National Lassie Queen Contestant Application

Name:_____ State Representing:_____

Age:_____ Birthdate:_____ E-mail:_____

Parents: _____

Address: _____

Phone: _____

Directions for Applicants

Applications are due October 1st electronically.
This application in its entirety will be viewed by three judges for their evaluation.

1. All applications must be typed.
2. All pages must be able to be photocopied easily.
3. Send a good quality photo of yourself in full Lassie costume to shorthornlassies@gmail.com
4. Please compile the application into one full document or if sending multiple files, please name appropriately and submit in one email.
    a. (jane-coverletter.pdf)
    b. (jane-application.pdf)
5. Ensure the $250 application fee is submitted by Octoberber 1st as well.

Send to: Pam Dressen
N 4787 515 St.
Ellsworth, WI 54011

Please Include the following:

- **Cover Letter:** stating your intent to run for the National Shorthorn Lassie Queen. Use this as an opportunity to explain why you would like to be the National Shorthorn Lassie Queen and how your experiences will allow you to represent the Shorthorn breed and young ladies involved in agriculture. Also, use this space to discuss any opportunities you would like to promote the Lassies in general.
- **Application information page:** Please include this information page with your application.
- **Two Letters of Reference:** One from someone involved in the Shorthorn Breed (from your state) and the second one from a community leader (4-H, FFA, School Teacher, College Advisor, Church, etc.) Both letters must be from non-relatives of the applicant.
- **Educational information:** school, location, years attended, degrees completed (high school and or college).
- **Describe your achievements** in Shorthorn Production and your personal future goals within or outside of the livestock industry.
- **List up to 10** activities, achievements, or honors that you consider most relevant to your candidacy for the National Shorthorn Lassie Queen besides your specific activities as a state queen.
- **State Lassie Queen Activities:** Please list all events and activities you have attended in the capacity of state queen during your reign.
- **Picture and Clippings:** Limited to three pages. Please provide pictures and clippings that are related to your Shorthorn activities not just your show cattle. Please caption and date your photos. You may only include a few, so select them with care. Do not reduce the photo to any smaller than 2.5 inches in one dimension. Provide a variety of your Shorthorn experiences. Do not use all show cattle, Shorthorn activities, or queen duties. May use digital/scanned photos and duplicates from your photo book. This can be a Powerpoint, Word/pdf document, or Canva presentation. Please feel free to use your creativity but note the page limitation.
- **Prepared Speech:** Candidates will be required to submit a 4-6 minute prepared speech discussing the history of the Lassies, the costume, and/or the Shorthorn breed. The speech should demonstrate your knowledge of the association you'll be representing if crowned. Please record yourself delivering the speech and submit with the application electronically.

Guidelines set forth for evaluation of all contestants:

- Each candidate will submit the appropriate forms listed above as one complete application electronically. The provided application and speech will be judged by three judges utilizing scorecards. Each judge will return their scorecard to the National Lassie Queen Chair and/or President.
- Each candidate will be interviewed by a panel of three judges during the National Queen Contest. These judges will be provided scorecards and return to National Lassie Queen Chair and/or President after each interview.
- Each candidate is required to provide a photo book made via Shutterfly or other form of design and publishing. Each book will be shared with other contestants and Lassie membership during the National Lassie Queen Contest. The purpose is to help others get to know who you are and should showcase your Shorthorn involvement in and out of the show ring, Lassie activities, and other important pieces of yourself. Limited to 40 pages and must be 8 X 11 inch in dimension. They will be returned at the completion of the contest. These will be judged by members of the board that are present and will utilize scorecards to be returned to the National Lassie Queen Chair.
- National Shorthorn Lassie Board members will complete scorecards based on the overall impressions of the candidates throughout the National Queen Contest and return to the National Queen Chair and/or President.
- After all judging is completed, each scorecard will be tallied and the candidate with the highest point total will be named National Shorthorn Lassie Queen and the second highest candidate will be name National Shorthorn Lassie.

National Queen & Royalty Contract

Leadership Commitment Agreement

This Agreement ("Agreement") is entered into by and between the **National Shorthorn Lassie Association (NSLA)** and the undersigned National Shorthorn Lassie Queen or member of the National Royalty Court ("Royalty Member").

Selection as a National Shorthorn Lassie is one of the highest honors bestowed upon a young leader within the Shorthorn breed. By accepting this position, the Royalty Member voluntarily agrees to uphold the values, traditions, and reputation of the National Shorthorn Lassie Association, the American Shorthorn Association, and the beef industry.

