ENTRY REQUIREMENTS

Entry portfolios should be prepared carefully, neatly typed and present an accurate portrayal of the applicant and the Registered Holsteins he or she works with.

- Portfolio must be presented in a standard, one inch three-ring binder (hard cover). The binder should be a "view" binder, with a clear cover that allows you to insert a cover sheet.
- Text should be typed in legible, 12-point font, with one inch margins throughout. A similar font style should be used throughout the portfolio.
- Pages must be printed on white or light-colored, standard 8.5 x 11" sheets of paper, printed in black or dark ink.
- Pages must be inserted into protective sleeves (preferably non-glare), with only a single sheet of paper inserted into each protective sleeve. Pages should not be mounted to anything.
- The portfolio should be divided into sections, with a clearly labeled tabbed divider for sections E-L.
- Portfolios should not contain filler materials.

A. COVERS
Front cover must include applicant's name and state they are representing. Pictures may be included, but all content must fit inside the slip cover of the binder – nothing should protrude from the front or back, or any part, of the portfolio. Applicants are encouraged to express their personality while maintaining a professional image.

B. INTRODUCTORY PAGE
The introductory page should include one professional photograph of the applicant, along with the applicant's name, age and complete address. Additionally, you must send a digital copy of this photograph to kdunklee@holstein.com. Review the Photo Guidelines for instructions on how to submit an acceptable, high quality headshot to be used for media releases and other DJM recognition materials.

C. PERSONAL HOLSTEIN PROJECT SUMMARY FORM
Use DJM Form 1 (available online), or re-type the form to include all necessary information.

D. DIVIDER PAGES
Divider pages must include labeled tabs for sections E-L. Tabs should be typed. Pictures may be included on your divider pages on the front side only. Nothing should be placed on the back side of a divider page.

E. RÉSUMÉ
Résumé should be single-spaced and no more than three pages in length. The résumé should include educational and employment experience, as well as listing various activities, achievements, awards and offices held, with years of involvement listed. This section should encompass all types of projects and activities: Holstein, 4-H, FFA, church and community.

F. STORY OF JUNIOR HOLSTEIN WORK
Story of Junior Holstein Work should be double-spaced and no more than six pages in length. Applicants should tell the story of their Junior Holstein careers, emphasizing involvement on their home farm or other dairy/agricultural operations, including specific responsibilities. Applicants may want to include specific details about their farm, discuss how they became involved in the industry, current involvement in Junior Holstein and other dairy activities, and future plans and career goals.

G. INVENTORY OF REGISTERED HOLSTEINS OWNED
Inventory or Registered Holsteins owned should be no more than three pages in length. List animals in your ownership in a neat and concise fashion, including name, registration number, date of birth, sire, dam, classification score (if applicable) and estimated value. Also, include any applicable production information or awards animals have received. Leased and partnership animals should be listed under a separate heading. If applicant wishes to include animals they have owned but are no longer in the herd, or animals of other breeds they own, those should also be listed under separate headings.

H. PERFORMANCE INFORMATION
Include current Official Holstein Pedigrees (less than one year old) for three of your animals. A photo of the animal should be included on a separate page, immediately following the animal's pedigree. Photos of animals do not have to be professional.

I. BREEDING, OBTAINING AND DEVELOPING
Breeding, Obtaining and Developing should be double-spaced and no more than three pages in length. Describe your breeding program, including sire selection criteria and guidelines, breeding philosophy, cow families and herd development plans. Also, discuss how your current herd was obtained and financed, and how your herd has grown and developed through the course of your Junior Holstein project.

J. VACCINATION AND ANIMAL HEALTH PROTOCOLS
Vaccination and Health Protocols should be single-spaced and no more than one page in length. Please summarize the health protocols for your herd, including any of the following: calfhood vaccinations, dehorning, tagging/identifying, vet checks, hoof trimming, breeding, calving treatments, etc.

K. PERSONAL VIEWS
Answers to the following questions should be double-spaced and no longer than one page in length each. Points will be deducted for questions exceeding the page limit.
1. What is one life lesson, business philosophy, value, or mantra that serves as a compass as you make decisions and set priorities?
2. What is your idea of the "perfect Holstein cow" and what traits would you look for in a sire to breed that cow?

The following questions should be included with your portfolio, uploaded as YouTube videos (instructions listed below), and submitted on a flash drive. Please answer each question in two minutes or less. Along with your questions, please include a one-minute introduction of yourself, telling the judges more about you, your farm and activities. Videos will be judged and do count toward applicants' entry portfolio scores.
3. What innovative dairy product should be the next to hit the commercial market and why?
4. How could a Holstein breeder's program be optimized to make the most profitable cow and herd?

Notes: Videos should be filmed in landscape, not in portrait. Videos should be uploaded to YouTube as three separate videos. They should be named with your name and then the question number or "Introduction". Example: "John Smith - Question 3". They should be set to "unlisted", and the links for each video should be included on a separate page in your DJM book. As a back up, video files should be saved as three separate .mp4 files on a flash drive (Introduction, Question 3 and Question 4). Place flash drive in a plastic page protector and insert it in the front of your entry. See the Video Guidelines on the last page of the application for more details on acceptable video quality.

