



JNHE Welcomes NEW CONTEST

Compete in the Sales Academy Contest during Banners in the Bluegrass.

by *Libby Rushton*, NJHA Membership Chair

I'm sure you are excited about the Junior National Hereford Expo (JNHE). Reconnecting with old friends and making new ones throughout the week, while exhibiting animals we've worked so hard to get ready, always highlight the JNHE. There are also plenty of events and contests to keep us busy throughout the week, and I am excited to introduce our newest event — the Sales Academy Contest.

The Sales Academy contest is something that the National Junior Hereford Association (NJHA) board of directors has been working hard to develop. We are excited to see the creativity and involvement

Open to intermediate and senior members, this two-part contest mimics real-world sales. The first section of the Sales Academy Contest is pre-sale advertising. Participants will choose one animal from their own herd along with a provided scenario their animal best fits into. The three scenarios to choose from are:

- a bull sale (marketing to commercial buyers)
- an online or private treaty sale
- the national consignment sale in Oklahoma City

Contestants will then submit materials used in these sale scenarios including footnotes, sales graphics and any other optional sale materials. Be sure to state the scenario for your animal when turning in your sale materials. These materials will be due June 1, 2022, through Submittable, the online entry platform.

After June 1, judges will select finalists to compete in-person at the 2022 JNHE on July 18. These finalists will present the second part of the contest: Sale Day. Our contestants will have an opportunity to market their animal to judges and a live audience. We encourage you to get creative while brainstorming ways to market your animal to the audience. Use of other sale aids is allowed if they are related to your chosen scenario.

Steps for success

Here are some tips I have for this new contest.

Be Creative: Since this is the first year of the contest, we are excited to see what animals and sales methods our junior members have to offer. There are so many ways to highlight and efficiently market your animal, so do what works for you. Each sales method may be completely different than the next, and we are excited to see where your thoughts take you, and possibly bring an entirely new perspective to the industry of sales.

Be Familiar: Whatever animal you choose, make sure you are very familiar with them. You want to ensure you can answer all questions about your animal and be able to explain its strengths thoroughly.

Do Your Research: Look at some other sales materials that are similar to your chosen scenario. What makes their sales successful? What makes their materials stand out? What aspects of these do you like? What would you have changed? Think about the things that you can do to make your materials easy to understand and eye catching.

Look At the Rules: The rules for this contest are posted on *Hereford.org* in the "JNHE" section under the "Youth" tab. Familiarize yourself with what the judges are looking for and make sure to note deadlines and points per section. Any changes to the contest prior to when entries open will be available on the website.

Our NJHA board is very excited for our revamped competitions and events this year, and we hope you are too. **HW**

LODGING INFORMATION

Crowne Plaza Louisville Airport Expo

830 Phillips Ln., Louisville, KY 40209
Single Rate: \$132 + Tax | Cut-Off: 6/14/2022

Courtyard Louisville Airport

819 Phillips Ln., Louisville, KY 40209
Single Rate: \$139 + Tax | Cut-Off: 6/15/2022

Kentucky Expo Center

937 Phillips Ln., Louisville, KY 40209
502-367-5380 | Make reservations TODAY!

our participants will bring to it. This contest combines some of our most familiar events from previous years, such as the individual sales and speaking contests, while also adding some new features.