7-9	10-13	14-17	18-21
Promotional Poster Contest	Up to 9	10-13	NONE	NONE
Showmanship	7-9	10-13	14-17	18-21
Fitting – qualifying for State Fair Team – 1 of each age	Beginner 8-10	Junior 11-13	NONE	Senior 14-18
Fitting – qualifying for NJHE – 1 of each age	7-9	10-13	NONE	14-21
Obstacle Course	7-9	10-13	14-17	18-21

Ages are as of January 1 of the Current Year

EXTEMPORANEOUS SPEAKING CONTEST

The Extemporaneous Speaking Contest is designed to encourage interest in promoting the beef industry and projecting Herefords in a positive image through public speaking.

RULES

INTERMEDIATE & SENIOR CONTEST ONLY

1. Contestants must be a member of the South Dakota Junior Hereford Association.
2. The intermediate division is for youth 14-17 and the senior division is for youth 18-21 as of Jan. 1 of the current year.
3. Contestants will speak on a topic selected in a random drawing. Subject areas will include, but are not limited to:
 - The History and Development of Hereford Cattle
 - Breeding and Crossbreeding Programs
 - Genetics and Performance
 - Managing/Marketing of Beef Cattle
 - Newsworthy topics relating to the beef industry
4. Contestants will report to a preparation room 30 minutes prior to their scheduled speaking time to draw their topic. Contestants will be randomly assigned three topics and select one on which to speak.
5. During the preparation time contestants will be able to use a binder of notes and research put together prior to the contest. Contestants are allowed to take notes to present from.
6. Speeches will be 3 to 7 minutes in length. Speakers who finished before the 3 minutes have elapsed or who have run past 7 minutes will be penalized 1 point for each minute over/under. Following the speech, time will be allowed for questions from the judges.
7. There will be different topics for intermediate and senior divisions.

JUDGING PROCEDURES

1. Contests will be judged on the following:
 - Subject Knowledge (30%)
 - Organization (10%)
 - Presentation (30%)
 - Response to Questions (20%)
 - General Effectiveness (10%)
2. Presentations will be Friday, June 9, 2023.

FUTURE PROFESSIONALS CONTEST

The objective of the contest is for NJHA members to create a resume based on factual work, experiences, education, etc., of the junior that can be used for future career and educational purposes.

RULES

1. Contestants must be a member of the South Dakota Junior Hereford Association
2. All work must be of that entrant.
3. Entry must be submitted at check-in time on June 9, 2023

PROCESS

1. A panel of qualified judges will critique the entries.
2. Resumes will be critiqued on the following:
 - Organization
 - Content
 - Grammar
 - Categories Used
 - Relevance
 - Layout and Format

TOPICS

Intermediate contestants will submit a cover letter and resume tailored towards applying for a scholarship through the Hereford Youth Foundation of America (HYFA).

Senior contestants will apply for any job position of their choice. In the objective of your resume/cover letter please list the job title/explain the job you're applying for.

ILLUSTRATED SPEECH CONTEST

The purpose of the Illustrated Speech Contest is to encourage public speaking and leadership abilities in youth, to develop character and leadership in Hereford youth and promote interest in the beef industry and project Herefords in a positive image.

RULES

1. The speech topic should be related to the beef industry.
2. Contestants must be a member of the South Dakota Junior Hereford Association.
3. The Junior division is for youth between the ages of 10-13 years of age on Jan. 1.
4. The Peewee division is for youth between the ages of 7-9 years of age on Jan. 1.
5. Length: 3-5 minutes
 - No points will be deducted for speech lengths of 2 1/2 minutes to 5 1/2 minutes. After that, each
6. A 30-second period over or under will result in a 10-point deduction.
7. The speech must be presented orally.
8. A minimum of one illustration, visual aid or presentation must be prepared and used. Types of illustrations contestants are encouraged to use are slides, videos, or electronic presentations but not excluding charts, diagrams, props, inanimate models, puppets, and posters.
9. Please be conscientious of how legible and easy to view the presentations and presenter are when presenting.
10. An additional 3 to 4 minutes will be allowed following the oral presentation to answer questions, which may be asked by the judges.
11. The primary objective of the speech must be clearly related to the designated topic chosen.

JUDGING PROCEDURES

Contests will be judged on the following:

- Content (25%)
- Delivery (40%)
- Handling of Questions (20%)
- Quality/pertinence of Visual Aids (15%)

Presentations will be held June 9, 2023

A presentation schedule will be posted.

2023 SALES ACADEMY CONTEST

RULES

INTERMEDIATE & SENIOR CONTEST ONLY

Contestants must be members of the South Dakota Hereford Association.