Throughout the term of service, the Royalty Member serves as an official representative of the National Shorthorn Lassie Association and accepts the responsibilities and expectations outlined within this Agreement.

Article I

Purpose

The purpose of the National Shorthorn Lassie Program is to:

- Promote the Shorthorn breed throughout the United States.
- Encourage youth participation within the American Shorthorn Association.
- Foster leadership, education, and service.
- Represent the agricultural industry with professionalism and integrity.
- Serve as a positive role model for junior members and the public.

Article II

Term of Service

The Royalty Member agrees to faithfully serve for the entire term beginning upon coronation and concluding upon the crowning of the succeeding National Royalty.

Should unforeseen circumstances arise that prevent fulfillment of these obligations, the Royalty Member shall immediately notify the Queen Co-Chairs.

Article III

Official Responsibilities

The Royalty Member agrees to:

- Serve as an ambassador for the National Shorthorn Lassie Association.
- Promote the Shorthorn breed and beef industry.
- Encourage participation in junior activities.
- Assist exhibitors, breeders, sponsors, volunteers, and spectators.
- Represent the Association in a positive and professional manner.
- Be prepared to speak publicly when requested.
- Participate in interviews, presentations, ceremonies, and promotional activities.
- Maintain an approachable, respectful, and positive attitude.

Article IV

Required Appearances

Unless excused by the National Board, attendance is required at:

- Cattlemen's Congress
- National Junior Shorthorn Show
- North American International Livestock Exposition (NAILE)

Additional appearances may include:

- American Shorthorn Association events
- Junior leadership conferences
- Promotional activities and/or breeder sales when requested
- State association events when requested

Failure to attend required events without prior approval may constitute grounds for disciplinary action.

Article V

Professional Conduct

The Royalty Member shall:

- Demonstrate honesty, integrity, and professionalism.
- Conduct themselves in a respectful manner.
- Treat all individuals equally and with dignity.
- Support fellow royalty and board members.
- Avoid gossip, harassment, bullying, discrimination, or conduct detrimental to the Association.
- Use respectful language in all public and private interactions while representing the Association.

Article VI

Social Media & Public Image

The Royalty Member acknowledges that they are a public representative of the National Shorthorn Lassie Association throughout their reign.

The Royalty Member agrees to:

- Maintain professional social media accounts.
- Avoid posts that could damage the reputation of the Association.
- Refrain from offensive, discriminatory, or inappropriate content.

- Exercise discretion when commenting on controversial topics.
- Present themselves in a manner reflecting positively upon agriculture and the Shorthorn breed.

The Board reserves the right to address social media conduct deemed inconsistent with the mission of the Association.

Article VII

Appearance & Official Attire

The Royalty Member agrees to:

- Wear officially approved National Shorthorn Lassie attire while representing the Association.
- Maintain appropriate grooming and professional appearance.
- Wear the official attire respectfully and as intended.
- Not alter official garments without Board approval.
- Return all Association-owned apparel and accessories upon completion of the reign.

Article VIII

Communication Expectations

The Royalty Member agrees to:

- Respond to communications from Queen Co-Chairs and Board members in a timely manner.
- Notify leadership of scheduling conflicts promptly.
- Maintain current contact information.
- Complete assignments and requests by established deadlines.

Article IX

Personal Conduct

During the official term of service, the Royalty Member agrees to:

- Remain unwed.
- Not become pregnant or have a child.
- Abstain from alcohol, tobacco products, vaping, and illegal drug use while participating in Association events or while in any setting that reflects upon their title.
- Comply with all federal, state, and local laws.
- Conduct themselves in a manner becoming a National Shorthorn Lassie representative.

Article X

Travel

The Royalty Member agrees to:

- Travel responsibly with a chaperone over age 21 that is not a boyfriend/girlfriend.
- Follow all safety guidelines.
- Respect volunteers, exhibitors, and event staff.
- Represent the Association with courtesy during all travel.

Article XI

Removal from Office

The National Shorthorn Lassie Board reserves the right to suspend or remove a Royalty Member for conduct including, but not limited to:

- Failure to fulfill required responsibilities
- Excessive absenteeism
- Failure to attend required events
- Violation of this Agreement

- Conduct detrimental to the Association
- Criminal activity
- Misuse of Association property
- Inappropriate public behavior
- Substance use prohibited under this Agreement
- Failure to maintain eligibility requirements

Removal decisions shall be made by the National Shorthorn Lassie Board. First offense will result in a meeting with the Queen Co-Chairs and Board President and Vice President. Failure to attend a required event will result in reduction of total funds by 1/3.

