



2018 HOLSTEIN ASSOCIATION USA Distinguished Junior Member Application

Holstein Association USA's Distinguished Junior Member (DJM) recognition is designed to reward youth who demonstrate a firsthand working knowledge of the dairy industry. Applicants must participate in Registered Holstein®, dairy and other activities, be role models for other youth and good spokespeople for the dairy industry.

ELIGIBILITY

Any Holstein Association USA Junior member who is at least 17 years old, but has not reached their 21st birthday, as of January 1 in the award year is eligible to participate. If not selected as a semifinalist, youth may re-apply if your state allows. Once recognized as a national semifinalist, Junior members are no longer eligible to compete for this honor.

SELECTION PROCESS & DEADLINE

All entrants must complete an entry portfolio and video, as outlined. Portfolios are screened by a committee and twelve semifinalists best representing the vision of the DJM recognition are selected from the pool of applicants.

Semifinalists travel to the National Holstein Convention (transportation expenses paid by Holstein Association USA), to appear before a committee for personal interviews. Interview scores are combined with the previously assigned entry portfolio/video scores, and the top six finalists are selected. The portfolio/video score comprises 60 percent of the score, with interviews worth 40 percent.

Entries and all accompanying materials must be **received by March 1** of the award year. Entries received after March 1st will not be judged. Please send entries to:

Holstein Association USA, Inc.
Attn: Youth Programs
1 Holstein Place, PO Box 808
Brattleboro, VT 05302-0808
Phone: 802.451.4124

RECOGNITION

The DJM award is the highest honor given to Holstein Association USA Junior members. Six finalists are named each year. Finalists receive Distinguished Junior Member pins and annually renewed memberships to Holstein Association USA.

ENTRY REQUIREMENTS

Entry portfolios should be prepared carefully, neatly typed and present an accurate portrayal of the applicant and the Registered Holsteins he or she works with.

- Portfolio must be presented in a standard, one inch three-ring binder (hard cover). The binder should be a “view” binder, with a clear cover that allows you to insert a cover sheet.
- Text should be typed in legible, 12-point font, with one inch margins throughout. A similar font style should be used throughout the portfolio.
- Pages must be printed on white or light-colored, standard 8.5 x 11” sheets of paper, printed in black or dark ink.
- Pages must be inserted into protective sleeves (preferably non-glare), with only a single sheet of paper inserted into each protective sleeve. Pages should not be mounted to anything.
- The portfolio should be divided into sections, with a clearly labeled tabbed divider for sections E-L.
- Portfolios should not contain filler materials.

A. COVERS

Front cover must include applicant’s name and state they are representing. Pictures may be included, but all content must fit inside the slip cover of the binder – nothing should protrude from the front or back, or any part, of the portfolio. Applicants are encouraged to express their personality while maintaining a professional image.

B. INTRODUCTORY PAGE

The introductory page should include one professional photograph of the applicant, along with the applicant’s name, age and complete address. Also, send a digital copy of this photograph to kdunklee@holstein.com. See Photo Guidelines for more on acceptable picture quality.

C. PERSONAL HOLSTEIN PROJECT SUMMARY FORM

Use DJM Form 1 (available online), or re-type the form to include all necessary information.

D. DIVIDER PAGES

Divider pages must include labeled tabs for sections E-L. Tabs should be typed. Pictures may be included on your divider pages on the front side only. Nothing should be placed on the back side of a divider page.

E. RÉSUMÉ

Résumé should be single-spaced and no more than three pages in length. The résumé should include educational and employment experience, as well as listing various activities, achievements, awards and offices held, with years of involvement listed. This section should encompass all types of projects and activities: Holstein, 4-H, FFA, church and community.

F. STORY OF JUNIOR HOLSTEIN WORK

Story of Junior Holstein Work should be double-spaced and no more than six pages in length. Applicants should tell the story of their Junior Holstein careers, emphasizing involvement on their home farm or other dairy/agricultural operations, including specific responsibilities. Applicants may want to include specific details about their farm, discuss how they became involved in the industry, current involvement in Junior Holstein and other dairy activities, and future plans and career goals.

