



get
hooked
on

2010

Minnesota

June 26-29 • Bloomington
National Holstein Convention

YOUTH SHOWCASE

Spring 2010



Minnesota Juniors



Get Hooked on Minnesota

Get hooked on Minnesota's natural beauty, in both living color and Holstein black-and-white at the 2010 National Junior Holstein Convention!

The Minnesota Junior Holstein Association is pleased to welcome Holstein youth from across the nation to Bloomington, Minn. for a National Convention to remember.

Located just ten miles from the Minneapolis/St. Paul International Airport and steps from the Mall of America, this Sheraton Hotel is sure to be a perfect home away from home for any traveler. After working hard for many years, we promise your trip to Minnesota will be a "reel" good time!

Saturday, June 26, will highlight participants' talents while competing in the always-popular annual competitions. The Distinguished Junior Member and National Holstein Women's Scholarship interviews will be conducted, along with the Dairy Jeopardy and Prepared Public Speaking contests. New this year, a competition that was only offered to youth competing in Dairy Bowl will now be open to all Junior members attending the National Convention. Replacing the traditional Dairy Bowl Written Exam will be a Dairy Knowledge Exam. This will still serve as a seating exam for Dairy Bowl teams, but anyone who participates will be eligible for Written Exam awards. Opening night entertainment includes a mixer, state gift exchange, banner contest, pizza and a DJ to dance the night away!

Sunday, June 27, will showcase the host state. All Convention goers have two tour options. The Mississippi River tour will head south to gorgeous Lake City, Minn. Starting out, the Sapa-Ska herd (Pierson family) is sure to impress with their exceptional presentation of showring champions and All-American winners. Next, visitors



will have the opportunity to enjoy a leisurely three-hour ride down the Mississippi River on the Pearl of the Lake. While aboard the old-fashioned replica paddleboat, riders will partake in a relaxing lunch. To top it all off, attendees will enjoy the nationally acclaimed National Eagle Center, roost of choice for some of America's most majestic creatures.

The Tour West features four exceptional Holstein farms. Flower Brook Holsteins (Stuewe and Kohls families) is home to a barn full of top-notch cattle and the 2008 Star of the Breed, Stuewes FB Giddy-ET. A stop at Glenmark Genetics and Bonnie Mohr Studio (Mohr family) brings the once in a lifetime opportunity to see not only stunning artwork but also visit a high quality farm and family. Floralawn Holsteins (Rickeman family) is known for having cows that work hard and look beautiful doing it, not to mention the breathtaking flower beds in every nook and cranny. Our final stop is Raylore Farm (Olson family). Here, deep pedigrees take residence as this year represents over 100 years of Holstein breeding with nationally notable cow families. Lunch will be provided at the Mohr family farm.

After the tours, both Juniors and Adults will reconvene at the Minnesota Landscape Arboretum for the "Experience Minnesota" Family Night. Following a delicious barbeque dinner, Convention attendees will enjoy the sweet sounds of the Johnny Holm Band while dancing in summer air.

Monday, June 28, brings the ever-popular Dairy Bowl contest. Juniors can defend their home state in the ultimate showdown of dairy industry knowledge. Constant shuttles will run throughout the day for everyone interested in attending amusement and water park, Valleyfair. This

destination boasts over 10 different extreme roller coasters, over 30 specialty rides, and a one-year-old water park. Exhilarating flips, dips, and drops all await you at Valleyfair! Visit www.valleyfair.com for more details on the park. That evening attendees will enjoy a top-tier sale with consignments from across the nation. In addition, a special Minnesota themed Fish Fry will be a perfect way to go into evening entertainment at the Beach Bash Junior Dance.

