



July 26th, 2010

News Release

An event the likes of Summer Synergy Youth Livestock Showcase is born from conviction to a specific demographic, in this case rural youth, and an innovative idea to enhance the traditional experience and provide opportunities for that segment of the population. It is developed and nurtured by dedicated volunteers and industry support. Its vision is *"To produce a rural youth showcase that is recognized regionally, provincially, nationally and internationally as the premier celebration of achievement and opportunity for the advancement of youth."* Olds Agricultural Society (OAS) is tremendously proud of the inaugural presentation of Summer Synergy and is confident that a strong foundation has been forged for future productions.

Summer Synergy primarily hosted by Olds Agricultural Society July 11th – 16th is an exceptional concept and one that will provide countless opportunities for the rural youth of Alberta including Alberta Junior Angus, Charolais, Hereford and Simmental Associations and Provincial 4-H Beef Heifer Show and Provincial 4-H Dairy show. It is also an ideal vehicle to showcase 341 youth and over 600 head of livestock achievements and celebrate excellence in both skill and production in an elevated public arena – Calgary Stampede Super Supreme Saturday, July 17th. Tyson Hertz from Duchess exhibiting EXLR Titalist 033U took home Supreme Champion Commercial Female honours with younger brother Brandon Hertz claiming Supreme Champion Purebred Female with Ivy's Sweet Touch. Chad Crest from Athabasca was the proud exhibitor of the Supreme Champion Dairy Female with Skycrest Laurin Corona. Earlier in the week, Nicole Ruzicka, Viking was excited for her Percheron entry to be declared the Supreme Champion Heavy Horse.

RBC Ambassador Scholarships were presented by Grant Thompson and awarded to the following: Juniors \$500 each Laurie Morasch, Bassano and Josie Hadway, Didsbury; Intermediates \$750 each Dakota Townsend, Sylvan Lake and Andie Hadway, Didsbury; Seniors \$1000 each Tyson Hertz, Duchess and Sarah Hunder, Spruce View.

Calgary Stampede Foundation Intermediate Scholarship \$1000 winners were Andie Hadway, Didsbury; Ty Dietrich, Forestburg; Dakota Townsend, Sylvan Lake; \$500 winners were Kathryn Dolliver, Stettler; Samuel Haeni, Didsbury; Tyson Matejka, Ponoka; Jonas Haeni, Didsbury; Delia Loomis, Caroline; Coleman Nixdorff, Airdrie and J.T. Ross, Crossfield.

Calgary Stampede Foundation Senior Scholarship recipients included \$2000 to Tyson Hertz, Duchess; Sarah Hunder, Spruce View; Samantha Sperber, Rimbey; Rosie Templeton, Coaldale; Sawyer Daley, Carstairs; Katelyn Dietrich, Forestburg; Jessica Sperber, Rimbey; Ethan Gosling, Strathmore. Winners at the \$1000 level were Cameron Olson, Indus; Chad Crest, Athabasca; Carling Matejka, Ponoka; Luke Marshall, Innisfail; Adam Nixdorff, Airdrie; Kelby Tannas, Cremona; Katelyn Crest, Athabasca; Margriet Appel, Penhold; Brittney Matejka, Ponoka and Emily Puch, Pincher Creek.

Six outstanding individuals truly excelled and received top beef aggregate awards including: Juniors Laurie Morasch, Bassano and Josie Hadway, Didsbury; Intermediates Andie Hadway, Didsbury and Dakota Townsend, Sylvan Lake; Seniors Tyson Hertz, Duchess and Ethan Gosling, Strathmore.

Synergy was also proud to announce the first two recipients of the Cattlemen's Young Leaders Development Program training and mentorship initiative to Rosie Templeton, Coaldale and Samantha Sperber, Rimbey. We look forward to great things from these two young, bright young cattlemen!

On behalf of the Calgary Stampede International Youth Livestock Committee, Olds Agricultural Society and the Summer Synergy working committee a sincere thank you to all sponsors for the continued support of the scholarship and youth livestock programming which truly salutes outstanding youth livestock achievement: Calgary Stampede Foundation, ConocoPhillips, Ted & Enid Jensen, Enbridge, UFA, WA Ranches, Olds College, RBC Foundation, Mountain View County, Diamond T Cattle Co. and Meyers Norris Penny.

Without question there were a number of significant successes including the Evening of Excellence hosted by Olds College, Calgary Stampede Supreme Showcase, emphasis on the merit of post secondary education through just under \$40,000 worth of scholarships, experienced volunteers and facilitators, central and quality venues considering the environmental factors, free camping and parking for all participants and visitors, host to a large crowd on confirmation show day and true forum to exhibit breed uniqueness and identity. With reflection the opportunities exist in all facets of the event including increased participation, sponsorship, scholarships, industry synergies, transition to renowned clinicians, adult programming, signature components, achievement showcases and overall heightened awareness of unique programming.

Summer Synergy is a platform to promote evolution and transformation within the agriculture sector through the generation that will drive the industry in the future. There is no question that Summer Synergy can provide a bridge between the individual focus of the stakeholders that is critical to maintaining historical identity while forging a progressive program that promotes stronger agriculture relationships.

