Welcome to Summer Synergy – 5th Edition! On behalf of the Synergy Partners and Volunteer Committee we are excited to share some new program information and remind you of the traditional elements.

- **New** Synergy programming elements including Master Showmanship, The Production, MNP Parent Pancake Breakfast
- **New** Synergy Rookie Registration & Mentor Program
- **New** Synergy Weaver Demonstrations to share techniques with everyone from novice to expert

### Scholarship Qualifiers

- **Conformation:**
  - Beef: Angus, Charolais, Hereford, Limousin, Maine Anjou, Simmental and AOB
  - Provincial 4-H Beef Heifer, Dairy & Sheep Shows
  - Enter Online

- **Marketing:**
  - Junior & Intermediate: Online Fundraising Auction
  - Senior: Marketing Manual for Breeding Stock
  - Topic Explanation and Tips are on the website
  - Enter Online & Project Submission Deadline: June 8th
  - Remember: Some of the most successful marketing messages are creative, simple, unique and understandable (Telus, Coke, Chrysler, etc.) Don’t overthink it!

- **‘Stockmen’s’ Multi Judging:**
  - Six Classes including Beef, Dairy, Sheep and Light Horse with official critiques & oral reasons - Enter Online

- **Showmanship**
  - Beef Showmanship in rotation with Show Team Judging - Enter Online

- **Show Team Judging (Beef), Herdsman Quiz (Dairy), Trimming (Sheep)** - Enter Online

### Optional Contests

- **Exposure Photo Contest:**
  - Categories consisting of Farm & Ranch, Your Project & Digitally Enhanced; Enter Online

- **Jackpot Yearling Classic**
  - All breeds; Enter Online

- **Peewee Pursuit**
  - For those 6 - 8; Enter Online

- **Beef Judging & Team Grooming**
  - New Weaver demonstrations, Enter Online

- **Synergy King of the Grill**: Enter at the Show

- **Synergy Amazing Race**: Enter at the Show

### Objectives:

1. To inspire all rural families to participate
2. To encourage all youth to learn and compete at their highest level
3. To provide a welcoming and inclusive environment for full participation
4. To deliver a relevant program that fosters elevated learning and skills
5. Have a fun and memorable experience while making new friends

### Four Year Facts

- 1309 Participants
- 204 Scholarships
- $234,000 Scholarship Awards
- 67 Beef, Dairy and Sheep Grand Champions
- 15 Supreme Champions
- 1 Heck of a Good Time!
Scholarship Breakdown:
Format which allows for more points awarded to more youth, allowing them to receive acknowledgment more based on participation and achieving a decent baseline across the contests rather than just winning a single contest. We want our scholarship recipients to be well-rounded and skilled at everything; we are confident that this format awards exactly that!

120 Maximum Points awarded:
- Conformation: 20 Points
- Marketing: 20 Points
- Multi Judging: 20 Points
- Showmanship: 20 Points
- STJ, Quiz, Trimming: 20 Points
- Scholarship Interview: 20 Points

Points are awarded in the following manner:
- Participation, Top Half, Advancing, Placings
- Ties are broken based on total ski\ll points
- Participants can request a post event analysis which illustrates their complete placings, point allocation and overall percentile

What if I don’t want to participate for a Scholarship?
Synergy is still a great opportunity for you to be as involved and busy as you want to be. There is no requirement that that you must compete in every event. You can pick and choose the elements that are of interest to you. You truly can be as busy or relaxed as you chose to be!

NEW... Master Showmanship
Top two Junior, Intermediate and Senior Showman from each Beef, Dairy and Sheep will compete against each other showing all three species to be declared the Master Showman of each age category!

NEW... The Production – Parade of Champions
Each Purebred and Commercial Beef Breed Champion, Purebred and Commercial PBHS Supreme Champion, Ewe Lamb Champion, Yearling Ewe, Mature Ewe and the Champion & Reserve Dairy Champions will be a part of The Production with elevated showcase and awards!
2014 Scholarship Allotment by Breed:

- Angus: $17,500 to 18
- Charolais: $12,000 to 7
- Hereford: $3,500 to 2
- Limousin: $4,500 to 4
- Shorthorn: $2,000 to 2
- Simmental: $13,500 to 10
- Dairy: $6,500 to 5
- Sheep: $4,000 to 13

TOTAL: 61 @ $69,500

2013 Scholarship Allotment by Breed:

- Angus: $17,500 to 18
- Charolais: $12,000 to 7
- Hereford: $3,500 to 2
- Limousin: $4,500 to 4
- Shorthorn: $2,000 to 2
- Simmental: $13,500 to 10
- Dairy: $6,500 to 5
- Sheep: $4,000 to 13

TOTAL: 61 @ $69,500

Entry Deadlines

- Entry Deadline: June 1st
- Marketing Submission Deadline: June 8th
- Exposure Photo Contest Online Submission Deadline: June 8th
- Online entry link at www.summersynergy.ca

Quick Tips for Doing Online Entries:
1. Complete Rules and “How To” Instructions located on the websites
2. Create a New Account for each family member
3. Premium Book has ALL classes so check that you entered everything you wanted
4. Pending Entries allows you to review, edit or remove your entries
5. Misc Items/Submit Entries shows your additional/optional fees including apparel, rookie, memberships, nurse cows pens, etc.
6. If you cannot pay using a credit card, contact the office and we can make an alternate arrangement prior to processing your entries
7. Blue Ribbon emails a confirmation of entries so that you can review your classes and fees.
8. Email ORE if you have any troubles or need assistance tracy@oldsregionalexhibition.com

Setting Sails...

Congratulations to the following outstanding young people who were awarded travel opportunities from the generous contributions of the 2013 Senior Fundraising Auction:

- Keltey Whelan – Will be attending The Royal Winter Fair
- Tessa Nybo – Attended Oklahoma Youth Expo March 18th – 21st, 2014
- Cassidy Barnert – Attended GOAL Conference Feb 15th – 16th, 2014

Thank you to Byron Hussey, Alana Wright and Donna Smith for your time to evaluate and rank each of our applicants. We cannot wait for this year’s application that will have even more opportunities available to Synergy participants of ALL ages!

NEW... Rookie Registration
When completing online entries, those participants and families who identified themselves as ‘first timers’ or require elevated Synergy orientation, will be assigned a MENTOR prior to and during the show. That Mentor will welcome you to Synergy and assist with questions, FAQ’s, etc. Additionally, the Rookie Registration will take place just prior to the Orientation so that undivided attention is provided to those families who may require more information.

NEW... Parent Orientation
Following the Synergy orientation will be a parents meeting to discuss General Rules, Behaviors and Expectations! Every Parent encouraged to attend!
SYNERGY VISION: Summer Synergy contributes to sustainable rural communities by contributing to economic growth, enhancing community capacity with volunteerism and quality of life while creating an environment with rich learning and skill development. Summer Synergy offers the opportunity for these young leaders to demonstrate that character and realize the true life-long benefits from being generous with their expertise and their time, building volunteer capacity in rural Alberta.

For more information, contact ORE
Tracy Gardner, Events Manager
tracy@oldsregionalexhibition.com or visit
www.summersynergy.ca
www.oldsregionalexhibition.com