Tuesday, June 29, will get started bright and early with the Dairy Bowl finals followed by the National Junior Forum. There, Juniors will discuss business matters at hand and elect new members to the National Junior Advisory Committee. Elections will be conducted differently than in previous years. Members from the entire country will elect representatives in all JAC areas and elections will be voted on using a delegate system. States with 1 to 99 members will receive 1 delegate, 100 to 199 members will receive 2 delegates, 200 to 399 members will receive 3 delegates, 400 to 999 members will receive 4 delegates and states with over 1,000 members will receive 5 delegates. States are responsible for selecting their own voting delegates prior to the start of the National Junior Forum. Additionally, two youth At-Large positions will be added to the JAC, with one being elected in 2010 and the other in 2011. Any Junior Holstein member in the country may run for an At-Large position on the JAC, regardless of the region they live in. Other regions up for election this year are Regions II and IV.

Youth will then put on their Sunday best to attend the National Junior Awards Luncheon. Recognition will be given to contest winners, NHWSO scholarship winners, and the National Distinguished Junior Member finalists will be announced. As a final farewell event youth will have the opportunity to attend a Minnesota Twins baseball game.



PHOTO: NATIONAL EAGLE CENTER



PHOTO: PEARL OF THE LAKE



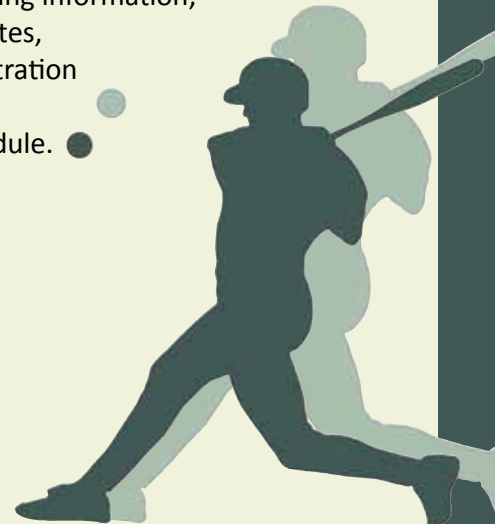
PHOTO: MINNESOTA ZOO



2010 National Junior
Holstein Convention
Bloomington, Minnesota
For booking information,
updates, registration
and schedule, visit



Don't forget that the dairy bar will be open daily along with having daily shuttles to and from the airport and Mall of America. Some 520 stores, 50 restaurants, an underground aquarium and theme park await you in America's most popular shopping center. Make plans now to 'Get Hooked' on Minnesota at the 2010 National Junior Holstein Convention in Bloomington, Minn. Visit www.holsteinconvention2010.com for booking information, updates, registration and schedule.



www.holsteinconvention2010.com

2010 National Junior Holstein Convention Schedule

Saturday, June 26th

- 7:30 a.m. - 5:00 p.m. NHWSO Interviews
- 8:00 a.m. - 5:00 p.m. Distinguished Junior Member Interviews
- 8:00 a.m. - 6:00 p.m. Dairy Jeopardy Contest
- 11:30 a.m. - 1:00 p.m. Junior Luncheon
- 11:30 a.m. - 1:00 p.m. DJM Luncheon (invitation only)
- 1:30 p.m. - 6:00 p.m. Prepared Public Speaking Contest
- 7:00 p.m. - 7:30 p.m. Dairy Knowledge Exam
- 7:10 p.m. - 7:30 p.m. Dairy Bowl Coaches' Meeting
- 8:00 p.m. - 12:00 a.m. Junior Mixer & Dance (pizza)

Sunday, June 27th – Host Day

- 8:00 a.m. - 4:30 p.m. Mississippi River Tour
- 8:00 a.m. - 4:30 p.m. Tour West
- 5:00 p.m. - 10:30 p.m. Experience Minnesota Family Night at the Landscape Arboretum & Johnny Holm Band (barbeque)

Monday, June 28th

- 8:00 a.m. - 5:00 p.m. Dairy Bowl Contest
- 9:00 a.m. - 3:00 p.m. Valleyfair Amusement Park
- 12:00 p.m. - 1:00 p.m. Junior Luncheon
- 5:15 p.m. - 7:00 p.m. Pre-Sale Meal – Fish Fry
- 6:00 p.m. National Convention Sale
- 8:00 p.m. - 12:00 a.m. Beach Bash Junior Dance (ice cream)

