

SYNERGY E-NEWS

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!

Schedule

Monday, July 7th

- Livestock Move-In
- Beef Registration
- PBHS You're Hired & Team Marketing
- Junior Beef Meetings

Tuesday, July 8th

- Jackpot Yearling Classic
- Beef Judging
- Beef Weaver Fitting & Clipping Demo
- Beef Team Grooming
- Dairy Registration
- Sheep Registration
- King of the Grill

Wednesday, July 9th

- Beef Showmanship & Show Team Judging Demo
- Beef Showmanship & Show Team Judging
- Dairy Husbandry Quiz
- Dairy Pre-Clipping & Clipping
- Sheep Seminar, Trimming & Judging
- PBHS Jackpot Calf Show
- Synergy Amazing Race

Thursday, July 10th

- Multi Judging & Critiques
- MNP Parent Pancake Breakfast
- PBHS Purebred & Commercial Conformation
 - Featuring only registered Alberta Provincial 4-H projects
- PBHS Awards & Aggregates
- Dairy Judging, Marketing & You're Hired
- Dairy Show Ring Judging
- Sheep Conformation Show
 - Open all National 4-H Members
- Evening of Excellence, Olds College

Friday, July 11th

- Beef Purebred & Commercial Conformation Show
 - Open to all Juniors with Angus, Charolais, Hereford, Limousin, Maine Anjou, Simmental & AOB entries
 - 4-H projects can also enter this show
- Dairy Showmanship
- Dairy Conformation Show
- Sheep Showmanship
- Sheep Market Lamb & Costume
- Synergy Master Showmanship
- Synergy "The Production" Parade of Champions
- Synergy Awards & Scholarship Announcements
- Release of all livestock

Saturday, July 12th

- Champion Showcase, Stampede (*Champion mandatory display*)
- Scholarship Interviews, Stampede
- Supreme Parade of Champions, Stampede
- Grandstand Presentation, Stampede

Sunday, July 13th

- Champion Showcase, Stampede (*Champion mandatory display*)

*schedule always subject to change ☺

Don't Forget: In order to qualify for Synergy Scholarships & Special Awards, you must complete in all five required components: Marketing, Multi Judging, Conformation, Showmanship & Show Team Judging (Beef), Herdsman Quiz (Dairy) or Trimming (Sheep)

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 skill 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 Age:

Ages as of January 1st, 2014

Junior: Ages 9 - 11

8 @ \$500

Intermediate: Ages 12 - 14

10 @ \$500

2 @ \$750

5 @ \$1000

Senior: Ages 15 - 20

22 @ \$1000

10 @ \$2000

4 @ \$3000

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: \$10,000 to 13

TOTAL: 61 @ \$69,500

**4 YEARS 3 SPECIES 1309 PARTICIPANTS
204 SCHOLARSHIP WINNERS
\$234 000 IN SCHOLARSHIPS**

ONLINE ENTRY SITE:

This website works best when viewed with at least Internet Explorer 6 or Firefox 2. Javascript must be enabled for full functionality.



Blue Ribbon On Fair ONLINE
Summer Synergy - Olds, AB

Log In | Create New Account | Buy Tickets & Misc Items

Click **Create New Account** if you are an exhibitor that would like to submit entries for the fair and have not created an account online for this fair year.

- * Each Exhibitor must have their own individual online account in order to submit entries online.
- * Multiple exhibitors may not submit entries using the same online account.
- * Accounts do not carry over from previous years.

Click **Log In** to access your account if you are an exhibitor that has already created an online account for this fair year.

- * You will need to provide the username, email, and password you supplied at the time you created your account.
- * If you have forgotten your username or password you will be able to request the information be emailed to you from the login screen

Click **Buy Tickets & Misc Items** if you are not an exhibitor and want to purchase misc. tickets or passes and will not be submitting any entries for the fair.

Be sure to pay your membership fee for each breed shown.

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
- **Jade Marshall** – 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!

Thank you to Synergy's Generous Sponsors:



Thank you to Synergy's Founding Partners:



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

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.