

KANSAS JUNIOR LIVESTOCK SHOW

LEAD CHALLENGE

Developing Dynamic Leaders in Kansas Agriculture

2024 LEAD Challenge Participant Guide

The Kansas Junior Livestock Show LEAD Challenge is an education, advocacy, and leadership event that provides youth an opportunity to learn about current industry, production, and animal care issues, and then apply those learnings in a multi-event competition. Competition in the LEAD Challenge encourages KJLS exhibitors to develop not only the ability to show livestock, but also a well-rounded knowledge of animal agriculture and important advocacy skills.

The purpose of the LEAD Challenge participant guide is to provide rules and study materials for each component of the competition. The LEAD Challenge consists of five main components: Listen & Learn sessions, prepared speeches, skill stations, mock job interview, and livestock showmanship.

Age Divisions

There are three age divisions for the LEAD Challenge: junior (ages 7-9), intermediate (ages 10-13), and senior (14-18). Age is based on the contestant's age as of January 1, 2024.

Listen & Learn Sessions

The Listen & Learn component consists of three sessions of educational workshops. Each 45-minute session will be held virtually the week of September 16 and links to each Zoom session can be found at www.kjls.net/lead-challenge. Contestants are encouraged to participate live to be able to engage with the speakers. If you are unable to watch each session live, the sessions will be recorded and posted on the website within 24 hours. A short survey will follow each session that must be completed for contestants to receive participation points. This year we will have session on the following topics:

- Gaining Experience in the Agriculture Workforce
- How to Keep Livestock Safe in a Foreign Animal Disease Outbreak
- Marketing Yourself and the Livestock Industry

Prepared Speeches

Prepared speeches give contestants the opportunity to demonstrate their public speaking skills. Each age division has a different topic to prepare a speech on. Speeches will be given on Friday, September 27, between 1:00 p.m. and 6:00 p.m. in the Pride of Kansas Building. Please sign up for a time slot at www.kjls.net/lead-challenge. We understand that the livestock shows can run ahead or behind schedule, so time slots are flexible.

Juniors will give a one- to three-minute speech about what makes showing livestock enjoyable and what are some of their favorite parts. Each speech will be judged based on content and

presentation. No questions will be asked after the conclusion of the contestant's speech. No outside resources are allowed other than a 3" x 5" notecard.

Intermediates will give a three- to five-minute speech about how youth livestock events have an impact on the livestock industry. Each speech will be judged based on content and presentation. No questions will be asked after the conclusion of the participant's speech. No outside resources are allowed other than a 3" x 5" notecard.

Seniors will give a four- to six-minute speech about what advances in technology are crucial in maintaining and expanding the livestock industry in Kansas, including discussion on the acceptance and controversy of these technological advances now and in the future. Each speech will be judged based on content, presentation, and response to questions. Judges will be allowed to ask questions for up to two minutes after the conclusion of the participant's speech. No outside resources are allowed other than a 3" x 5" notecard.

Skill Stations

Skill stations give contestants the opportunity to demonstrate their knowledge of current industry challenges, animal production, and livestock management in an interactive test format. The skill stations will be open on Friday, September 27, from 1:00 p.m. to 7:00 p.m. and Saturday, September 28, from 7:00 a.m. to 6:00 p.m. in the Pride of Kansas Building. The questions will be the same both days, so contestants only need to complete the exam one time when it fits in their show schedule.

Each age division will answer questions at five different content stations. Juniors will answer four questions per station, intermediates will answer eight questions per station, and seniors will answer ten questions per station.

Show Preparation Station

Contestants will be asked a variety of questions pertaining to the rules and procedures of the Kansas Junior Livestock Show as well as show equipment identification and ethically fitting livestock.

Daily Care Station

Contestants will answer questions about nutrition, quality assurance, feed identification, and equipment identification.

Reproduction Station

Contestants will demonstrate their knowledge of the livestock reproductive tract, breeding equipment identification, gestation periods, EPDs, and reproductive hormones.

