



# Ohio Cattlemen's Association **STOCKMANSHIP** *Competition*

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## **SALESMANSHIP CONTEST**

**January 22, 2022 | 9:00 a.m.**

Held in conjunction with The Weekend Spectacular  
Marion County Fairgrounds | 220 E. Fairground Street Marion, Ohio

**Contest open to all OCA BEST participants competing in the Stockmanship division.**

The OCA BEST program's Stockmanship Division provides a pathway for youth to participate in the BEST program without showing an animal. It expands BEST participants' knowledge of cattle and provides youth with an opportunity to showcase their abilities and talents outside of the show ring. The Stockmanship division is comprised of beef industry-focused events and competitions that are in conjunction with BEST shows. This division of the BEST program is open to all Ohio youth. If an existing BEST participant would like to sign up for the Stockmanship division, they will do so under their BEST user profile at [best.ohiocattle.org](http://best.ohiocattle.org) for no additional cost outside of existing cattle nominations. If age-eligible individuals would like to participate in the Stockmanship division, but don't have cattle enrolled in the 2021-2022 BEST program, they should create their username and profile at [best.ohiocattle.org](http://best.ohiocattle.org) and select to participate in the Stockmanship division. Non-cattle exhibiting BEST Stockmanship participants must have a current \$75 family OCA membership and will pay a one-time participation fee of \$60. Individuals may sign up for the Stockmanship program at any point throughout the season.

### **2021-2022 Stockmanship Contests:**

- Prepared Speaking - held at the Scarlet & Gray Midwest Showdown - Saturday, January 8, 2022
- Salesmanship - held at the Weekend Spectacular - Saturday, January 22, 2022
- Cattlemen's Challenge Competition (OCA's version of a skill-a-thon) - held at the Clark County Cattle Battle - Saturday, January 29, 2022
- Fitting Contest - held at the DTS Cupid Classic - Friday, February 11, 2022
- Judging Contest - held at the Ohio Beef Expo - Friday, March 18, 2022

**Salesmanship Contest Registration Deadline:  
Monday, January 17, 2022 | [www.ohiocattle.org](http://www.ohiocattle.org)**

### **Salesmanship Contest Rules**

The main objective of Salesmanship is to give juniors a glimpse at a real-life situation of selling while promoting the importance of communication skills, marketing technique and an understanding of performance, pedigree and market information.

1. Contestants must be BEST participants competing in the Stockmanship Division
2. Individuals will compete in their corresponding age divisions (same as showmanship): Beginner, Junior, Novice, Intermediate, Senior
3. Individuals must register for the contest online at [www.ohiocattle.org](http://www.ohiocattle.org)
4. Presentations will be from 3-6 minutes long. The objective of each individual will be to convince the judges that they should purchase their entry.
5. Individuals may present any item that is related to cattle, i.e.: an animal, semen, embryo packages, etc.
6. Participants will be discounted for using notes.
7. The order of presentations will be determined by OCA BEST Stockmanship officials and will be posted prior to contest.
8. Visual aids may be used during the presentation. No live animals will be allowed to be used in the contest.
9. Points will be awarded as follows: Knowledge, Content, Effectiveness, and Response to questions
10. Ten points will be subtracted from the total if judges detect the use of notes. Two points will be subtracted for each minute a presentation goes less than three minutes or more than six minutes.
11. Judging will be by a panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.
12. Participants should register online at [www.ohiocattle.org](http://www.ohiocattle.org) by January 17, 2022.

### **For More Information**

Ohio Cattlemen's Association - 10600 US Highway 42 - Marysville, OH 43040  
[www.ohiocattle.org](http://www.ohiocattle.org) | 614.873.6736