Part 1 - Sale Advertising:

1. Participants choose one animal from their own herd and a sale scenario they think best fits that animal to gather sales materials on and present to the judge(s).
2. Participants must create sale management content to be submitted for review **at check-in on Friday, June 9, 2023.**
 - Graphics/ Sale Flyer (required)
 - Other Sales Materials (optional)

Part 2 - Sale Day:

1. Contestant will compete in a live sales contest
2. Contestants are encouraged to be as creative as they want when coming up with an innovative way to sell/market their animal to the audience.
3. Printed copies of the advertising information in Part 1 described above, will be given to the judges to review in tandem with the live sale presentation.
4. Additional sale aids may be brought into the room with you as long as they still relate to the focus and chosen scenario.

SCORING

Part 1:

- Understanding of cattle pedigrees and performance data in conjunction with sale scenarios (25 points)
- Ability to market (25 points)
- Quality of materials (25 points)
- Overall Effect* (25 points)

Part 2:

- Ease of Presentation (25 points)
- Ability to Communicate (25 points)
- Cohesiveness of materials with in-person presentation (25 points)
- Overall Effect* (25 points)

*Salesmanship, Creativity, Originality, Believability

JUDGING PROCEDURES

1. Ten points will be subtracted from the total if judges detect the use of notes. Two points will be subtracted for each minute a presentation goes more than six minutes.
2. Judging will be by a panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.

INDIVIDUAL & TEAM SALES

The main objective of Individual & Team Sales is to give juniors a glimpse at a real-life situation of selling while promoting the importance of communication skills, marketing technique and an understanding of performance and pedigree information.

RULES

1. Contestants must be a member of the South Dakota Junior Hereford Association.
2. You may enter as an individual in your appropriate age category AND be a member of 1 team. Individuals will compete in their corresponding age divisions: junior or peewee.
3. Team entries MUST consist of 2 members of which 1 member MUST be a Peewee or Junior and 1 member MUST be an Intermediate or Senior. This is a STATE only contest.
4. Presentations will be from 3-6 minutes long. The objective of each individual will be to convince the judges that they should purchase their entry.
5. Individuals may present any item that is related to agriculture, i.e.: an animal, semen, embryo packages, etc.
6. Participants will be discounted for using notes.
7. The order of presentations will be determined by SDJHA Advisors and Board of Directors
8. Animals are not allowed in this contest; however, participants may use visual aids such as i- pads, tablets, binder with information pertaining to the item being sold, etc.
9. No posters, dry erase boards, etc. may be used during the presentation.
10. Senior and Intermediate individual contestants will be required to incorporate some form of graphic design and computer technology to design marketing materials that will supplement their presentation in the sale of their agricultural product. This may include flyers, brochures, ads, etc.

SCORING

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| <ol style="list-style-type: none">1. Junior/Peewee Contestants<ul style="list-style-type: none">• Knowledge (25 points)• Ability to Communicate (25 points)• Organization (25 points)• Overall Effect* (25 points)
Salesmanship, Creativity, Originality, Believability | <ol style="list-style-type: none">2. Teams – 1 Peewee or Jr. and 1 Int. or Senior<ul style="list-style-type: none">• Knowledge (20 points)• Ability to Communicate (20 points)• Organization (20 points)• Creative Design (20 Points)• Overall Effect (20 points)
*Salesmanship, Creativity, Originality, Believability |
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JUDGING PROCEDURES

1. Ten points will be subtracted from the total if judges detect the use of notes. Two points will be subtracted for each minute a presentation goes more than six minutes.
2. Judging will be by a two-member panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.

PHOTO CONTEST

The purpose of this contest is to help SDJHA members increase their photography skills through creativity using the lens of a camera.

RULES

1. A panel of qualified judges will critique the entries.
2. The bases of the critique will depend on the following:
 - 60% - Composition of photo, uniqueness of photo, creative look, and overall communicative power
 - 40% - Sharpness, color, exposure, cropping and overall technical quality
3. Winners will be selected in four age divisions:
 - Peewee - 7-9
 - Junior - 10-13
 - Intermediate - 14-17
 - Senior - 18-21

* All ages are as of Jan. 1 of the current year.
4. All photographs will be displayed electronically at the SDJHA Field Day and become the property of the South Dakota Junior Hereford Association for use in publications and promotions. Digital photos must be uploaded here: <https://forms.gle/oZXn3SoVW9doiAv37> by check
5. Contestants must be a SDJHA member.
6. All work must be that of the entrant.
7. Photos must be taken by the contestant during the past year. Photo cannot be altered, or image enhanced in any way – unless entered imaged-enhanced division. Contestants are encouraged to use 35-millimeter (mm) cameras.
8. Photos cannot have been presented for competition at a previous SDJHA Field Day or JNHE.
9. There will be two categories: Hereford Cattle and Hereford People. Contestants may enter only one photo per category. The contestants should declare what subject category the photo is to be judged, as the photograph is representative of the contestant's interpretation of the category. Further explanation of the subject categories are listed below.

