



Welcome!

JUNIOR EVENTS

There is a lot in store for Juniors during this year's convention! Junior activities start first thing Friday morning with Dairy Bowl orientation followed by scholarship and award interviews and the Junior, Senior and Novice Dairy Bowl contests. Back by popular demand are the Junior Workshops. Friday's workshop will highlight all you need to know about Hoof Health & Care. They will conclude the night with a CJHA meeting and Dairy Bowl test. The Juniors will start Saturday with the Jeopardy Contest followed by session 1 of the Judging Workshop and College Presentations. This will be followed by lunch, the Speech Contest and session 2 of the Judging Workshop. The CJHA Awards Social will wrap up an eventful and fun-filled convention weekend. Be sure to take advantage of the complimentary breakfast each morning.

Junior Workshops:

Hoof Health & Care | Friday, Jan. 24th

Joanne Verstuyft from the hoof health research specialist Zinpro will teach how to keep your heifer or cow's feet in top shape. Anatomy, structure, and locomotion scoring help us to understand how maintenance and feeding are crucial to hoof care.

Dairy Judging | Saturday, Jan. 25th

Led by Cal Poly students and staff experienced in dairy evaluation and Dairy Judging Contests. Novice Session will cover the basics of the PDCA scorecard, cow parts, and placing a class. Advanced Session aims to improve judging skills. Build and refine a set of reasons to compete at the next level.

*Please note there are two sessions of each topic being offered to accommodate participation in the other junior competitions.

Junior Awards Social | Saturday, Jan. 25th

Help us congratulate Junior Members on their achievements in the Dairy Bowl, Dairy Jeopardy, Prepared Speech and Folding Display contests held during convention. Presentations of winners in the Junior Show Contest, recognitions within a junior's herd, Young Breeders of the Future, All-American nominations, and Officer appointments. (Breeder of the Future and ALL Scholarships will be awarded at the Senior Banquet)

SENIOR EVENTS

We have purposely not overbooked the schedule to allow Convention-goers the ability to enjoy nearby attractions or watch/volunteer with junior activities.

Avila Beach Golf Resort

The Avila Beach Golf Resort is the most well-known of the Central Coast Golf Courses, and a wholly-unique golf experience for each of our guests. Nestled in the surrounding hills and on the edge of the bay, the resort includes a par-71, 6,500-yard championship course, extensive and beautifully crafted event facilities and a neighborhood bar that serves tasty sandwiches and small bites. The golf course has kikuyu grass fairways and quick, classic bentgrass greens. The front nine is situated on hilly terrain with small, often-elevated, smooth greens within oak-lined valleys. The back nine transverses a tidal estuary, with several forced carries over the water and multi-level greens. Golfers of all abilities will enjoy the challenge of this scenic course

Sycamore Mineral Springs Resort & Spa

Sycamore Mineral Springs Resort rests atop hot mineral springs and spans more than 100 acres of forest, hills and meadows. This historic resort is the ideal environment to refresh, renew and restore one's mind, body and spirit. Reservations can be made in the spa or by calling 805.595.7302. To ensure your preferred treatment times, it is recommended to schedule

appointments in advance of your arrival date. Visit <https://www.sycamoresprings.com/> to see the full spa menu.

Avila Valley Barn

This delightfully rustic destination invites visitors and locals to pick-up the freshest fruits and vegetables grown locally, as well as a chance to hang out with goats, sheep and other farm animals. Enjoy locally made ice cream, baked good, jams, flowers and seasonal activities such as hayrides and u-pick apples in the fall for a fun family outing.

Downtown San Luis Obispo

Located in the heart of California, SLO is known for its relaxed pace. The award-winning downtown is filled with charming shops and restaurants. Nearby, pieces of chewed gum cover the walls of Bubblegum Alley. Vendors selling produce, flowers and food take over Higuera Street for the Downtown SLO Farmers' Market. Located just minutes from pastoral Edna Valley wine country and the beach towns of SLO CAL's Highway 1, visitors can easily go from downtown to beach within minutes.

SCHEDULED ACTIVITIES

Dairy Girl Network Connect Event | Friday, Jan 24th

Ladies involved in all aspects of the dairy industry are invited to a day of education and networking. Event will be held in beautiful downtown SLO at "The Penny" and include training seminars, lunch, wine tasting & transportation. Speakers Celeste Setrinni-cattle rancher and owner of a design & communications business, and Erin Nutcher-partner in Hidden Valley Dairy, will share agriculture advocacy experiences and tips. Paul Swearingen- Core-Leaders Network Founder-will cover conflict resolution and lead an activation and communication exercise.

Register online at www.dairygirlnetwork.com

cont'd. on back panel



CA State Convention Sale/Host Night |

Friday, Jan. 24th

We invite you to spend your evening with what will surely be the best line-up of Holsteins to sell in California in 2020. The sale will be located and Cal Poly's state of the art Oppenheimer Family Equine Center. Parking is extremely limited and a permit is required. We have organized round trip transportation from the Hotel to the sale starting at 4:00 PM. We strongly suggest that you use the provided transportation.

Sale Location:

Oppenheimer Equestrian Center
4850 Davenport Creek Rd
San Luis Obispo, CA 93401

CA Holstein Association Annual Business Meeting

| Saturday, Jan. 25th

Open forum to discuss all club activities. Offer your input to guide the coming year's events. Board elections.

