



NE Junior Beef Expo

Co-sponsored with Northeast Community College

Saturday, June 4th and Sunday, June 5th, 2011

Northeast Community College — Norfolk, NE

801 East Benjamin Avenue- Northeast Community College Agriculture Complex

Breeds Represented

Limousin Maine-Anjou Simmental Red Angus Chianina Shorthorn Charolais

Friday, June 3rd Schedule of Events:

2:00 PM - Cattle can begin stalling after 2:00 PM

5:00 PM - Volunteer Meeting

6:00 - 8:00 PM Check in Cattle - 7:00 PM - Sullivan's Stock Show University

Cattle Must Be Checked In & IN-PLACE by Noon on Saturday, June 4th, 2011

Pre- Entries Must be Postmarked by Friday, May 27th, 2011

Saturday, June 4th Schedule of Events:

7:30 AM- Rolls & Juice-

Sponsored by Wayne & Barb Ohlrichs

7:00-8:00 AM - Check-In for Contests in Office

7:45 AM - Orientation in the Bleachers

8:00 AM - Check-In for Cattle Begins

8:00 AM - Contests Begin

8:00 - 9:00 AM - Written Herdsman
and Sire Selector Quiz

9:00 AM - 12:00 PM - Sales Talk Contest, Speech and
Interview/Resume Contests

12:00 PM - Cattle Must Be In Place

12:00 - 1:00 PM - Lunch Break

1:00 PM - Judging Contest

3:00 - 4:30 PM - Team Fitting

4:30 - 6:30 PM -Free Time - Breed Assn. Mtgs

6:30 PM - Banquet, Talent Show & Awards Presentation

Sunday, June 5th

Schedule of Events:

8:00 AM Show Starts

2 Rings - 2 Judges

All breeds will have their own show.

Assigned to Ring A or Ring B

(Ring assignment is based on number of cattle)

Each breed is responsible for show orders

Breeding Heifer Show By Breed

Bred & Owned Show (all breeds show together)

Followed by Breeding Heifer Supreme Selection by Judges

(Registration Papers Required for Breeding Heifer Show)

Check on breed specific rules on registration papers for
market steers and heifers!

Showmanship By Breed

Sr. Division

Jr. Division

Supreme Showmanship Selection

Market Animal Show By Breed

Heifers

Steers

Followed by Market Animal Supreme Selection by Judges



Nebraska Jr. Beef Expo

Co-sponsored with Northeast Community College

Friday, June 3rd, Saturday, June 4th & Sunday, June 5th, 2011

Hotel Reservations

Book Hotel Early!! Note cutoff dates!

The following hotel has 30 rooms available

Norfolk Country Inn & Suites
(402) 371-4430

Room Rate \$70 +tax
Exec. Double / Executive King
Room Rate \$50 +tax
Standard Double or Standard King

Book by Tuesday, May 24th.

(Refer to NE Jr. Beef Expo when making reservations)

Book early because the Cattlemen's Ball is the same weekend in Wisner, NE and rooms are going fast!

Don't miss this exciting
&
educational opportunity!

Seven breeds of cattle
coming
together to
offer
our
junior organizations
additional
opportunities!

Contact your individual breed representatives for specific breed rules information!

Greg Crawford	Shorthorn	(402) 423-3944
Matt & Dawn Caldwell	Red Angus	(402) 469-1190
Staci Dana	Charolais	(402) 429-5590
Dawn Schroeder	Simmental	(308) 224-6739
Stacy Kersten	Maine-Anjou	(402) 618-8918
Dave & Vernetta Nelson	Chianina	(402) 784-2556
Jim & Kennetha Amos	Limousin	(308) 636-2446

NE JR. BEEF EXPO OFFICERS

Matt Caldwell	Edgar, NE	Chairman	(402) 469-1190
Stacy Kersten	Gretna, NE	Vice-Chairman	(402) 618-8918
Diane Duren	Rising City, NE	Sec/Treas	(402) 542-2119

NE Jr. Beef Expo
PO BOX 150
Rising City NE 68658-0150
(402) 542-2119

Pre-Entries must be postmarked
Friday, May 27th

TO:

2011

NE JR Beef Expo

Friday, Saturday & Sunday

June 3- 5, 2011

Northeast Community College

Norfolk, NE

Don't Miss It!

