

# Youth Showmanship Contest

- Junior Showmanship Judge: Jonathan Rylaarsdam -  
- Intermediate Showmanship Judge: Jessica Miller -  
- Senior Showmanship Judge: Jason Zimmerman -  
Jessica Pralle-Trimner & Nicole Pralle - Superintendents

Saturday, September 27, 2025, 12:00 p.m.  
Coliseum Showing

**Online Pre-Registration \$10 Entry Required Deadline:**

Friday, September 12, 11:59 p.m.

**Late Entry \$20 Required Deadline:**

Friday, September 19, 11:59 p.m.

**EXHIBITOR MEETING: Friday, September 26, 6:00 p.m. Sale Pavilion**

## General Contest Rules

1. Participants must meet the age requirement listed below and have verification of age available.
2. Contestants must provide their own animals. Contestants need not own the animal they show. Animals shown must already be on grounds and entered in a World Dairy Expo show or sale. Contestants are responsible for obtaining approval from the owner if the animal used is not their own.
3. Participants enrolled in the National Judging Contest shall meet at the Ultrasound Tent at the Coliseum north cattle show entrance after 11 a.m. and will be escorted to the section 127/128.
4. A contestant must use the same animal in the finals as he/she used in earlier heat(s).
5. Milking females do not need to be "bagged" for competition. Extra credit will not be given for those who are bagged.
6. The judges may ask questions about breed(s), showing and fitting and the general dairy industry.
7. The [PDCA Showmanship Evaluation Card](#) will be used for the judging of the showmanship contest.
8. Decisions of the judges and contest superintendents are final.
9. Parents are to adhere to the Showing Code of Ethics and to practice good sportsmanship at all times.
10. Past winners may participate again in the Junior, Intermediate, and Senior Divisions. Whereas, previous Division winners are not eligible for cash awards presented within the same previous participating Division.
11. Heats will be approximately 30 minutes in length.
12. A number of showmen will be selected, at the judge's discretion from each heat, to participate in the finals. The finals will be held immediately following the last heat for that Division.
13. All exhibitors will be given entry numbers and are required to wear these in show harnesses during the competition. Heats will be posted at the Milkhouse, on the WDE website and emailed to all registered participants. Back tags may be picked up Friday, September 26 at 6 p.m. in the Sale Pavilion or on Saturday, September 27 from 8-11 a.m. in The Tanbark (Arena Building). Back tags will then move to the Coliseum north cattle show entrance.
14. Required attire for the contest is white pants and either a white shirt or an official 2025 World Dairy Expo Junior Show shirt.
15. Following the conclusion of the senior division, the first and second place winners of each division will return to the showing to compete for the Annette Ostrom Memorial Supreme Showman Award. This class will function as a new class; previous placings will not be taken into consideration. All three division judges will evaluate the participants.

## Pre-Registration, Online, Required

**Entry Deadline: Friday, September 12, 2025, 11:59 p.m., \$10.00 Entry Registration Fee**

**Late Entry Deadline: Friday, September 19, 2025, 11:59 p.m. \$20.00 Entry Registration Fee**

**ALL ENTRIES MUST BE MADE ONLINE**    **Entry after 9/19/2025 will not be accepted.**

**Online entries:** [worlddairyexpo.com](http://worlddairyexpo.com)

## Age Divisions

**Junior:** Open to youth whom have reached their ninth (9th) birthday and not yet reached their 14th birthday as of September 27, 2025.

**Intermediate:** Open to youth whom have reached their 14th birthday and not yet reached their 17th birthday as of September 27, 2025.

**Senior:** Open to youth whom are 17 to 21 years of age as of September 27, 2025. Youth who were 21 on January 1, 2025 are ineligible to compete.

## Contest Times

The Junior and Intermediate Divisions will begin at 12 p.m.

The Senior Division will start immediately following the conclusion of a prior division, around 3 p.m.

