

Governor's Charity STEERSHOW



Hereford Entry Overview & Submission Instructions

Since its inception in 1983, the Governor's Charity Steer Show has generated over \$3.5 million in support for Iowa's Ronald McDonald House chapters. These facilities house the family members of seriously ill children being treated in area hospitals. Past steer exhibitors have witnessed first-hand the positive impact of their contributions while gaining unequalled life skills and industry contacts through participation in this annual event.

With an increasing popularity in representing the Iowa Hereford Breeders' Association entry in the Governor's Charity Steer Show, we are asking all that have an interest, to submit a video to the committee for consideration. The importance of this video submission is not on the editing or effects in the video itself, but the content on display by you, the potential exhibitor.

Listed below is a suggested outline for your video. Answering the questions is not required, but offers direction for the topic.

1. Display your steer (can be done in your barn, walking in the pasture, wherever he looks the best)

This is a competitive steer show; therefore, a significant portion of the selection process will be based on the quality of the steer. Take this opportunity to present your steer to the committee in a way that highlights his positive attributes. Treat this as a chance to 'sell' your steer. Don't be afraid to state the reasons he can compete in the show, how you care for him daily, or any other information you think is important.

Turn the camera on you to discuss the topics below

2. You!

Why are you interested? What do you want to learn or gain by participating in this event? Why do you want to be selected to represent the IHBA at the 2020 Governor's Charity Steer Show?

3. Industry!

What were your reasons for buying or raising a Hereford steer over another breed? What are some things that you or your family/friends do to support the beef industry, or specifically Hereford cattle?

4. Promotion!

What plans or ideas do you have to help raise awareness for the Governor's Charity Steer Show? How do you plan to raise funds to support the sale of your steer for the Ronald McDonald House Charities of Iowa?

Deadline for submissions is Saturday, May 1, 2021. Please submit your video and contact information through a file transfer service such as Google Drive or WeTransfer.com to each committee member at their emails below. Please include your name, phone number, and email address with your video submission. If you have questions on anything, please feel free to reach out to a member of the IHBA Governor's Charity Steer Show Committee.

Thank you for your interest in this year's Governor's Charity Steer Show!

IHBA Governor Charity Steer Show Committee

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