Tuesday, June 29th

- 8:00 a.m. - 10:00 a.m. Dairy Bowl Finals
- 10:00 a.m. - 11:30 a.m. National Junior Forum
- 12:30 p.m. - 3:30 p.m. National Junior Awards Luncheon
- 6:00 p.m. - 10:00 p.m. Junior Farewell – Minnesota Twins Game

FOR MORE INFORMATION

www.holsteinconvention2010.com

Milk It For All It's Worth



As Holstein enthusiasts, we know your cows are your life. Now it is your turn to let everyone know just how special you think they are. You can show off your cows' accomplishments through the various awards that Holstein Association USA offers. All national youth members may submit cows' records for Progressive Breeder, Breeder of an Excellent Cow,

Multiple "E", 30,000 Pound, and 150,000 or 200,000 Pound Lifetime Production awards. Don't miss the chance to show the nation the great caliber of cows you have. Winners of this award will be recognized at the Junior Forum during the National Junior Holstein Convention. Applications are due May 1st and forms are available at www.holsteinusa.com/juniors.

Support Youth Programs

A “Kiss the Cow” fundraiser will again take place during the National Holstein Convention. The Distinguished Junior Member semifinalist candidates will be the contestants. Each contestant will have a container to collect as much money as they can throughout the convention. The goal is to get the DJM contestants to intermingle with as many adult and youth attendees as possible, while raising funds to support Holstein Foundation youth programs.

During the Junior Awards Luncheon the top fund raiser will be recognized and the individual that raises the least amount of money will have to kiss Moolah the inflatable cow. Start saving your dollars now to support youth programs.



The most prestigious award for any Holstein youth member is the National Distinguished Junior honor. Starting in 1922, the Distinguished Junior Member contest tradition runs deep within the industry. The field for this type of recognition is extremely competitive. The contest requires compiling a detailed record book, which includes a story of the individual's career in the Holstein industry, a listing of Holstein, 4-H, FFA, school and community activities, herd health and breeding program details and responses to essay questions.

Semifinalists receive a trip to the National Junior Holstein Convention. There they are interviewed by a group of judges and partake in all convention activities. A slideshow presentation highlights each

of the contestants at the Junior Awards Luncheon. It takes an extreme amount of dedication, passion, hard work, and, most of all, responsibility to become a Distinguished Junior Member. Six finalists are selected for this honor and presented with Holstein Association USA annual renewed membership.

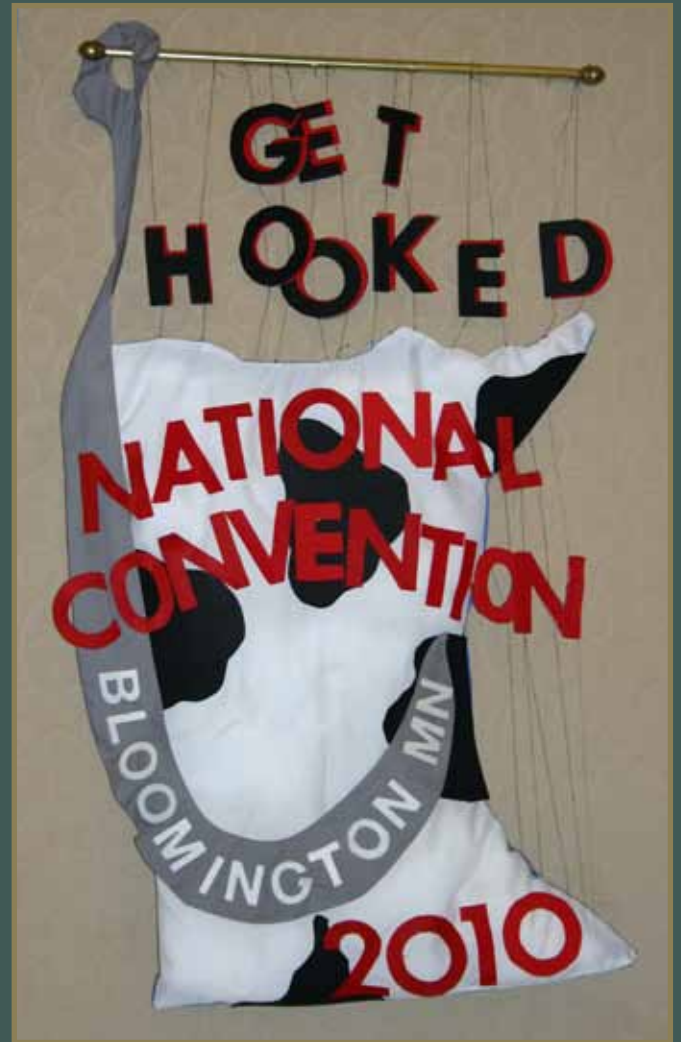
Similar to the Distinguished Junior Member contest, the Young Distinguished Junior Member (YDJM) contest is designed to focus attention on 9 to 16 year olds for their accomplishments working with Holsteins and