G. INVENTORY OF REGISTERED HOLSTEINS OWNED

Inventory or Registered Holsteins owned should be no more than three pages in length. List animals in your ownership in a neat and concise fashion, including name, registration number, date of birth, sire, dam, classification score (if applicable) and estimated value. Also, include any applicable production information or awards animals have received. Leased and partnership animals should be listed under a separate heading. If applicant wishes to include animals they have owned but are no longer in the herd, or animals of other breeds they own, those should also be listed under separate headings.

H. PERFORMANCE INFORMATION

Include current Official Holstein Pedigrees (less than one year old) for three of your animals. A photo of the animal should be included on a separate page, immediately following the animal's pedigree. Photos of animals do not have to be professional.

I. BREEDING, OBTAINING AND DEVELOPING

Breeding, Obtaining and Developing should be double-spaced and no more than three pages in length. Describe your breeding program, including sire selection criteria and guidelines, breeding philosophy, cow families and herd development plans. Also, discuss how your current herd was obtained and financed, and how your herd has grown and developed through the course of your Junior Holstein project.

J. VACCINATION AND ANIMAL HEALTH PROTOCOLS

Vaccination and Health Protocols should be single-spaced and no more than one page in length. Please summarize the health protocols for your herd, including any of the following: calfhood vaccinations, dehorning, tagging/identifying, vet checks, hoof trimming, breeding, calving treatments, etc.

K. PERSONAL VIEWS

Answers to the following questions should be double-spaced and no longer than one page in length each. Points will be deducted for questions exceeding the page limit.

1. What do you think will be the biggest challenge in the dairy industry over the next five years, and how do you think the industry will overcome it?
2. Holstein Association USA must come up with new ideas to stay relevant in today's fast paced dairy industry. What new or improved product or service do you think Holstein USA should offer to retain and grow member involvement?

The following questions should be included with your portfolio, burned to a DVD. Please answer each question in two minutes or less. Along with your questions, please include a one-minute introduction of yourself, telling the judges more about you, your farm and activities. Videos will be judged and do count toward applicants' entry portfolio scores.

3. What is one new technology you would like to implement on your farm, and why would it be beneficial for your operation?
4. Over the years, the Holstein breed has made great genetic progress through selective breeding and the genetic evaluation program. What is the next area of Holstein genetics you believe needs to be focused on?

Notes: Video files should be saved as three separate files on a DVD (Introduction, Question 3 and Question 4). The DVD disc should be placed in a plastic page protector and inserted immediately after the responses to other Personal Views questions (you may want to seal the top of the page protector to prevent the disc from slipping out). See Video Guidelines for more on acceptable video quality.

L. CLIPPINGS & PICTURES

Clippings and Pictures should be no more than five pages in length, utilizing the front side of the page only. Include any photos or newspaper clippings from a variety of activities, including Holstein, 4-H, FFA, school, church and community. See Photo Guidelines on a following page for more information.

Distinguished Junior Member Entry Portfolio Judges' Scorecard

Holstein Association USA's Distinguished Junior Member (DJM) recognition is designed to reward youth who demonstrate a firsthand working knowledge of the dairy industry. Applicant must participate in Registered Holstein®, dairy and other activities, be role models for other youth and good spokespeople for the dairy industry.

Criteria	Point Value
Résumé: Participation, leadership and variety of interests and activities, demonstrated by involvement in Holstein, dairy/agricultural activities, school, community, and other activities	20
Story of Junior Holstein Work: Junior member's participation and experiences on dairy/agricultural operations and involvement in Junior Holstein work and activities	25
Inventory, Breeding, Obtaining and Developing Registered Holsteins, Vaccination and Animal Health Protocols: Presentation of herd management practices, reflecting applicant's knowledge of animal husbandry practices, including breeding and managing profitable Registered Holsteins	20
Personal Views: Responses to questions should reflect originality, depth of thought and accuracy in facts presented. Applicant should demonstrate their abilities as a knowledgeable, enthusiastic and positive advocate for the dairy industry	25
Clippings & Pictures: Creative presentation of clippings and pictures relating to your activities and events in Holstein, 4-H, FFA, school and community	5
Presentation: Applicant presents a professional appearing, neat, accurate, properly organized entry, following all instructions with clearly marked sections and no filler material, paying attention to avoid spelling and grammatical errors	5