Senior Banquet | Saturday, Jan. 25th

Join us in celebration as we honor the 2020 Doug Maddox Memorial Senior Breeder of the year Award recipient. The A.J. Quist Memorial Young Breeder will be announced and multiple youth scholarships will be presented.

Senior Banquet Food Options are as outlined below. Please indicate your meal choice on the registration form.

Tuscan Chicken | Boneless Breast of Chicken
Sun Dried Tomato & Artichoke Sauce

Cabernet Flat Iron Steak | Herb Crusted Steak
with Cabernet Caramelized Onion, Bacon & Demi Glaze

Wild Caught Salmon | Coconut Green Chili
Sauce and Mango Salsa



Hotel Headquarters:

Embassy Suites by Hilton San Luis Obispo
333 Madonna Rd
San Luis Obispo, CA 93405
(805) 549-0800

Block of Rooms are available under
CA Holstein Association

Thursday January 23-
Saturday January 25, 2020

Room Rate: \$149.00/night

Complimentary Breakfast included

Cutoff date is December 23, 2019



*Bovines
at the
Beach*

CALIFORNIA HOLSTEIN

CONVENTION - JANUARY 24-25, 2020

Registration Brochure

January 24-25, 2020

Embassy Suites by Hilton
San Luis Obispo, CA 93405

Hosted by:

Merced County Holstein Association





2019 Convention Schedule

FRIDAY, JANUARY 24TH

7-9a	Registration Open	
9a-4p	Buses depart Embassy Suites for Dairy Girl Network Connect Event	The Penny, Downtown SLO
9:30a	Dairy Bowl Orientation	
10a-2:30p	Scholarship Judge Orientation, Interviews	
10a-2p	Junior Division Dairy Bowl Contest	
10a-2p	Senior and Novice Divisions Dairy Bowl Contest	
11:30a-12:30p	Hoof Care Junior Seminar - Session 1	
12:30p	Junior Luncheon	
1:30p	Board of Directors Meeting	
2-3p	Hoof Care Junior Seminar - Session 2	
2:30-4p	Breeder of the Future Interviews	
4p	Buses start departing to Sale	
5:30-7p	Host Night Dinner	Openheimer Equestrian Center
6p	Dairy Bowl written exam, CJHA meeting	Openheimer Equestrian Center
7p	CA State Holstein Convention Sale	Openheimer Equestrian Center

SATURDAY, JANUARY 25TH

7a	Past President's Breakfast	
7-9a	Registration Open	
8:30a-12:30p	Jeopardy Contest (Int./Sr. followed by Novice/Jr.)	
9-11a	Judging Junior Seminar - Session 1 - Beginner	
11:30a-12:00/30p	College Presentations/Q&A	
12p	Junior Luncheon	
12:30-3:30p	Youth Prepared Public Speaking Contest	
1:30-3:30p	Judging Junior Seminar - Session 2 - Advanced	
2-3:30p	CA Holstein Association Annual Meeting	
4-5:30p	CJHA Awards Social	
7p	Senior Banquet	
After Sr. Banquet	Hospitality Room Opens	

Registrations must be postmarked by Wednesday, January 8th!

Early bird registration drawing (\$250 cash award and \$100 cash award) for those post marked by Tuesday, December 31st! Drawing will occur at Senior Banquet.

Mail registration to:

Merced County Holstein Assoc.- Convention
C/O Nisa Galichio Dufur
1444 Spyglass Drive
Lemoore, CA 93245

Questions?

Junior competitions/activities and Senior Meetings:
Kate Teixeira
Californiaholstein@yahoo.com
805-801-0463

Facility/other events:

Ryan Matheron
cranehillgenetics@aol.com
209-652-3511

Hotel Headquarters:

Embassy Suites by Hilton San Luis Obispo
333 Madonna Rd
San Luis Obispo, CA 93405
(805) 549-0800

A block of rooms is available under CA Holstein Association. More information available in the registration brochure.

Make reservations directly with hotel



Registration Form

Registrations must be postmarked by Wednesday, January 8th

EVENT	DATE	TICKET PRICE	# OF TICKETS	TOTAL
Jr. Workshop: Hoof Care Session 1	1/24	FREE		\$
Junior Luncheon	1/24	\$15		\$
Jr. Workshop: Hoof Care Session 2	1/24	FREE		\$
Host Night Dinner (Adults & Children)	1/24	\$20		\$
Past Presidents Breakfast	1/25	FREE		\$
Jr. Workshop: Dairy Cattle Judging (Beginner)	1/25	FREE		\$
Junior Luncheon	1/25	\$15		\$
Jr. Workshop: Dairy Cattle Judging (Advanced)	1/25	FREE		\$
Jr. Awards Ice Cream Social	1/25	\$5		\$
Senior Banquet	1/25	\$40		\$
Sr Banquet Entree	1/25	Chicken #	Steak #	Salmon #
TOTAL ENCLOSED				\$

Please make checks payable to:

Merced County Holstein Assoc.

Mail to:

Merced County Holstein Assoc.-Convention
C/O Nisa Gallichio Dufur
1444 Spyglass Drive
Lemoore, CA 93245

Registrants

Name:	Jr? Y or N
Office Use	Check #
Payer Name: _____	Post Date _____

For the primary registrant, please include a phone number and email to be contacted in case questions come up regarding your registration:

Phone Number: _____

Email: _____



**CALIFORNIA
HOLSTEIN**
CONVENTION - JANUARY 24-25, 2020