achievements and leadership in Holstein activities. For applications or questions regarding the contests, visit www.holsteinusa.com/juniors.



Pride & Spirit Abound

What better way to show off your state than with a banner displayed at the National Holstein Convention. They will be placed prominently so that convention attendees can view each entry. Banners should depict a story about your state's Junior Holstein Association and its activities and need to be 3' X 5' in size. Monetary prizes will be presented to the top three entries.



The Judi Collinsworth Outstanding Junior Exhibitor Memorial Award

was created in honor of Judi Collinsworth. As the Executive Director of Member and Industry Relations, Judi led the way for increasing and securing financial support for Holstein youth programs. She spent endless hours working to improve and expand national Holstein youth programs.

In order to be eligible for the Judi Collinsworth Outstanding Junior Exhibitor Memorial Award, youth must exhibit their own cattle at one of four officially recognized National Junior Holstein Shows. Individuals should have high standards of animal care and welfare, sportsmanship, knowledge of cattle and agriculture and outstanding participation in Holstein youth programs. Interested youth must complete an application form. Winners receive a \$250 cash award. Each of the individual show award winners are then eligible to compete for an overall \$500 scholarship.



Exhibitors Honored With Memorial Award

Buzzing With Knowledge

One of the most popular events, Dairy Bowl, will take place during the National Holstein Convention. In the competitive contest, teams of four answer numerous agricultural-related questions. There are three main components to this competition. First, contestants take a 25 question written exam, which is then used to seed the teams for the buzzer rounds of the contest. The second phase consists of asking each team member three questions in rotation. The third phase involves 16 toss-up questions. This is the round that teams find the most challenging and enjoyable. Questions must be answered by activating a signaling device. The

culmination of one-on-one double elimination contests eventually determines the champion.



Questions during the rounds cover everything from feeds and feeding, milk quality, herd and udder health, genetics, marketing, dairy foods and general breed facts and history. Each state can enter one junior and senior age

team. Juniors must be no older than 16 years old and senior team members must be under 21 years of age as of January 1st. Youth are eligible to participate three years in both divisions. For rules and sample questions visit www.holsteinfoundation.org.

Preserving Holstein Memories



Does your state need a way to showcase the accomplishments and activities of its Junior Holstein organization? If so, then create an entry for the 2010 National Junior Scrapbook contest and proudly display your state's achievements at the largest youth Holstein event of the year. After participating in the national contest, display your scrapbook at state events throughout the year or at your state office for others to enjoy.

You have two options: the traditional book entry and the digital entry. Both entries must be prepared by youth members and highlight one year's worth of dairy related activities. The digital entry must have your own audio/visual operating equipment and may include music and animation. A panel of judges will evaluate the scrapbooks with the top five states earning recognition in both divisions. Judges will critique the news clippings, photos, organization, neatness, originality, creativity and variety of activities, amongst other things. Entry forms must be postmarked by May 1st. Entries must be in place by Saturday, June 26th at the National Junior Holstein Convention. For more information please contact Kelli Dunklee at 800.952.5200, ext. 4124 or e-mail kdunklee@holstein.com.



