

**Alberta Junior Maine-Anjou Show**  
**Red Deer Westerner**  
**Friday July 22, 2011**  
**Skills 8:30am**  
**Conformation 2pm**

Juniors can compete in conformation and the following skills: *showmanship, individual judging, herdsman quiz, sales talk, print marketing and team grooming*

To qualify for the aggregate awards you must compete in 5 of the skills.

- Aggregate winners qualify for 2011 National Young Cattleman of the Year
- Judging winners will qualify for the Western Canadian Team Judging Finals
- Grand Champion Influence and Purebred Females qualify for UFA Youth Supreme Quest

All 3 competitions are held in Bashaw, AB August 10-13, 2011

Age divisions: jr-9 & under, int: 10-14, sr: 15-21, mature 21-25 as of Jan 1, 2011 memberships 10.00

Western Days also offers an Open Maine-Anjou Show, an All Breeds Jr. Beef Show and Jackpot shows July 22-24, 2011

Prize Lists and entry forms available at: [www.westernerdays.ca](http://www.westernerdays.ca) entries close July 13, 2011

### **PRINT MARKETING**

-design promotional material for a magazine ad, cattle sale or event.

-your entry must promote the Alberta Junior Maine-Anjou Association, Maine-Anjou cattle, an individual herd or the beef industry.

-maximum size 8 ½ x 11

-flyers, posters, magazine ad, newsletter, brochures

-hand-made or computer generated

-hand in when you arrive

### **SALES TALK**

The marketing competition utilizes a live setting, complete with heifer and potential buyer. This contest evaluates an actual sales talk given to potential buyers by the contestant.

1. Jr. Member will use a live heifer, bull or cow as the subject of the sales talk. Jr. may use an animal other than their own. Animals **will not** be fitted.

2. In the sales talk, Junior members should first describe the sales situation (ex. selling as potential 4-H project/ Jr. breeding project) and then present and discuss the strengths (and weaknesses) of the heifer in conversational style which includes interaction with the “buyer”

**The only aides which may be used during the competition are the heifer, and a copy of the registration certificate (no business cards, pictures etc.)**

The total discussion will be limited to seven minutes, including questions from the judge.

3. Contestants will be judged on:

-knowledge of their animal

-ability to relate information about the animal

-organization and style

-poise and delivery

-overall effectiveness in convincing the judge to buy the animal

*Hope to see you there.*

*Thank you to our generous sponsors!*