



*Synergy*

**RISING**

**STARS**



*Initiative*

HD

*New for 2019*

# *Program Objectives*

- ✓ To **encourage** young beef breeders to become actively engaged in the beef industry
- ✓ To **engage** young beef breeders in acquiring leading genetics
- ✓ To **mentor** young beef breeders in actively participating in all facets of animal husbandry including, but certainly not limited to selection, nutrition, herd health, breeding, calving, show preparation and marketing

# Who Can Apply



- ✓ Youth aged 9 – 19
- ✓ Residents of Alberta, British Columbia or Saskatchewan
- ✓ With “limited” previous experience in the beef industry
- ✓ Those interested and able to participate in a 1 year+ mentorship program

# How to Apply

- ✓ Online application link found on the following websites:
  - ✓ [summersynergy.ca](http://summersynergy.ca)
  - ✓ [lazymcangus.com](http://lazymcangus.com)
  - ✓ [4h.ab.ca](http://4h.ab.ca)
  - ✓ Partner Websites
- ✓ Program promoted electronically with Junior Beef Breed Associations; Jackpot Shows
- ✓ Application must include a high resolution photo (to be used for press release purposes)



# Selection Criteria



- ✓ Panel of Mentors engaged in the Synergy Rising Stars Mentorship program will evaluate applications
- ✓ Recipient will be selected based on their compelling “Need” for mentorship and their personal “Why” to be a more contributing member of the beef industry



# *Timelines*

October 1<sup>st</sup>: Application Online

October 30<sup>th</sup>: Application Deadline

November 9<sup>th</sup>: Rising Star Announcement!



# *What Does It All Mean...*

- ✓ Access elite beef genetics with proven Purebred & Commercial status!
- ✓ Partner with leading seedstock operations to experience, learn and grow!
- ✓ Network with industry organizations and their leaders that will provide a competitive edge in the show ring, sale ring and pasture!
- ✓ Create meaningful relationships and immeasurable experiences!

*Partners...*



Rising Stars "Champion"  
Clint Morasch & Family

Doug & Katie Roxburgh

Len & Sally Songer

Industry Partners