



Gold Merit Contest

The purpose of the Gold Merit competition is to recognize individual members of the TLBT for outstanding achievement with respect to their promotion of the Texas Longhorn Breed and their Gold Merit project. Awards will be presented at the annual National Youth Show in Belton, TX In June, 2021.

Selection Criteria:

- A. All entrants must adhere to the guidelines set forth in the Gold Merit Packet.
- B. All entrants must have participated in at least one affiliate sponsored youth event.
- C. All entrants must participate in all portions of the contest; Public Speaking, Interview, & Project Book. Standard record book forms have been prepared and are available on the TLBAA website. Paper copies can be supplied to TLBT members upon request. All record books must use the approved forms and must be placed in a colored folder (3 holes with brads). All records must be submitted at check-in for The TLBT National Youth Show In June, 2021 in Belton, TX.
- D. An appointed committee will judge all entries.
- E. Awards will be presented in 4 categories. First place in each age group will be awarded a buckle with second and third place awarded prizes.

Junior	up to 9 years of age as of January 1, 2021
Intermediate	10 to 12 years of age as of January 1, 2021
Teen	13 to 15 years of age as of January 1, 2021
Senior	16 to 19 years of age as of January 1, 2021

I. Public Speaking

- Junior participants will present a 1- 3 minute speech on “What I have learned from my Longhorn project”
- Intermediate, Teen, and Senior participants will present a 3- 5 minute speech on an appropriate topic that relates to the Texas Longhorn and beef industry.



Points will be deducted for speeches that do not conform to the required time allocations. A copy of the speech must accompany the record book that is turned in at check in. The speech should be memorized, but the contestant may use note cards, for reference. Speeches may not be read. PowerPoint presentations or appropriate visual aids, such as posters or photographs, may be used to enhance the impact of the speech. Contestants are responsible for any necessary electronic equipment required for their presentation. *All contestants are required to dress in show-ring attire for the public speaking portion.

The criteria for judging include(s):

1. Relevance of subject matter
2. Delivery; speaking ability, volume, clarity, speed
3. Knowledge of the subject matter
4. Grammar
5. Time limits for each age category; deductions will be taken for speeches under or over time limits
6. Creativity

II. Interview

At the conclusion of the participant's speech, the judging committee will interview each contestant.

The criteria for judging include(s):

1. Spontaneity of response
2. Sincerity of response
3. Ability to answer questions concerning the subject matter of the speech
4. Knowledge of the Texas Longhorn breed
5. Familiarity with your project

Judges will use a rating sheet and a point system to evaluate the speech presentation and interview. Contestants may receive a copy of their ratings upon request.

III. Project Book

All contestants must submit completed record book at the time of check-in at The TLBT National Youth Show. The book must clearly reflect that it is the contestant's own work. Contestants who can type are encouraged to do so. Otherwise, the record book should be



completed in the contestant's own handwriting. All record books must be completed on the standardized record book forms. These record book forms are available on the TLBAA website. Paper copies can be supplied to TLBT members upon request.

The record book forms must be placed in a colored folder (3 holes with brads). Additional pictures or drawings can be added if pages are kept in order. Remember, this is a record book and should be easy for the judges to read required information. Points may be deducted if the book becomes too cluttered or disorganized.

Gold Merit Contest Checklist

Submit participation form to the TLBAA office by entry deadline (May 15, 2021) for TLBT National Youth Show

Submit completed record book at the time of check in at The TLBT National Youth Show

Submit a copy of your speech at the time of check in at the TLBT National Youth Show

Tips on Developing Your Gold Merit Speech

Choose a Subject

Select a topic you are familiar with or is of interest to you. This can be any subject that relates to Longhorn cattle. Often, material from your daily experience with the animals will make an outstanding talk.

The selection of your subject can indicate to the judges your personal involvement with the project. Is this something you understand or did you just memorize material?

Research Your Material

You may think you "know it all" but you probably don't! Research your subject, talk to people, and be sure that all your facts are correct. Make this a learning experience for YOU – not just something you do for the judge.

Develop an Outline

- List the important points to be covered
- Arrange the points in a logical order



Organize the Presentation

Introduction: This is the interest-getter. The presenter must make the audience feel that the subject is important. Be original and clever, but keep the introduction brief to save time for the main part of the presentation. Remember to introduce yourself at the beginning of your speech.

Body: This is the “show and tell” part where TLBT members exhibit “know how” and skill in getting it across. A convincing presenter uses his own words and avoids memorizing the talking part of the presentation. You should talk to – not at – the audience. Practice talking in complete sentences. Avoid using slang expressions or just trailing off in the middle of a thought.

Summary: The summary reviews the important points of the presentation. A good summary is short, concise and pertinent. This is the last chance to sell the idea, give information and motivate the audience to follow the suggestions given.

Consider the Title

The most effective Titles are: Short! Descriptive! Image making!

Making the Presentation Effective

Practice good posture; stand tall. Do not lean on the table or twist one foot behind the other. Maintain eye contact with the audience – talk to someone. Know your material well enough that you can present it, not just recite or read it. Speak in a voice that is natural, distinct and loud enough to be heard. A friendly and confident tone of voice is recommended when speaking.

Avoid mannerisms such as pushing back hair or rocking back and forth as these are distracting to the audience. Dress to go in the Show Ring. Be neat and well groomed. Refer to the dress code in the TLBT Handbook for the showing of cattle. Smile to indicate interest and enthusiasm for the subject. Avoid using such phrases as “you know” and “all that stuff”. Be sure your grammar is correct. Look and act as if you are enjoying the presentation.

Know the time limit and keep your presentation within the limit.