

## **PHOTOGRAPHY**

- \* Photos must be presented during the check in times
- \* Entries must be 8x10 color photo mounted on 11x14 black cardboard.
- \* Absolutely **NO FRAMING OR MATTING**
- \* **NO BLACK AND WHITE PHOTOS WILL BE ACCEPTED**
- \* Photos may not be altered or digitally enhanced in any way
- \* A maximum of two (2) entries per contestant.
- \* Only one (1) entry per contestant will be eligible for placing
- \* Judging will concentrate on all aspects of photography
- \* A judging panel will review all entries
- \* The top 2 entries will be awarded

## **SALES SPEECH**

- \* Contestants in Junior, Intermediate, and Senior divisions are eligible for competition
- \* Animals will not be allowed in the contest. Contestants will sell the animal based on the criteria listed below
- \* Contestants will attempt to “sell” an animal or genetic opportunity of their choice to a group of judges (potential buyers)
- \* Suggested information for contestants to assemble in a folder:
  - \* COPY of the animals registration certificate
  - \* Pedigree
  - \* Performance Information
  - \* Phenotype
  - \* Breeding Information
  - \* Sales Discussion
  - \* Marketing decisions dictated by the environment, customer base, etc

### Judging Criteria:

- \* Organization of information
- \* Overall presentation
- \* Contestants will be expected to answer questions
- \* Contestants will have a 10 minute time limit in which the sale must be completed
- \* The top 2 will be awarded.