NE JR. BEEF EXPO CONTEST/COMPETITION RULES

Sales Talk Competition

The objective of the Sales Talk Competition is to gain a working understanding of performance and pedigree information. Emphasis will be placed on communication skills and marketing techniques.

1. There will be a Junior Division and a Senior Division.
2. The order of presentation will be determined by the breed reps running the contest after pre-registration.
3. The Senior Division will be provided a complete scenario at registration. The individual will be required to select a heifer and to find a pedigree to match the scenario. It is not necessary that the animal and the pedigree correspond.
4. Presentations will be a minimum of five minutes long, with a maximum of 10 minutes, including questions. The objective is to sell your heifer to the judges. (If you didn't bring a heifer, you can use someone else's heifer for the contest) The following three topics should be discussed: (a) pedigree information, (b) performance information, (c) visual characteristics. Other information may be included in the presentation. The judge's questions won't be limited to these areas. Individuals can not use notes, but may use reference papers. Judges will not interrupt the Junior Division, but will ask Seniors questions throughout the presentation.
5. Individuals are responsible for selecting a heifer. The heifer will come to the judges table with the individual. The heifer is not to be groomed. Three copies of the registration certificate should be provided. Performance data, pictures, etc., can be used for sales data to the judge.
6. Points will be awarded as follows: Knowledge-20 Points; Presentation-20 Points; Poise & Delivery-20 Points; Overall Effectiveness-20 Points and Ad Design-20 Points. 10- Points will be deducted for use of notes. Five points will be subtracted if registration certificates are not submitted. Ties will be broken by the highest overall effect score.

Speech Contest

Contestants will be judged on their knowledge of the subject, organization, presentation, response to questions, and the overall general effect of the speech. Contestants may compete in both contests.

IMPROMPTU SPEECH

1. Contestants will draw for order on an industry related topic.
2. You will be allowed three minutes for preparation.
3. Presentation should last 3-5 minutes for senior contestants and 2-4 minutes for junior contestants.
4. Notes may be used (notecards will be provided)
5. Absolutely no outside material will be allowed in the preparation area.

PREPARED SPEECH

1. Speech to be prepared ahead of time.
2. Topic should be industry related.
3. Speech should include original content by the junior competitor.
4. Visual aids are encouraged.
5. Speech should be 6-8 minutes in length for seniors and 3-5 minutes for juniors.
6. Memory is encouraged, but not required.
7. One typewritten copy should be provided to the judge.

Herdsmen Quiz

1. The quiz will consist of multiple choice and true/false questions.
2. Thirty minutes will be allowed for contestant to complete the quiz. Two five-minute warnings will be given after twenty minutes have passed. All contestants will turn in test at the official ending time of the quiz.
3. Contestants may not bring notes, books or reference materials into testing area. All materials will be provided including a quiz questions, answer sheet, tie-breaker questions and a number two pencil.
4. Conferring with other contestants, use of notes or any other form of cheating will be grounds for disqualification of a contestant.
5. Ties will be broken according tie-breaker questions. These questions will only be graded in case of a tie. If a tie still remains, five pre-selected unmarked questions from the test will be used to decide on the final contestant placing.
6. Primary resources for questions will be each breed association's publication.

Talent Show

1. Participants are responsible for any and all equipment or props needed for their act.
2. Participants are asked to not exceed a 10 minute time period for their act.
3. No limits are placed on the type of act, only that it be appropriate for a general audience.
4. A microphone will be provided.
5. Acts will be judged by a qualified judge.

