

YOUTH SHOWCASE

February 2018 Newsletter



The 2018 National Junior Holstein Convention will kick off Friday, June 29th at the Grand Traverse Resort & Spa, where you will soon discover that the paradise of Michigan's lower peninsula is more than a Lake Michigan beach, more than a paddle board, a scenic trail or rolling wine country. Traverse City's Cherry Capital Airport is located just six miles from the Grand Traverse Resort and Spa, which is served by major carriers. For guests who are flying, complimentary Airport Shuttle service is available to and from the Grand Traverse Resort and Spa.



The first night begins with Dairy Jeopardy orientation, followed by a workshop and then set your sails for adventure with an exciting scavenger hunt welcome and dance. Saturday morning, the Jeopardy competition and the Prepared Public Speaking Contest are in full swing. Folding Displays, DJM books and Scrapbooks will also be on display. Following the day's competitions, mingle and highlight your state at the Junior Mixer & Dance. Those in attendance will each get a t-shirt and highlighter. The goal is to sign as many shirts as you can. States will also present their banners and distribute the items they brought for the mixer exchange. Dinner will be served as well as a line dance instructor for an energy packed night.

Sunday features host day where several tour options are available: Leelanau Peninsula Tour & Tall Ship Excursion, Leelanau Peninsula & Catamaran Cruise, Sleeping Bear Dunes Sightseeing & Activities Tour, Float Platte River & Sleeping Bear Dunes Tour and Farm Tours.

Leelanau Peninsula Tour & Tall Ship Excursion

The first stop will be to the Northwest Michigan Horticulture Research Station. This 100-acre center sits in the five-county northwestern region that produces nearly half of the U.S. supply of tart cherries. It is the premier research site for integrated pest management, horticultural production, value-added processing, marketing and farm management for sweet and tart cherries, wine grapes, apples, plums and hops. Lunch will be at the Cathedral Barn, a restored venue that historically served as a dairy farm.

Replicating the 1800's 'coasting' cargo schooner, the Tall Ship Manitou is like those that sailed the Great Lakes and Atlantic Ocean. With a 59-passenger capacity, there is plenty of space to move around, sit back and enjoy as we set sail on Lake Michigan. Winetasting will be available for some of the most sought after and award-winning wines and spirits at Black Star Farms. This is a unique wine and culinary destination that features two winery production facilities with tasting rooms on both the Old Mission and Leelanau Wine Trails.



Leelanau Peninsula & Catamaran Cruise

For all things cherry and all things delicious, Cherry Republic is the place to be. You will tour the cherry processing facilities and learn about growing and harvesting one of nature's most delicious fruits. Lunch will be at the Cathedral Barn, a newly restored venue that historically served as a dairy farm for the former Traverse City State Hospital.

Enjoy a cruise on the beautiful Nauti-Cat. Built in Houston in 1988 and proven seaworthy in the Gulf of Mexico, the Nauti-Cat now sails on West Grand Traverse Bay taking passengers on a smooth ride in the fresh waters of Lake Michigan. The final stop will be to Brengman Brothers where you will be able to learn about the finest of Michigan and Italian wines. They offer wines made from grapes grown in their own vineyards and fine imported wines from Italy.

Sleeping Bear Dunes Sightseeing & Activities Tour

A National Park, Sleeping Bear Dunes is noted as one of the most beautiful areas in America. This motor coach tour will take you to the Pierce Stocking Scenic Drive, a 7.4-mile trail through the Beech-Maple Forest and sand dunes providing a historic perspective of the area with breathtaking views of Glen Lakes, the Sleeping Bear Dunes and Lake Michigan. The tour will also visit the Maritime Museum which provides a look back at the U.S. Life-Saving Service, U.S. Coast Guard and Great Lakes Shipping. Walk through the boathouse and see the life-saving equipment used during the early 1900s.

Step back in time when you visit Glen Haven, a small village where the best-preserved cord wood station lies on the eastern shore of Lake Michigan. This company town eventually diversified into farming, fruit canning and tourism. Then enjoy climbing the sand dunes or just watching youth climb the dunes and catch a unique glimpse of Glen Lake.



Float Platte River & Sleeping Bear Dunes Tour

Soak in the beauty of Grand Traverse Bay landscape as we travel west through the winding country side. Kick off this tour with an inner tube float down the Platte River to Lake Michigan, at the base of the Sleeping Bear Dunes National Park. Lunch will be lakeside before heading for the famous Pierce Stocking Scenic Drive to see the glorious views from atop the dunes. The final stop concludes with a visit to the infamous Dune Climb hill for fun and adventurous exploration.