PHOTO CATEGORIES

- 1. Hereford Cattle** -Photographs that highlight Hereford Cattle on the farm or ranch or at a Hereford event. The cattle should be the dominant focus of the picture. Photos entered in this category must not be enhanced or edited.
- 2. Hereford People** - Photographs that show people. A Hereford junior or family, friends, fellow junior members, etc., either involved in activities on the farm or ranch or at a Hereford event. Photos entered in this category must not be enhanced or edited in any way.

POSTER CONTEST

The objective of this contest is for youth to create a poster promoting the current year's Junior National Hereford Expo theme. Posters are judged during the SDJHA Field Day and can also be entered at the JNHE.

RULES

1. The theme of the Promotional Poster Contest is the same as the theme of the current Junior National Expo.
2. Winners will be selected in two age divisions:
 - Peewee - 7-9
 - Junior - 10-14
3. Posters must include:
 - Event
 - Date
 - Actual Location
 - Theme
4. Creativity, originality, personal design, and personal handwork will be considered in the judging.
5. Poster dimensions must be at least 14" X 22" and not more than 22" X 28" (standard poster size.)
6. It is suggested that posters be laminated or covered with clear contact paper.
7. Only one entry will be accepted from each junior member.
8. Each contestant's name, address and age must be clearly indicated on the back of the poster.
9. All ages are as of Jan. 1 of the current year
10. All posters will be judged and displayed at the SDJHA Field Day.
11. Posters may be brought to the SDJHA Field Day and turned in at the registration booth before the close of the contest registration.

This is the 2023 Theme of NJHE:



FITTING CONTEST

The main objective of the Showmanship contest is to evaluate youth on their ability to prepare their animal for the showing. Contestants from each age division will make up the team for competition at the NJHE and the South Dakota State Fair.

RULES

1. Age requirements for the members of each team are as follows:

Fitting – qualifying for State Fair Team – 1 of each age	Beginner 8-10	Junior 11-13	NONE	Senior 14-18
Fitting – qualifying for NJHE – 1 of each age	7-9 (Pewee)	10-13	NONE	14-21

2. All contestants must be a member of the SDJHA.
3. Contestants must decide at check-in time the fitting team they wish to compete for; SD State Fair Team or NJHE Team. (Please look at the age requirements for each contest.)
4. Contestants can only compete in one competition for a spot on a team.
5. Both competitions will take place simultaneously using different identities for those wishing to compete for the SD State Fair Team and the NJHE team for each age division.
6. New Rules.
 - a. PeeWee & Juniors will be run together - each contestant will do 1 back leg. NO CLIPPERS ALLOWED
 - b. Intermediates & Seniors will be run together - each contestant will do 1 back leg. Minimal use of clippers will be allowed.
7. Contestants will be given 15 minutes to fit their assigned leg.

OBSTACLE COURSE

The objective of this contest is for youth to attempt to move through obstacles customary to showing cattle in the most efficient manner.

RULES

1. Contestants must be a member of the SDJHA.
2. There will be 4 age divisions in this contest.
3. Obstacles will be announced just prior to the competition.
4. No one will be allowed to have a trial attempt of the course.
5. Contestants must overcome all obstacles to qualify.
6. The contestant with the fastest time in each age division will be declared the winner.
7. First place in each age division will receive an award.

South Dakota Junior Hereford Association Queen Contest

South Dakota Junior Hereford Queen Application The South Dakota Junior Hereford Association (SDJHA) is looking for an ambassador to represent our state and our Hereford Breed! Contestants must be at least 16 years old and not have reached 22 years of age by January 1 of the year that she will represent her state as Queen at the Junior National Expo. Must be a current member of the SDJHA. A candidate may not be a state or national queen/princess for another breed. Selection will be based upon application and interview. The Queen will reign for one year and may serve a second year if age requirements allow. All queen qualifications and rules set by the National Hereford Women will govern. All Hereford Queen resources can be found at <https://www.herefordwomen.com/national-queen>

State Queen dress code for show ring and most local events is our SDJHA T-Shirt or blouse with your crown, state sash, jeans, and boots. National dress is required for the annual SDHA Excellence Banquet. The National Hereford Queen dress code is a blouse with sleeves or blazer and a prairie style full skirt that is one to three inches off the ground and covers your boots while sitting. Skirts must be solid color on show days. No spaghetti straps, cold shoulder, or off-the-shoulder style tops are allowed. Your outfit should not conflict with the national dress of white, off-white, or light tan, as well as no denim, sequins, or lace. Professional queen dress should always be chosen as the royalty represents yourself, state, and the national Hereford breed.