Retail Meat Station

Contestants will be tasked with identifying various cuts of beef, pork, lamb, and goat meat as well as asked questions about food safety handling procedures and slaughtering process terminology.

Current Industry Challenges Station

Contestants will be asked questions about current challenges the agriculture industry is facing including international trade, food labeling, careers in agriculture, and consumer education.

Mock Job Interviews

Mock job interviews give contestants the opportunity to practice marketing themselves to future employers. Interviews will be held on Saturday, September 28, from 7:30 a.m. to 3:00 p.m. in the Pride of Kansas Building.

Contestants will be asked questions about their skills, extracurricular activities, and any work and/or leadership experience they have at this point in their lives. Contestants are welcome to bring a copy of their resume for the judges, but it is not required.

Juniors will interview for five minutes. Intermediates will interview for seven minutes. Seniors will interview for ten minutes. Please sign up for an interview time slot at www.kjls.net/lead-challenge. We understand that the livestock shows can run ahead or behind schedule, so time slots are flexible.

Livestock Showmanship

Livestock showmanship is considered the in-the-ring component of the LEAD Challenge. Showmanship allows contestants to receive points for demonstrating proper livestock handling techniques. Points will be awarded for participating in any of the show's showmanship classes. There is no special or separate showmanship class you need to participate in for the LEAD Challenge.

LEAD Challenge Scoring

There are 150 points available for each age division. Contestants will be awarded points in each category as follows:

1. Listen & Learn
 - a. 5 points per session for participation (maximum of 15 points total)
2. Prepared Speeches
 - a. Maximum of 40 points
3. Showmanship
 - a. 5 points for participation*
4. Skills Stations
 - a. Maximum of 10 points per station (maximum of 50 points total)
5. Career Development
 - a. Maximum of 40 points

*If an exhibitor is disqualified in one species for a KJLS rule violation, that exhibitor will receive an automatic NO SCORE for the showmanship portion of the LEAD Challenge (even if the exhibitor is showing other species and is not disqualified in those species).

**Ties will be broken using contestants' presentation station scores then career development scores, if needed.

Attire

We understand that contestants have busy schedules while competing in the LEAD Challenge. The only requirement is that contestants wear show attire from the waist up during their prepared speech and the in-person interview competition (button-down shirt, nice blouse, blazer, cardigan, etc.).

Awards

Top five finishers overall in each age division will be awarded a physical and cash prize. Juniors will receive \$300 for first place, \$200 for second place, \$100 for third place, \$50 for fourth place and \$25 for fifth place. Intermediates will receive \$400 for first place, \$300 for second place, \$200 for third place, \$100 for fourth place and \$75 for fifth place. Seniors will receive \$500 for first place, \$400 for second place, \$300 for third place, \$200 for fourth place and \$100 for fifth place.

LEAD Challenge Schedule

Tuesday, September 17

7:00 – 7:45 p.m. Listen & Learn Session One (online)

Wednesday, September 18

7:00 – 7:45 p.m. Listen & Learn Session Two (online)

Thursday, September 19

7:00 – 7:45 p.m. Listen & Learn Session Three (online)

Friday, September 27

1:00 – 6:00 p.m. Prepared Speeches – Pride of Kansas Building

1:00 – 7:00 p.m. Skill Stations – Pride of Kansas Building

3:00 p.m. Goat Showmanship – Ad Astra Pavilion

*after Breeding Sheep Show Sheep Showmanship – Sheep Arena

Saturday, September 28

7:00 a.m. – 6:00 p.m. Skill Stations – Pride of Kansas Building

7:30 a.m. – 3:00 p.m. Mock Job Interviews – Pride of Kansas Building

2:00 p.m. Swine Showmanship – Swine Arena

*after Breeding Heifer Show Beef Showmanship – Prairie Pavilion

Sunday, September 29

8:00 a.m. Award Announcement – Prairie Pavilion