This is Dairy Jeopardy

National Dairy Jeopardy will be offered in three age divisions for youth to compete in at the National Junior Holstein Convention: ages 9-13, 14-17 and 18-21. The initial idea for Dairy Jeopardy came from the popular television show and parallels it in format. Six categories are offered with five questions each. A variety of categories are included for each round. The questions are given different point values, from 10 to 50, which are determined from the difficulty of the question. There are also two hidden bonus questions in each round. Six players compete against each other at one time using a buzzer system.

Each state is allowed to enter one contestant per age division. If there are openings available after the entry deadline, alternates will be accepted on a first-come basis. Contestants are encouraged to watch the television game show or visit www.holsteinfoundation.org/youthprograms/dairyjeopardy.html, for helpful tips.



Say it Loud & Proud

The 2010 National Junior Convention

will again include a contest that grows every year in attendance.

The Prepared Speaking Contest will be held on Saturday, June 26. The contest allows youth to develop the skills necessary to become comfortable

speaking in front of groups and to articulate a chosen topic within a certain time frame.

The contest is a great way for youth to be unique in expressing themselves in a very formal and professional



way. Youth members will have the opportunity to compete in three separate age divisions: 9-13, 14-17 and 18-21. Contestants can speak on any subject relating to the Holstein industry. The Intermediate and Senior divisions will be allowed 6-8 minutes to complete their presentation

with Juniors receiving 3-5 minutes. Judges will score participants on content, organization, expression, voice, stage presence, general effect and response to questions. Entries are due May 1st.

Recruiting Our Future

A contest will be held in 2010 to promote National Junior Holstein Membership across the country. The contest will consist of two categories: 1) states with the highest percentage increase and 2) states with the highest increase in individual members. Winning



states will be recognized at the National Junior Holstein Convention and will receive a pizza party. The measure of membership increase will be determined by an initial count conducted on January 1st, and final count on June 1st. Membership applications can be downloaded at

www.holsteinusa.com/juniors.

Getting Down to Business

The National Junior Forum will take place on Tuesday, June 29th, during the National Junior Holstein Convention. Each year the Junior Advisory Committee (JAC) hosts a Junior Forum where members are encouraged to voice their ideas and views regarding National Holstein programs. All youth members are invited to attend the Forum. By simply attending the meeting, you can have an impact on Junior Holstein activities and awards.

The forum follows a similar format from year to year. A roll call of states is taken in order to determine voting eligibility. Those attending are seated by geographic area in order to facilitate the election process. During the open forum portion of the meeting, individuals and states wishing to make proposals may present their ideas and suggestions. Each proposal is open for discussion. Ideas for new programs and awards typically take form during this discussion.

After the business meeting, elections for the youth serving on the Junior Advisory Committee are held. This year, Areas II and IV will each elect a new youth committee member to a two-year term. We are also adding an At-large position to the Junior Advisory Committee. In 2011, another At-Large position will be added, allowing six youth members to have a voice on the National Junior Advisory Committee.

Changes have also been made to the election process that will now allow the entire country to elect all JAC youth representatives. Youth members to JAC will be elected using a delegate system. States with 1 to 99 members will receive 1 vote, 100 to 199 members will receive 2 votes, 200 to 399 members will receive 3 votes, 400 to 999 members will receive 4 votes and over 1,000 members will receive 5 votes. States are responsible for selecting their own voting delegates prior to the start of the National Junior Forum.



To run for a Junior Advisory Committee position, a candidate must complete a brief application and submit it at the start of Convention. JAC representatives play an instrumental role in determining and structuring youth programs. Those interested in running can contact Kelli Dunklee at 800.952.5200, ext. 4124 or kdunklee@holstein.com.



Displays Educate the Public

After another successful showing last year at Convention, the Folding Display Contest will once again be offered to Junior members. The display should be dairy related, no larger than 3' X 4', and must be able to stand by itself. The contest will have three age divisions: 9-13, 14-17 and 18-21. This year the contest will allow states to choose how they wish to divide their allotted number of contestants among the age divisions. Displays will be judged on content, organization, neatness and originality. Cash awards will be presented to the top three in each age division.



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