Photography Contest

1. Photos can be from farm, ranch, show, sale scenes or extraordinary shots from their prospective breeds.
2. Photos will be judged on creativity and composition.
3. Photos are to be 8 x 10 inch color or black & white prints mounted on 11 x 14 inch black poster board. Place entry form on back side, upper left-hand corner.
4. Photos must be taken by the contestant during the past year. Photo cannot be altered or image-enhanced in any way. Contestants are encouraged to use 35-mm cameras with Kodak print film and paper.
5. The photos cannot have been presented for a previous competition.
6. Maximum of three entries per contestant allowed.
7. Photos may be reproduced by the respective breed association.
8. Entries must be turned in by Noon on Saturday, June 4th, at the registration table. They **should not** be mailed; however, they may be sent with other juniors attending from your breed as long as you will arrive and participate in events.
9. Entry forms are filled out at registration site.
10. A selected judge will select winning entries. **Note: The Champion Jr. & Sr. photo will not be returned as they will be auctioned off as a fund-raiser for the benefit of the NE Jr. Beef Expo.**

Poster Contest

1. All work must be that of the entrant. The contestant should write the following information in the upper left-hand corner on the back of the poster: Contestant's Name. Complete Address, Age, Subject Category in which the poster is to be entered.
2. There will be two divisions and categories:
Junior Division: **Promotion of Breed**
Senior Division: **Promotion of Breed**
3. The posters must be the current year's work and cannot have been presented for competition at a previous show.
4. Juniors may only enter one poster.
5. Poster dimensions must be either 14" x 22" or 22" x 28".
6. There is no limit as to the use or style of drawings or lettering, provided they are the design and handiwork of the entrants. Photographs, magazine clippings, stencils and adhesive letters may be used.
7. Three dimensional posters are not allowed.
8. It is suggested that posters be laminated or covered with clear contact paper.
9. Entries must be turned in by Noon on Saturday, June 4th, at the registration table. They **should not** be mailed; however, they may be sent with other juniors attending from your breed as long as you will arrive and participate in events.

Judging Contest

1. A committee of judges shall select and place all classes and listen to all reasons. The contest will consist of three classes: one class of market animals and two classes of yearling heifers. All cattle are subject to being selected for this contest. Performance data will be used when available. **(Note: The committee reserves the right to substitute classes if necessary due to the availability of animals.)** One class of the placing classes will be designated by the judges as an oral reason/questions class.
2. Placing classes will be worth 50 points per class and reasons/questions worth 50 points per class.
3. Jackets, caps or other apparel identifying an individual's team, state of residence or farm/ranch affiliation are prohibited while judging.
4. No member of any team, parents, or advisors shall be allowed in the judging contest area to inspect the livestock prior to the contest.
5. While the contest is in progress, there shall be no conferring between contestants or between parents and/or advisors and contestants. Any violation of this rule will result in disqualification of the contestant.
6. Contestants will be allowed 10 minutes to place each class. There will be a two minute time warning in each class to signal contestants to hand their cards in to the group leader.
7. Cattle will be judged loose in pens or haltered. Close inspection will not be allowed unless directed by the official committee.
8. Contestants must remain with their assigned groups throughout the entire contest unless otherwise directed by their group leader.
9. Contestants must provide note talking materials for use while judging reasons/questions classes.
10. Ties for individuals will be broken on the basis of total reasons/questions scores. If a tie still remains, a pre-selected question will be used to break the tie. Should a tie still exist, placings will be decided by a "flip of the coin" for the award.

No alcohol is permitted on the grounds of the Northeast Community College.

Please let us know in advance of any special needs for the talent show.

NE JR. BEEF EXPO CONTEST/COMPETITION RULES

Interview and Resume Contest Rules

This contest is designed to assist with career development of NJBE participants. Participants will be evaluated by a judge.

