

2010 Provincial 4-H Beef Heifer Show exhibitors!

I just wanted to let you know that the deadline for the 2010 edition of the Provincial 4-H Beef Heifer Show has been extended until July 1st, 2010, so if you haven't entered yet, hopefully you will be doing so shortly! You are likely to get a package in the mail in the next week or so promoting the event, so if you've registered prior to then please don't do so again... just wait to get your confirmation from Miranda or myself that we've received your entries and all is well!

There are a couple of changes to our program this year that make me quite excited! And they all have to do with the new "Summer Synergy" program that will take place right after our 4-H show:

- 1) We will be located in the 'MegaDome' on the south side of the Olds Ag. park;
- 2) There will be tie-outs available for you to remove your projects from the barn each night. This will lead to both fresher cattle and fresher beds!;
- 3) We will go back to our 'olden days' (okay... so I'm talking 7 years... I'm not sure that is so 'olden' after all!) process where we show our two rings simultaneously for the Wednesday conformation show. And if you have both a commercial and a purebred animal, DON'T SWEAT IT!!! As always, we will make it work so that no opportunities are EVER taken away from a 4-H member.

And then the biggest news is this new and exciting "Summer Synergy". Do you know about it? Or is a better question, "What do you want to know about it"?

For many years now, the Calgary Stampede "International Youth Livestock Show" has wanted to grow. They want more youth to participate in the beef, dairy, sheep and heavy horse components of this show which has been operating since about 1985. However, it didn't really seem to matter what marketing we did or how we tried to promote the program, it did not grow. And the reason why this is not good is because there is over \$30,000 worth of scholarships given each year to those who come out on top of the Aggregate (for total points accumulated by placings in marketing, judging, herdsmanship (knowledge of livestock) showmanship and conformation).

The winning Juniors receive camp awards. There are three of them and they receive credits to go to 4-H camp (or a similar program) in the following year.

The ten (10) winning Intermediates receive: 3 scholarships of \$1000 each or 7 scholarships of \$500 each.

The fifteen (15) winning Seniors receive: 5 scholarships of \$2000 each of 10 scholarships of \$1000 each.

So Tracy Lundago, the Chairman of the Calgary Stampede Committee (which I also sit on) proposed to move the International Youth Livestock Show OUT of the Calgary Stampede. To move it to Olds. To move it to Olds right after the Provincial 4-H Beef Heifer Show, but include the aggregate points of Alberta 4-H members who show at Provincials and want to be part of "Summer Synergy" so they can have added value. And to include the Provincial 4-H Dairy Show. And to approach all of the Provincial Junior Beef Breed Associations to see if they want to be part of this as well.

So here is what happened.

"Summer Synergy" will include the provincial shows for the Alberta Junior Angus, Gelbvieh, Charolais, Hereford and Simmental breeds. The Maine Anjou youth want to stay in Red Deer and this appears to be their long-term choice. The Junior Limousin Show will be in Lloydminster while the Junior Shorthorn Show will be in Vermilion because, in both cases, these are 2010 National Shows and their plans were already well underway before this exciting development took form. It appears, however, that both the Shorthorn and Limousin groups may look at "Summer Synergy" as part of their future.

And so the plan started to come together.

And I think you should want to be part of the "Summer Synergy" as well. What does that mean? Well, it means you will have to stay in Olds after the Provincial 4-H Beef Heifer Show until at least Friday late afternoon. As soon as we complete our Provincial 4-H Beef Heifer Show and our exhibitors move out on Wednesday, the "Summer Synergy" exhibitors will be moving in. In actuality, they will be moving in while we'll be showing that morning, but into a separate part of the barn so we won't be crossing paths. And so, if you want to leave after the 4-H show, you will do that, but if you register for the "Summer Synergy", and you want to stay, then you remain in your stall and take part in the next two and a half days of contests, socials, fun, networking and personal development.