Farm Tours

Enjoy a ride through the rolling woods to the heart of northern Michigan's Holsteins. Farm stops include Ber-Sher Farms where they farm 450 acres of corn and hay and milk 220 Registered Holsteins. They have a 30,000-pound RHA and have bred 11 Excellent cows. The Brunink family of Hidden Hills Dairy, welcomes you to their newly built parlor for their 950-cow dairy. Hidden Hills Dairy has bred numerous bulls for A.I. and has several high genomic females. Bosscher Dairy is home to 275 Holsteins on 1,200 acres, with a herd average of 26,900 pounds of milk. Lunch will be hosted at Bosscher Dairy showcasing outstanding cows from breeders around the state. Rounding out the tour is Yonkman Dairy and their 40-cow carousel parlor with a robotic post milking-teat sprayer. The 750 herd of Registered Holsteins has a rolling herd average of 28,320 pounds of milk.

The evening concludes with a Holstein Block party featuring dueling pianos, outdoor inflatables and games. Fun will be had in the bouncy house, climbing the rock wall, getting stuck to the Velcro wall, making your way through an obstacle course or joining in the bubble soccer game or cornhole tournament. This family event offers something for everyone and a chance to reconnect with Holstein friends.

Monday morning brings the highly competitive Dairy Bowl competition. Watch youth utilize their critical thinking skills, while competing for a spot in the Dairy Bowl finals. For lunch, enjoy a high energy, talk show style program covering hot button issues. Listen to a dynamic discussion amongst professional about how they search for, interview and train the right candidates for the job. The event will conclude with a career fair critiquing resumes, sharing internship information and answering questions. Then relax at the Treasure Island Poolside Party. Dance the night away, play in the pool and collect loot from the treasure chests.

The convention concludes Tuesday with the top Dairy Bowl teams in each division competing in the finals, followed by the Junior Forum and the Junior Awards Banquet. The banquet will honor youth for their accomplishments throughout the week. Then bid farewell to your fellow Holstein members with a sunset party on Grand Traverse Resort's private beach. Challenge your friends to a game of beach volleyball or swim in the outdoor pool. Cap off your week with a dance at the beach and bonfire fun. We hope you're excited to join us for Exploring the Shore, Michigan Holsteins and More!

2018 Tentative Schedule National Junior Holstein Convention

Friday, June 29th

6:00 p.m. - 6:45 p.m.	Dairy Jeopardy Orientation
7:00 p.m. - 7:30 p.m.	JAC Workshop
7:30 p.m. - 11:00 p.m.	Welcome Ashore Juniors (chicken)

Saturday, June 30th

7:00 a.m. - 5:00 p.m.	Dairy Jeopardy Contest
7:30 a.m. - 5:00 p.m.	NHWSO Interviews
8:00 a.m. - 5:00 p.m.	DJM Interviews
10:30 a.m. - 5:00 p.m.	Prepared Public Speaking Contest
11:30 a.m. - 1:00 p.m.	DJM Luncheon
11:30 a.m. - 1:00 p.m.	Junior & Adult Luncheon Buffet
5:00 p.m. - 5:30 p.m.	Dairy Knowledge Exam
5:10 p.m. - 5:40 p.m.	Dairy Bowl Coaches' Meeting
7:00 p.m. - 11:00 p.m.	Junior Highlight Your State Mixer & Dance

Sunday, July 1st

8:00 a.m. - 5:30 p.m.	Leelanau Peninsula Tour & Tall Ship Excursion
8:00 a.m. - 5:30 p.m.	Leelanau Peninsula & Catamaran Cruise
8:00 a.m. - 5:30 p.m.	Sleeping Bear Dunes Sightseeing & Activities Tour
8:30 a.m. - 4:30 p.m.	Float Platte River & Sleeping Bear Dunes Tour
9:30 a.m. - 5:30 p.m.	Farm Tours
5:00 p.m. - 10:00 p.m.	Holstein Block Party (burgers & hot dogs)

Monday, July 2nd

8:00 a.m. - 5:00 p.m.	Dairy Bowl Contest
12:00 p.m. - 1:00 p.m.	Cows 2 Careers Luncheon Buffet
1:00 p.m. - 3:00 p.m.	Cows 2 Careers Trade Show
5:00 p.m. - 6:30 p.m.	Pre-Sale Meal
6:00 p.m.	National Convention Sale
7:00 p.m. - 10:00 p.m.	Treasure Island Poolside Party

Tuesday, July 3rd

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.	Junior Awards Banquet (beef)
6:00 p.m. - 10:00 p.m.	Sunset Farewell (chicken & burgers)

Shining Stars

The most prestigious award for any Holstein youth member is the National Distinguished Junior Member honor. Started in 1922, the Distinguished Junior Member contest tradition runs deep within the industry. The field for this 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 airfare to the National Junior Holstein Convention. There they are interviewed by a group of judges and partake in all convention activities. A video 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.