1. Contestants must be a member of their respective breed. Contest is only open to senior division.
2. Resumes and cover letters (job of participant's choice) must be turned into the NJBE office by 9:00 AM, Saturday, June 4th.
3. Contestants will draw for order of interviews.
4. Contestants will be judged on personal appearance.

Resumes and cover letters will be evaluated on content, grammar, design and overall appeal.

Each individual will be evaluated on the following in the interview portion on this contest:

* Education - Does applicant have the educational background needed for a position with the organization?

* Leadership Potential - Does applicant appear to have the ability and motivation to advance in the organization?

* Extracurricular Activities - Does the potential interviewer have sufficient experience in outside activities?

* Work Experience - Does the applicant have sufficient job accomplishments, skills and experiences to relate to the position?

* Communication Skills - How well was the candidate able to express his/her thoughts? Consider factors such as vocabulary, grammar, style of delivery, etc.

* Career Planning - Did the candidate show evidence of career planning? (Example: setting goals for the future, alternative career paths, long-range plans for future self-development.)

* Motivation/Initiative - To what extent does the applicant show enthusiasm for the position being interviewed for?

* Appearance/Personality - What kind of general impression does the applicant make? Consider dress, grooming, posture and presence.

Sire Summary Quiz

1. The quiz will consist of multiple choice and true/false questions. Juniors: 15 Questions Seniors: 30 Questions
2. Thirty minutes will be allowed for contestants to complete the quiz. Two five-minute warnings will be given after twenty minutes have passed. All contestants will turn in test at the official ending time of the quiz.
3. Contestants may not bring notes, books or reference materials into testing area. All materials will be provided including a Sire Summary, quiz questions, answer sheet, tie-breaker questions and a number two pencil.
4. Conferring with other contestants, use of notes or any other form of cheating will be grounds for disqualification of a contestant.
5. Ties will be broken according to clearly marked tie-breaker questions. Across breed EPD information may be used in tie-breaker questions. These questions will only be graded in case of a tie. If a tie still remains, five pre-selected unmarked questions from the test will be used to decide on the final contestant placing.

Team Fitting

1. Individuals must register by 10:00 AM on Saturday, June 4th. Names will be drawn and posted for each team.
2. Contestants must bring any and all materials needed to the fitting area. (Chute, animal and supplies)
3. Contestants are cautioned to avoid inappropriate fitting methods (excess glue, color, "built legs", etc)
4. The animal will be dry. The team will have 20 minutes to prepare the animal for show.
5. A judge will evaluate the teams for cooperation, method and resulting grooming of the animal.

Breed Display Contest

The Breed Display Contest is being offered to encourage each junior breed association a chance to promote their breed, junior breed activities or the beef industry. The display booths will measure 10' x 10' and will be located inside the building near the show ring on the cement area. Be creative with your breed display and win a trophy for your junior association.

Booths may be set up on Friday, June 3, 2011 and will be judged Saturday afternoon, June 4, 2011. (Booths **MUST** be completely set up and finished by noon Saturday, June 4, 2011.) Have fun, promote your breed and win \$30 for your junior association; second place receives \$20 for their respective junior association! Call Diane Duren at (402) 542-2119 if you have any questions.

Breed display booths will be judged on:

- 1) Originality
- 2) Creativity (i.e. theme & decorations)
- 3) Neatness & cleanliness of exhibit areas
- 4) Promotion of cattle breed or the beef industry or junior breed activities
- 5) Use of booth space

Booths need to remain in place until Sunday, June 5th, 2011, after cattle show is completed.

Hand-outs & freebies (candy, drinks, etc) are encouraged but will not be mandatory.