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# Youth Showmanship Contest Awards

**Thank you  
Youth Showmanship Contest Sponsors:**

**GOLD LEVEL**

**zoetis**

**SILVER LEVEL**

ABS Global, DeForest, WI  
Michael Hellenbrand Memorial Fund, Inc.,  
Cross Plains, WI

**Award Presentations**

Awards are presented after the finals of each division.  
Top 10 participants are asked to remain in the show area for official photographs.

**Neck Ribbons & Medallions will be awarded to  
1st - 15th place in all three Showmanship divisions.**

**Finalist Ribbons will be awarded to participants selected for the finals  
presented by Contest Sponsors.**



**Annette Ostrom Memorial Supreme Showman Award**

The Annette Ostrom Memorial Supreme Showman Award celebrates the life and legacy of Annette Ostrom, a prominent World Dairy Expo exhibitor as a member of MilkSource Genetics and La Femme Fatale, a philanthropist, youth enthusiast, and leader in the dairy industry. The Supreme Showman will receive a crystal trophy and \$3,500 cash award. The Reserve Supreme Showman will receive a \$1,500 cash award.

**Junior Division Awards (Youth Ages 9 - 13):**

**Annette Ostrom Showmanship First Place:** \$1,500 Cash Award

**W. Terry Howard First Place Award:** Custom embroidered jacket courtesy of  
Images Custom Embroidery, Rudolph, WI

**Special First Place Award:** Award presented

**Third - Fifth Place:** Winners receive a \$50 cash award.

**Annette Ostrom Showmanship Second Place:** \$750 Cash Award

**Sixth - Tenth Place:** Winners receive a \$25 cash award.

**Intermediate Division Awards (Youth Ages 14 - 16):**

**Annette Ostrom Showmanship First Place:** \$1,500 Cash Award

**Howard Voegeli First Place Award:** Custom embroidered jacket courtesy of  
Images Custom Embroidery, Rudolph, WI

**Special First Place Award:** Award presented

**Third - Fifth Place:** Winners receive a \$50 cash award

**Annette Ostrom Showmanship Second Place:** \$750 Cash Award

**Sixth - Tenth Place:** Winners receive a \$25 cash award.

**Senior Division Awards (Youth Ages 17 - 21):**

**Annette Ostrom Showmanship First Place:** \$1,500 Cash Award

**Keith King First Place Award:** Custom embroidered jacket courtesy of  
Images Custom Embroidery, Rudolph, WI

**Special First Place Award:** Award presented

**Third - Fifth Place:** Winners receive a \$50 cash award

**Annette Ostrom Showmanship Second Place:** \$750 Cash Award

**Sixth - Tenth Place:** Winners receive a \$25 cash award

**Youth Showmanship Contest will be livestreamed and official photography  
provided by Dairy Agenda Today, Lawrence, KS.**

## Dairy Cattle Youth Showmanship Say 'Cheese'

Youth Showmanship exhibitors are invited to redeem a coupon to enjoy a famous grilled cheese from the UW-Madison Cheese Stand. One coupon per showmanship participant will be provided with your backtag.

Grilled Cheese coupon sponsored by ENDO VAC Animal Health, Columbia, MO



## CONNECT WITH JOB AND INTERNSHIP OPPORTUNITIES!

Through Career Connections, high school and college students as well as young dairy professionals can connect with World Dairy Expo's commercial exhibitors, sponsors, Dairy Cattle Show exhibitors and non-exhibiting farms. A free networking event will be held **Monday, September 29 at 10 a.m. in the Atrium of the Exhibition Hall** to connect job and internship seekers with hiring companies and farms.

Thanks to National Dairy Shrine, lunch will be provided. To save your spot, please register (it is free!) here: <https://worlddairyexpo.com/pages/Career-Connections.php>

Following the lunch, National Dairy Shrine will host an informational session in Mendota Room 1. Attendees will have the opportunity to learn more about preparing for life after college. The student luncheon will feature a dynamic speaker who will inspire students and help them navigate the next steps in their professional careers.