Deductions will be made for any portion of the entry not meeting the stated requirements, including:

- Incorrect size binder
- Improper margin or font size
- Inappropriate paper or font styles
- Lack of tabbed dividers
- Exceeding stated page limits for each section
- Exceeding stated video lengths
- Omission of any required sections
- Failure to meet any other stated requirements
- Extra paper in protective sleeves

Deductions are cumulative.

Entry portfolios and videos must be the original work of and edited by the Distinguished Junior Member applicant. No professional video editing assistance is permitted. If found to be otherwise, applicant will be disqualified.

Entry portfolios and videos are worth 60 percent of the applicant's final score, and personal interviews are worth 40 percent.

DJM Entry Media Guidelines

PHOTO GUIDELINES

Use the following guidelines when preparing photos for your DJM entry portfolio:

- The photo on your Introductory Page will be used for press releases and other media surrounding the award, so it must be high quality, and printed professionally. The photo should have been taken within the past year.
- For all photos included in your entry portfolio, do not use photos printed on a home printer.
- Prints of a digital or scanned image (scanned at 300 dpi or higher) must be produced on professional photo paper. Having your pictures printed at any photo service center (such as those found in many Walgreens or Wal-Mart stores) will give you this required result.

If you wish to include a CD with your professional headshot to be used for press releases, or any other photos from your entry portfolio you wish to share, feel free to include that with your entry portfolio.

Media Disclosure Statement: DJM applicants must understand and agree that Holstein Association USA may take photographs and video of participants and activities. By applying for this award, applicants agree that Holstein Association USA is the owner of and may use such photos and video in the promotion of Junior Holstein programs. Additionally, applicants must understand and agree that any photos or video submitted with their entry portfolios may be used by the Association for publicity and promotional purposes.

VIDEO GUIDELINES

Use the following guidelines when preparing videos to submit with your DJM entry portfolio.

- Applicants may seek advice on how to edit videos. However, professional editing services are not permitted.
- When filming your video, here's some advice to avoid problems which may have a negative impact on your final product:
 - Film in an area with good lighting.
 - Be very aware of background noises – vehicles, farm equipment, birds, etc. Avoid filming near roadways, in barnyards, or other areas where you are likely to incur a lot of background noise.
 - Be very aware of wind noise – while you may not hear it while you're filming, most video cameras are very sensitive to picking up wind noise, and it can completely ruin your video. The safest bet is to find an area where there is very little to no breeze, film inside or film on a very calm day. Almost nothing can be done in the editing process to remove wind noise.
 - Speak loud and clear so the camera picks up your voice well and viewers won't have to strain to listen. Remember, your voice competes with any background noise that may be present.
 - Have fun and be creative! Use the video as an opportunity to showcase your personality to the judges and help them get to know you and what you're passionate about. This will be the only "personal" contact they have with you in the semifinalist selection process. Use it to your advantage and make the most of it.
- Save the three video files in one of the following preferred formats: .mp4, .avi, .mov, or .mpg. If you are unable to save your file in one of those formats, please contact Holstein staff to ensure we will be able to work with the file you produce.
- When burning a DVD from your computer, save it as a data disc, rather than creating a DVD movie with a title menu (such as what would be played in a DVD player). When the disc is inserted in a computer, a viewer should be able to open it, individually select the file and open it in a media player of choice, such as Windows Media Player, RealPlayer, or QuickTime.
- Visit www.youtube.com/HolsteinUSA to see examples of videos done by past Distinguished Junior Member applicants.



Holstein Association USA, Inc.
1 Holstein Place, PO Box 808, Brattleboro, VT 05302-0808
Telephone: 800.952.5200 • Fax: 802.254.8251
www.holsteinusa.com