Our Queen is expected to attend Field Days, Summer Spotlight, Dakota Fest, State Fair Open Class & Hereford Specials Show, Excellence Sale & Banquet, Watertown Farm Show, and bull sales and/or others upon request. Our queen will consult with the SDJA Board of Directors and the South Dakota Hereford Association Board of Directors to determine what activities to attend to promote the Hereford Breed.

It is recommended that our Queen attends the Junior National Hereford Expo and assists the National Hereford Queen with presenting awards and show ring duties when not showing your livestock. If interested in competing for National Hereford Queen, interviews will be conducted in late October at the American Royal Livestock Show in Kansas City, MO. Our Queen can receive a sponsorship up to \$200.00 at the end of her reign for meeting the expectations.

RULES:

- 1. Those interested in being a contestant MUST sign up on Fair Entry by 11:59 p.m. on Wednesday, June 8, 2023**
- 2. Interested contestant must complete the SDJHA Queen Application that can be found at : <https://www.southdakotaherefords.org/juniors/>**
- 3. SDJHA Queen Application must be submitted during check in time at SDJHA Field Day on Friday, June 9, 2023**

South Dakota Junior Hereford Association Princess and Sweetheart

The Princess and Sweetheart contest will be held at Field Day. Whomever is chosen will get to do activities alongside the next Queen. The Princess contest is for members 10 to 15 years old. The Sweetheart contest is for members 7 to 9 years old. The applications for this will be on fair entry for Field Day. There will be a little mini-interview and then you will find out at opening ceremonies on Saturday of Field Day. A few of the activities that you will get to participate in are Field Day, Spotlight, Hereford Special, and Excellence Sale.

Information:

Princess - age 10-15 as of January 1

Sweetheart - age 7-9 as of January 1

Be willing to participate in a mini-interview.

Be a member of the SDJHA

Select this on Fair Entry. [Fair Entry](#) Entries are due by June 8, 2023 @ 11:59 PM CST.

South Dakota Junior Hereford Association Board of Directors Candidates

RULES:

1. Candidates must be 14 as of the date of SDJHA membership meeting held at Field Day (June 9, 2023).
2. Those interested in being considered for a position on the SDJHA Board of Directors must sign up on Fair Entry by 11:59 p.m. on Wednesday, June 8, 2023. You may sign up to be considered for more than 1 position.
3. Interested candidates must complete the SDJHA Officer and Director Application that can be found at :
<https://www.southdakotaherefords.org/juniors/>
4. SDJHA Officer and Director Application must be submitted during check in time at SDJHA Field Day on Friday, June 9, 2023.

JUNIOR NATIONAL HEREFORD EXPO 2023 DELEGATE GUIDELINES

State delegates are required to be of high moral character and conduct at all times. State delegates have a very important task at the Junior National Hereford Expo (JNHE). Delegates are responsible for representing their state and selecting the National Junior Hereford Association (NJHA) directors, who will lead the organization the next three years. This is not a responsibility to be taken lightly as the election directly affects all NJHA members and the future of this junior program.

STATE VOTING DELEGATE

- 1. Those interested in being considered for a position as a JNHE 2023 Delegate must sign up on Fair Entry by 11:59 p.m. on Wednesday, June 8, 2023.**
2. State voting delegates must be a minimum of 16 years of age to cast votes for future board members. In the instance your state does not have two junior members in attendance at the Junior National Hereford Expo that meet the 16-year-old age requirement, your state may nominate one or two members who are under the age of 16, but they must be brought before the National Junior Hereford Association Board of Directors and approved before they can serve as a voting delegate.
3. Delegates should handle the NJHA candidate selection process with the utmost respect to board members, candidates, advisors and staff and use maturity in their judgment and decision-making process.
4. Delegates must be nominated by their state. Nominations for state delegates are due electronically by June 15th.
5. Delegates are required to attend the delegate roundtable Sunday, July 9, 2023, at 3:30 p.m. in order to be eligible to cast a vote for the future NJHA board members.
6. Delegates are required to dress appropriately and professionally, this is a business setting, therefore, business casual is preferred, jeans and a button up shirt are acceptable; dirty, ripped, or holey clothes are not acceptable.
7. Phones must be turned off during the orientation meeting, candidate round- tables and NJHA membership meeting.
8. No inappropriate questions are to be directed at NJHA board candidates at any time throughout the election process.

**If for any reason the NJHA board, NJHA advisors or American Hereford Association staff see that the guidelines are not being followed, delegate(s) may be dismissed from their duties.