Article XII

Acknowledgement

By signing below, I acknowledge that I have carefully read and understand this Agreement. I accept the honor and responsibility of serving as a National Shorthorn Lassie Queen/Royalty Member and agree to uphold the standards, expectations, and values of the National Shorthorn Lassie Association throughout my term of service.

I understand that failure to comply with this Agreement may result in disciplinary action, including removal from office.

Signatures

Royalty Member

Signature: _____

Printed Name: _____

Date: _____

Parent/Guardian (if under 18 years of age)

Signature: _____

Printed Name: _____

Date: _____

National Shorthorn Lassie Queen Co-Chair

Signature: _____

Date: _____

National Shorthorn Lassie Queen Co-Chair

Signature: _____

Date: _____

National Shorthorn Lassie Association President

Signature: _____

Date: _____

NATIONAL SHORTHORN LASSIE ASSOCIATION

Photography & Media Release Authorization

National Shorthorn Lassie Association
In Partnership with the **American Shorthorn Association**

Photography and Media Release Agreement

I, the undersigned, grant permission to the **National Shorthorn Lassie Association (NSLA)** and the **American Shorthorn Association (ASA)**, along with their officers, directors, employees, volunteers, representatives, sponsors, and authorized media partners, to photograph, videotape, record, or otherwise capture my image, likeness, voice, and name while participating in National Shorthorn Lassie Association or American Shorthorn Association activities.

I understand these images and recordings may be created during, but are not limited to:

- National Junior Shorthorn Show
- Cattlemen's Congress
- North American International Livestock Exposition (NAILE)
- American Shorthorn Association events
- National Shorthorn Lassie Association events
- Promotional appearances
- Educational programs
- Meetings, conventions, and leadership conferences
- Other official activities sponsored or approved by the NSLA or ASA

Grant of Rights

I hereby grant the National Shorthorn Lassie Association and the American Shorthorn Association the unrestricted, perpetual, worldwide, royalty-free right to:

- Photograph and record me.
- Use my name, image, likeness, voice, biography, and quotations.

- Edit, crop, alter, reproduce, publish, distribute, display, and archive photographs and recordings.
- Create promotional materials using these images.
- Share images with sponsors, industry partners, and media outlets for promotional purposes.
- Use photographs and recordings in print, digital, broadcast, and social media formats now known or later developed.

This authorization includes, but is not limited to:

- Websites
- Social media platforms
- Printed publications
- Magazines
- Newsletters
- Annual reports
- Educational materials
- Advertising and promotional campaigns
- Press releases
- Exhibits and displays
- Fundraising materials
- Video productions

Compensation

I understand that I will receive no compensation, royalties, or other payment for the use of my image or likeness.

I waive any right to inspect or approve finished photographs, videos, publications, or advertisements in which my likeness appears.

Release of Liability

I release and hold harmless the National Shorthorn Lassie Association, the American Shorthorn Association, their officers, directors, employees, volunteers, sponsors, affiliates, and representatives from any claims arising from the use of my image, likeness, voice, or name, including claims for:

- Invasion of privacy
- Defamation
- Misappropriation of likeness
- Copyright or ownership disputes
- Any other claims arising from the lawful use of authorized media

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Social Media

I understand photographs and videos may be shared on official social media accounts operated by the National Shorthorn Lassie Association, the American Shorthorn Association, affiliated state associations, and approved event partners.

Duration of Release

This authorization is voluntary and shall remain in effect indefinitely unless revoked in writing.

Revocation shall apply only to future uses and will not require the removal of photographs, videos, or publications previously produced or distributed.

Minor Participants

If the participant is under eighteen (18) years of age, a parent or legal guardian must sign this Release.

Acknowledgement

I certify that:

- I have read and fully understand this Photography and Media Release.
- I voluntarily agree to its terms.

- I am at least eighteen (18) years of age, or I am the parent or legal guardian authorized to sign on behalf of the participant.
- I understand that this Release is binding upon me, my heirs, assigns, and legal representatives.

Participant Information

Participant Name: _____

Phone: _____

Email: _____

Participant Signature

Signature: _____

Printed Name: _____

Date: _____

Parent/Guardian (Required if Participant is Under 18)

Parent/Guardian Name: _____

Relationship to Participant: _____

Signature: _____

Date: _____

National Shorthorn Lassie Association Representative

Representative: _____

Title: _____

Signature: _____

Date: _____