And in the end, there will be MANY more youth participating in the Calgary Stampede's scholarship program, and being exposed to the Calgary Stampede brand. As well as learning more about one another and sharing the time with fellow cattlemen (which is the expression I use for BOTH guys and girls!) from across the province.

If you register for "Summer Synergy", which costs \$50 on top of your registration for the Provincial 4-H Beef Heifer Show, then you can show your 4-H project(s) in this show or you can bring other ones that you might have. You will have to show an animal for conformation, so you will do this in one of the Angus, Charolais, Gelbvieh, Hereford, Simmental or "Summer Synergy" All Breed shows. To enter these Junior Breed Association shows, you will do so through that particular breed association, but I have provided links further on if you want or need them.

One of the benefits to showing at both the Provincial 4-H Beef Heifer Show as well as "Summer Synergy", if you plan to be part of "Summer Synergy", is that I, as the statistician for the scholarships, will take your highest points from whatever competition you did the best in between all the contests. So, for example, if your marketing score from the 4-H show is higher than your "Synergy" score, I will use the 4-H score. If your heifer places higher in the Alberta Junior Gelbvieh show than she did at the 4-H show, I will use your Junior Gelbvieh score. Your opportunity to 'rise up' in the Aggregate ranks for the \$30,000+ scholarships from the Calgary Stampede Foundation is increased by the more you show, compete and participate. So I think, even if you thought you might only come to "Synergy" this year, your chances are improved by participating in the 4-H show first.

You will come across information that says there is a late entry fee of \$75 for the "Summer Synergy"; do not pay attention to this! Since we are in Year 1 of this exciting program and it is BRAND NEW, there will be no late fee until July 1st. So if you want to enter, you can send it to me and we'll make sure you are IN!

There is one more exciting component about "Summer Synergy" that takes place on Saturday, July 16th, 2010, and this might involve you. You should probably hope that it does!

If you've had the Supreme Champion Purebred or Commercial animal in our Provincial 4-H Beef Heifer Show, or you've had the champion in one of the breed shows or the "Synergy" All Breeds show, your animal will head on down to the Calgary Stampede bright and early on the Saturday morning to be on display and then participate in the Calgary Stampede / OAS Youth Supreme Challenge in conjunction with the annual Steer Classic Show. Your animal will have space in the barn and will be on display through the day, and then show in this Supreme Spectacular later in the day, and then released that night.

Don't worry about transportation... service has been obtained from professional cattle carriers to get her down to the Stampede. You can haul her if you prefer, but "Synergy" is offering to look after this for you.

Further, if you qualify for one of the Senior Scholarships, you will also need to come down to the Stampede on this day to compete in the final component of the scholarship round - a personal interview! This will make up the final 'ordinal' in your Senior aggregate and then the money is awarded!

Whew!!! I think that's pretty much all I have to say. Please let me know if you have any questions, good neighbor, and I'll endeavour to answer you. Until then:

For more information about "Summer Synergy", please check out this address:
<http://www.oldsagsociety.com/rockring.html>.

To access entry forms for the Provincial Junior Breed Associations with shows happening as part of this event, please see the following:

- Angus - <http://www.albertaangus.com/pdf/2010/may12/albertajrangusshowguide.pdf>
- Charolais - Contact Leisa Gallelli (gallelli@telusplanet.net) or Linda Ross (rlross@telusplanet.net)
- Gelbvieh - Contact Leila Hickman (mclc@telusplanet.net)
- Hereford - Contact Sandy Hosegood (slhh@telusplanet.net)
- Simmental - <http://www.albertasimmental.com/youth.htm>

I hope and trust that all is well, folks! I hope to be seeing, in the next couple of weeks, your entries for the Provincial 4-H Beef Heifer Show!

Cheers,

Rob Smith

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"Learn a lesson from the duck: keep calm and unruffled on the surface, but paddle like a devil underneath" - Jacob Braude