ABS Nebraska Representatives

Bob Anderson	Hubbard, NE	402-632-4567
Rosemary Anderson	Whitman, NE	308-544-2234
Leroy Bartels	Tecumseh, NE	402-335-2613
Rich Burtwistle	Ewing, NE	402-485-2888
Frank Carlson	Lyman, NE	308-787-9952
Travis Chrisman	Wauneta, NE	308-394-6613
Edwin Dickau	Newport, NE	402-244-5454
Wayne EATINGER	Theftord, NE	308-748-2237
Roger Henrichs	Blue Springs, NE	402-766-3831
Jon Herrick	Miller, NE	308-627-6431
Gary Hines	Martin, SD	605-685-6287
Judd Hoos	Rushville, NE	308-327-2179
Steve & Travis Horn	Broken Bow, NE	308-858-4655
Bob Huffman	Bassett, NE	402-684-2843
Brian Laaker	Arlington, NE	402-720-4734
Barry Maassen	North Platte, NE	308-368-7233
Neal Mertens	Superior, NE	402-879-5906
Forrest Nelson	Rushville, NE	308-327-2567
Lyle Phillips	Mullen, NE	308-546-2540
Richard Rankin	Spalding, NE	308-497-2648
Deryl Riley	Arapahoe, NE	308-962-6975
Scott Svoboda	Sargent, NE	308-628-4173
Michael Tolstedt	Alliance, NE	308-760-5946
Mark Benes	Albion, NE	402-741-0380
District Sales Manager: Larry Rowden	Broken Bow, NE 68822	308-872-6399



ENTRY FEES: \$30 (\$15 goes back to breed association and \$15 goes to the NE Jr. Beef Expo Committee. Entry fee also includes banquet meal for entrant.)

**Wood Chips
will be
provided
for tie-outs!**

REGISTRATION PAPERS ARE MANDATORY TO SHOW BREEDING HEIFERS!!
Check with your breed rep for breed rules pertaining to market heifers and market steers!

DIVISIONS: JR. Division - Any youth who is 14 & under as of January 1, 2011.
SR. Division - Any youth who is 15 and older by January 1, 2011.

Important Information - Please Read

- ◆ A board decision has been made that no faxes will be accepted. Your entry form must be accompanied with your entry fee.
- ◆ A \$10 **contest only** fee has been implemented. If you show cattle this fee does not apply. Does not include banquet meal.
- ◆ Please call early for hotel reservations!
- ◆ Each breed is responsible for their individual contest awards and each breed contest winner is eligible to win the overall contest award presented by the NE Jr. Beef Expo Committee.
- ◆ Each exhibitor needs to be a member of their respective junior association. You may join prior to coming to this event or you can join the association during check-in on Friday, June 3rd and the morning of Saturday, June 4th.
- ◆ Each breed association will maintain their individual rules for their individual shows. Please call your respective breed representative with any questions about filling out the entry form. Their name is located on the back of this brochure. Please contact them for breed-specific rules.
- ◆ Take time to view the individual breed displays set up.
- ◆ Posters and photos will be on display! Champion Jr. & Sr. Photo will be auctioned off.
- ◆ **No alcohol is permitted on the grounds of the Northeast Community College.**

Each entrant must specify only one specific breed they will compete in for contests on the entry form.

**Saturday Evening Banquet
& Supreme Awards Ceremony**

**Saturday, June 4th, 2011
6:30 PM- \$8.00 per meal**

We would like to sell tickets in advance of the banquet so we can get an official count this year.
Menu: Roast Beef, Whipped Potatoes with Gravy, Green Bean Almandine and Fresh Fruit Salad with dinner roll, drink and dessert.
Tickets will be also be sold on Friday evening, June 3rd & Saturday, June 4th until 6:00 PM for other family members.

**Concession stand
open during this two
day event!
Please help to support
the
Diversified Ag Club
concessions!**

SUPREME AWARDS

- ◆ **Supreme Individual Contest Awards**
- ◆ **Supreme & Res. Supreme Breeding Heifer**
- ◆ **Champion & Res. Champion Bred & Owned**
 - ◆ **Supreme Showmanship- Jr & Sr.**
- ◆ **Supreme & Res. Supreme Market Animal**

The awards will be furnished by the NE JR Beef Expo Committee.

