

# Attention to Detail

The poster and scrapbook contests challenge contestants and judges alike.

by Linda Robbins, assistant editor

Most juniors come to the National Junior Angus Show (NJAS) to show cattle, participate in contests or do both; however, there are a few contests that offer junior members the chance to participate in the event even if they cannot attend. Two of these contests are the poster contest and the scrapbook contest.

In addition to providing a fun, educational and competitive activity for juniors who may or may not be able to participate in NJAS, the poster contest is purposed to display the creative talent of National Junior Angus Association (NJAA) members and to share ideas that may be useful in promotion of the breed, organizations and individual herds.

This year the contest was open to only junior-division (ages 9-13) contestants. Categories for the poster contest include breed/association promotion, membership recruitment and herd advertisement.

When evaluating a poster in any category, the three judges are guided by scoring sheets (available at [www.angus.org/NJAA/contests.aspx](http://www.angus.org/NJAA/contests.aspx)) that ask them to rate an entry on originality, message, attention-getting, use of space and elements of design. Each item on the score sheet is worth up to 10 points, for a maximum of 50 points.

Posters, which must measure 14 x 22 inches, can have photographs, magazine clippings, stencils and adhesive letters, but may not use computer-generated graphics or

designs. Prizes and cash awards for each category are first place, \$30; second place, \$20; and third place, \$10.

## Scrapping

This year the same judges who evaluated the poster contest scored and ranked the scrapbook contest entries.

Junior Angus associations can enter the scrapbook contest with books created by the state's or region's current junior association members. Judges use a one-page, two-section form with two divisions; one has six areas of participation worth 10 points each for a maximum of 60 points. The second section has four participation areas worth 10 points each for a maximum of 40 points.

Scrapbooks must begin with a title page followed by a contents page. Remaining pages must be numbered, but the rest of the design elements may be included in any order, though each category should be arranged in calendar sequence of oldest to most recent. Prizes and cash awards for the scrapbook contest are \$50 for first place; \$40 for second; \$30 for third; \$20 for fourth; and \$10 for fifth.

For both the poster and the scrapbook



►Above: Pam Ruff, Hanston, Kan., evaluates posters at the 2013 NJAS.

►Right: Cindy Stewart, Stillwell, Okla., prepares her score sheets prior to judging the poster and scrapbook contests at the 2013 NJAS.



►Jocelyn Butler, Republic, Mo., evaluates a scrapbook at the 2013 NJAS.



► The Iowa Jr. Angus Ass'n took the top prize in the 2013 NJAS scrapbook contest.

competitions, entries are delivered to the NJAS and evaluated at the show.

### Judging the entries

This year's judges for the poster and scrapbook contest were Jocelyn Butler, Republic, Mo.; Cindy Stewart, Stillwell, Okla.; and Pam Ruff, Hanston, Kan. Judging began just before 8 a.m. Sunday, July 7, and was not completed until shortly after noon. Butler, who has judged similar contests for Hereford events, though this was her first time at the NJAS, says the contestants obviously put a lot of time and effort into their entries.

"It was kind of challenging," she says. "There were a lot of good posters and a lot of good scrapbooks, with some really excellent work all around."

Stewart, whose sister lives in Missouri and recruited her as a judge, was surprised at the detail that went into creating many of the posters and especially the scrapbooks.

"The kids put a lot of hard work into their entries, with more detail than I was expecting," she says. "It was sometimes difficult to figure out how to rank them." Speaking of the sister who recruited her, Stewart laughingly warns, "Payback in 2015 when we're in Tulsa!"

Ruff, who has judged events at the NJAS before, says that because her daughter, Robin Ruff, is an American Angus Association employee, she is frequently asked to help out with judging events at the NJAS. She says she always enjoys it, and that she had seven county fairs at which she was scheduled to judge events after her work on the poster and scrapbook contests was complete.

All three judges say they would gladly do it again in spite of the challenges and the time it took.

"It was enjoyable," Stewart says.



► The Maryland Jr. Angus Ass'n placed second in the scrapbook contest.



► The Mississippi Jr. Angus Ass'n placed third in the scrapbook contest.



► Winning the breed or association promotion category are (from left) **Rylee Closser**, Hebron, Ohio, third; **Nicholas Pohlman**, Prairie Grove, Ark., second; and **Payton Shepherd**, Lake Charles, La., first.



► Winning the membership recruitment category are **Nicholas Pohlman**, Prairie Grove, Ark., first; **Mattie Harward**, Richfield, N.C., second; and **Kacey Dethlefs**, North Platte, Neb., third.



► Winning the herd advertisement category are (from left) **Nicholas Pohlman**, Prairie Grove, Ark., third; **Aspen Adams**, Union Springs, Ala., second; and **Madison Weaver**, Coatesville, Pa., first.

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