L. CLIPPINGS & PICTURES
Clippings and Pictures should be no more than five pages in length, utilizing the front side of the page only. Include any photos or newspaper clippings from a variety of activities, including Holstein, 4-H, FFA, school, church and community. See Photo Guidelines on a following page for more information.

Distinguished Junior Member Entry Portfolio Judges' Scorecard

Holstein Association USA's Distinguished Junior Member (DJM) recognition is designed to reward youth who demonstrate a firsthand working knowledge of the dairy industry. Applicant must participate in Registered Holstein®, dairy and other activities, be role models for other youth and good spokespeople for the dairy industry.

Criteria	Point Value
Résumé: Participation, leadership and variety of interests and activities, demonstrated by involvement in Holstein, dairy/agricultural activities, school, community, and other activities	20
Story of Junior Holstein Work: Junior member's participation and experiences on dairy/agricultural operations and involvement in Junior Holstein work and activities	25
Inventory, Breeding, Obtaining and Developing Registered Holsteins, Vaccination and Animal Health Protocols: Presentation of herd management practices, reflecting applicant's knowledge of animal husbandry practices, including breeding and managing profitable Registered Holsteins	20
Personal Views: Responses to questions should reflect originality, depth of thought and accuracy in facts presented. Applicant should demonstrate their abilities as a knowledgeable, enthusiastic and positive advocate for the dairy industry	25
Clippings & Pictures: Creative presentation of clippings and pictures relating to your activities and events in Holstein, 4-H, FFA, school and community	5
Presentation: Applicant presents a professional appearing, neat, accurate, properly organized entry, following all instructions with clearly marked sections and no filler material, paying attention to avoid spelling and grammatical errors	5

Deductions will be made for any portion of the entry not meeting the stated requirements, including:

- Incorrect size binder
- Improper margin or font size
- Inappropriate paper or font styles
- Lack of tabbed dividers
- Exceeding stated page limits for each section
- Exceeding stated video lengths
- Omission of any required sections
- Failure to meet any other stated requirements
- Extra paper in protective sleeves
- Headshot is not high-resolution, professional looking, or sent in correct format

Deductions are cumulative.

Entry portfolios and videos must be the original work of and edited by the Distinguished Junior Member applicant. No professional video editing assistance is permitted. If found to be otherwise, applicant will be disqualified.

Entry portfolios and videos are worth 60 percent of the applicant's final score, and personal interviews are worth 40 percent.

DJM Entry Media Guidelines

PHOTO GUIDELINES

Use the following guidelines when preparing photos for your DJM entry portfolio:

- The photo on your Introductory Page will be used for press releases and other media surrounding the award, so it must be high quality, and printed professionally. The photo should have been taken within the past year.
- For all photos included in your entry portfolio, do not use photos printed on a home printer.
- Prints of a digital or scanned image (scanned at 300 dpi or higher) must be produced on professional photo paper. Having your pictures printed at any photo service center (such as those found in many Walgreens or Wal-Mart stores) will give you this required result.

PROFESSIONAL HEADSHOT GUIDELINES:

Use the following guidelines when submitting a professional headshot to **kdunlkee@holstein.com**. Remember, correct submission of this photo is part of your portfolio, and failing to submit a high-quality headshot can result in disqualitifaction. This photo will be used in communication and promotional materials such as *The Pulse*, the convention program, the Holstein Association USA website, press releases, social media, and more.

- Professional photographs of applicant should be a head shot with no other distractions in the image
- Photograph should be taken from shoulders up
- Applicant should be in professional clothing.
- Not Acceptable:
    - Other people in the photograph or cropped out of the photo
    - Distracting background (corn field, abstract/pattern background)
    - Livestock, household pet or other animals in the picture
    - Prom dresses, dairy princess crowns, low cut tops, casual tshirts, or hooded sweatshirts
    - Large logo print in front of shirt (under armor, nike, etc.)
    - FFA Jacket

Helpful Resources:

Use these tips to ensure your photo is high resolution and professional.

How to check if your photo is high-resolution?

- Open image in default computer program called PAINT.
- Once image is opened, go to FILE < PROPERTIES. The window that appears will list the credentials of the image.
- RESOLUTION should be at 300 DPI (Dots Per Inch). If the resolution number is lower than 300 DPI, it is not high-resolution and WILL appear blurry on digital and print.

Taking a professional headshot with your smart phone:

Don't have a headshot from a professional photographer? No problem! Most smart phones can take high-quality photos that will be acceptable for your professional photo. If you need to use a smart phone to take your headshot, be sure to dress professionally, find a simple background, and follow the tips outlined above and check out the tutorials below for the best practices.

iPhone Tutorial:
https://www.youtube.com/watch?v=5UU6ID52tlE   < Scan the QR code to view the tutorial!

Android Tutorial:
https://www.youtube.com/watch?v=VEViKVwOvhw   < Scan the QR code to view the tutorial!