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 dairy youth activities. For questions regarding the contests, visit www.holsteinusa.com/juniors/content/DJM.html.

Pride & Spirit Abound

What better way to show off your state pride than with a banner displayed at the National Holstein Convention? Banners will be placed prominently so that Convention attendees can view each entry. Banner should depict a story about your state's Junior Holstein Association and its activities and must be under 3' X 5' in size. Monetary prizes will be presented to the top three entries. Entries forms must be received by May 1st.

Exhibitors Honored with Memorial Award

The Judi Collinsworth Outstanding Junior Exhibitor Memorial award was created in honor of Judi Collinsworth. As the former Executive Director of Member and Industry Relations at Holstein Association USA, Judi led the way for increasing and securing financial support for programs. She spent endless hours working to improve and expand National Junior Holstein youth programs.

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 and are eligible to compete for an overall \$500 scholarship at the end of the year.

Buzzing with Knowledge

One of the most popular events, Dairy Bowl, will take place during the National Holstein Convention. In this competitive contest, teams of four answer numerous agriculture-related questions during three main components. 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 may enter one junior and senior age team. Juniors must be no older than 16 years old and senior team members under 21 years of age, as of January 1. All team members are eligible to participate for three years in both divisions. For rules and sample questions visit www.holsteinfoundation.org/youthprograms/dairybowl.html.

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 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 for others to enjoy at events throughout the year or at your state office.

There are two types of entries, the traditional book entry or a digital entry. Both entries must be prepared by youth members and highlight one year's worth of dairy related activities. The digital entry must be made with your own audio/visual operating equipment and may include music, animation and video. 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 1. Entries must be in place by 8 a.m. on Saturday, June 30, 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...Jeopardy!

The National Dairy Jeopardy contest will offer 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 wildly popular television show and parallels it in format. Six players compete against each other at one time using a buzzer system. 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 by the difficulty of the question. There are also two hidden bonus questions in each round. For an individual to advance to any round of play their score must be greater than zero.

Each state can 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 and sample questions.

Say It Loud & Proud

The National Junior Convention will again include a contest that grows in quality every year. The Prepared Speaking Contest will be held on Saturday, June 30. The contest helps youth develop the skills 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 Senior division will be allowed 8-10 minutes to complete their presentation, Intermediate will be allowed 6-8 minutes and the Junior division receiving 3-5 minutes. Senior division competitors will be allowed to use visual aids including posters, display boards, PowerPoint, etc. Judges will score participants on content, organization, expression, voice, stage presence, general effect and response to questions. Entries are due May 1.

Mission Membership

A contest will be held to promote National Junior Holstein Membership across the country. The state with the highest increase in individual membership will be recognized with a plaque presented during the Juniors Awards Luncheon at the National Junior Holstein Convention. The measure of membership increase will be determined by an initial count conducted on January 1st, and final count on June 1st. The membership fee is \$20 and applications can be downloaded at http://www.holsteinusa.com/pdf/forms_apps/jr_memb_app.pdf.

Displays Provide Education

The 2018 National Folding Display contest will feature two categories: Creative and Scientific. Both categories should include works cited on the back of the entry. Youth can enter both categories. Displays need to be dairy-related, no larger than 4-feet by 4-feet, and must be able to stand by themselves. No freestanding items or items sitting on the table surface are allowed. The contest will have three age divisions: 9-13, 14-17 and 18-21. Displays will be judged on content, organization, neatness and originality. Cash awards will be presented to the top three in each age division.

All Business

The National Junior Forum will take place on Tuesday, July 3, 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 to determine voting eligibility. Those attending are seated by geographic area 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, IV and an at-large position will each elect a new youth committee member to a two-year term. The entire country will elect all JAC youth representatives. Youth members to the JAC will be elected using a delegate system.

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.

