NWJSE “COUG Premier Exhibitor” Award-2021

1. **Participants do not need to pre-register for this event. When an exhibitor enters a quality class (Market, Prospect, and/or Breeding), showmanship, poster competition (see specifics) and participate in skillathon, will be automatically entered into the COUG Premier Exhibitor competition.** This is all or nothing, to be eligible for the “COUG Premier Exhibitor”, exhibitors **MUST** participate in ALL four events. Youth **must** exhibit their own animals in quality and showmanship to compete.

2. Exhibitors must place in the blue ribbon category, in both quality and showmanship to be eligible for “COUG Premier Exhibitor”.

3. Exhibitors who have achieved the above requirements, will have these two (2) rankings added together with the judged poster score and skillathon placing to determine the “COUG Premier Exhibitor” award. Rankings will be assigned points according to the following scale: 1st place - 100 points, 2nd place - 98 points, 3rd place - 96 points, 4th place - 94 points, and 5th place - 92 points, etc. These points will be assigned to you highest class placing in quality, showmanship, skillathon and the poster competition.

4. The top “COUG Premier Exhibitor” will be selected from each age division: Junior (8-11), Intermediate (12-14), and Senior (15-18) age division. These 3 individuals will compete for the overall “COUG Premier Exhibitor”.

5. If tied for “COUG Premier Exhibitor”, Ties will be broken on the Skillathon, emphasizing knowledge. The following procedure will be used to break ties: **“COUG Premier Exhibitor” TIE BREAKERS –**
   - 1st: Skillathon Age Division Placing;
   - 2nd: Total Score of Skillathon Stations;
   - 3rd: If Total Skillathon Score is tied then Station Scores:
     - Skillathon Station 1
     - Skillathon Station 2
     - Skillathon Station 3
     - Skillathon Station 4
   - 4th: Best animal as determined by the show judge;
   - 5th: Interview by Exhibition Official.

**AWARDS:**
CPE Junior (8-11) – 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd}.
CPE Intermediate (12-14) – 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd}, and
CPE Senior (15-18) – 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd}.

The Overall COUG Premier Exhibitor
**SKILLATHON PARTICIPATION:**
Youth will enter the day of the competition (July 16, 2021). Youth will be required to complete 5 subject matter stations in the skillathon. Stations that will be offered in 2021:
- Station 1: Breed Identification and Origin (20 points)
- Station 2: Reproductive System Identification, Function and A.I. (20 points)
- Station 3: Quality Assurance - bio-security and diseases of concern (20 points)
- Station 4: Animal welfare and handling - vision pattern (20 points)
- Station 5: A wild card that could come from any other topic listed below (10 points)
- Record/Project Books: More complete and detailed records will earn max points (10 points)

A) An up-to-date record or project book, animal enterprise book or farm account book detailing the appropriate records that should be kept for a food animal project can earn youth 10 additional points. Records of any form that document the project experience will be allowed for evaluation. Online records should be printed for review. NO RECORDS NO EXTRA POINTS and points are determined by subjective evaluation.

B) **Possible Sheep Skillathon Stations:** Parts I.D. • Quality Assurance • Breed I.D. • Nutrition • Animal Identification (National Animal ID, Electronic ID, Tags, Tattoos, Etc.) • Genetics • Meat Cut I.D. and Evaluation • Selection & Evaluation • Systems (Reproductive, Digestive, Nervous, Vascular, Etc.) • Animal Welfare and Handling (Housing, Environment, Health, Care, Etc.) • Breeding, etc.

C) A parent/guardian, or responsible adult, MUST sign the youth’s skillathon score sheet at the skillathon registration table verifying the youth is in the correct age (as of January 1 of the current year) division (Junior, Intermediate and Senior) BEFORE the youth can participate in the skillathon. **This is to verify age category, if it is determined at the completion of the skillathon that a youth exhibitor was entered in the wrong age category, the exhibitor will be removed from consideration for the CPE competition.** Skillathon participants will be required to sign their score sheet immediately upon completion of the skillathon.

D) Skillathon participants are not permitted to bring study materials or electronic devices such as cell phones into the Skillathon evaluation area. Participants are to work independently, and parents as well as siblings will not be allowed to help youth or each other, respectively. Once the youth participant starts the Skillathon they will need to complete it as they will not be let back in.

E) **Ties in the Skillathon will be broken by:**
- Skillathon Station 1
- Skillathon Station 2
- Skillathon Station 3
- Skillathon Station 4
Skillathon placings for each age division will be posted after the event and first place for each age division will be recognized along with the overall Youth Skillathon winner. Once the youth have participated, the Skillathon will be open to adult participants. The adult division will be scored as an individual class.

**POSTER or VIDEO MARKETING COMPETITION PARTICIPATION:**
Youth will need to pre-enter the post competition when they arrive to the show grounds posters will be on display and 2 evaluations will occur. The first evaluation will be that of the official judge and will count toward the COUG Premier Exhibitor (CPE) Award. The second evaluation will be a "People’s Choice Award".

**Topic for this years’ poster or presentation competition:**
“Marketing of lamb, wool, dairy or a by-product from sheep production”

**Marketing Poster Scoring (100 points) -**
Marketing advertisements need to be designed to fit a 24 x 36 size (poster board works best as this will be more rigid for display):

Judges Score (100 points) will be used for the CPE:
- Topic was covered (15 points):
  - Marketing campaign clear at first glance
  - Product fit for competition
  - Relevant information
  - Targeted sales pitch
- Information used to sell product (40 points)
  - Correct use of facts of the product being sold
  - Correct use of FACTS of the product being sold
  - Marketing TRUTH supported by USDA or FDA standards
- Poster Design (35 points)
  - Good use of layout within space allowed
  - Eye catching design and graphics
  - Artwork emphasizes marketing pitch
  - First impression of poster
- Overall impression of the marketing campaign (10 points)
- Judges comments:

**Marketing Video Scoring (100 points) -**
Marketing videos will be limited to 2 mins max from start to finish:

Judges Score (100 points) will be used for the CPE:
- Product being marketed was the focus of the presentation (15 points):
  - Introduction set the stage for the product being marketed
  - Product fit for competition
  - Relevant information
  - Targeted sales pitch
- Information used to sell product (40 points)
  - Correct use of FACTS of the product being sold
- Marketing TRUTH supported by USDA or FDA standards
- Appropriate marketing
  - Video appearance (35 points)
    - Backdrop or location of video-shoot
    - Viewer interest
    - Artwork, graphics, or props emphasizes marketing pitch
    - Individuals in video are dressed appropriately and fit the campaign being pitched
    - Use of appropriate language and ability to convey message
- Overall impression of the marketing campaign (10 points)
- Judges comments:

Secondly, a “Peoples’ Choice Award” for marketing posters and videos will be selected. This will be a simple vote for the best marketing campaign. Video presentations will be open for viewing on a private link TBD. The PCA will count as a separate award. Ballots and the link for the video marketing pitch will be provided at the ballot box. You can vote as many times as you like and the marketing campaign (video or poster) with the most votes will be acknowledged during the “COUG Premier Exhibitor” award presentation.