

**Department F**  
**Personal Development & Leadership**

**JUDGING CONTESTS**

Participants do not need to be enrolled in the project to be judged in the respective contest. Placing high in the senior division will qualify the 4-Her to represent York County at the State Fair.

**Division 500 – Horticulture            Pay Category 180**

F500020    Senior Division (15 and older, 4-H age)  
F500021    Intermediate (12-14 years old, 4-H age)  
\*F500920    Junior Division (8-11 years old, 4-H age)

**Division 500 – Livestock            Pay Category 180**

F500930    Senior Division (15 and older, 4-H age)  
F500931    Intermediate (12-14 yrs old, 4-H age)  
\*F500932    Junior Division (8-11 yrs old, 4-H age)

**ENTREPRENEURSHIP**

**ESI: Entrepreneurship Investigation**

Amy Meisinger, Barb Woodruff, Frankie Sandall,  
& Lori Mittman; Co-Superintendents  
Emily Meisinger, Lindsey Gottula and  
Ann Wilton Jr. Superintendents

All entries must be pre-entered at the York County Extension Office by July 15. All exhibits will be interview judged on Tuesday August 4. Stop by or call the extension office by July 31 for an interview appointment.

All exhibits are directly related to activities in the project manual. Refer to the manual for ideas, suggestions and additional information to enhance project exhibits. Exhibit Guidelines: Posters must be 14"x22" and may be arranged either horizontally or vertically.

The 4-H member's name, age, full address and county must be listed on the back of the poster. Entry cards should be stapled (not paper-clipped or taped) to the upper right-hand corner of the poster. Poster may not use copyrighted materials, such as cartoon characters or commercial project names. Exhibits which do not conform to size or content guidelines will be lowered one ribbon placing. Posters may include photographs, charts or

examples as well as a written explanation. Poster may be laminated to protect them. Loose plastic coverings used to protect the exhibit while being transported will be removed by the superintendent for evaluation/display.

### **Pay Category 200**

#### **Division 531 – ESI Entrepreneurship**

For classes 1-3, follow guidelines for posters.

#### **ESI Unit 1 Discover the E-Scene**

- F531001 Interview an entrepreneur. Share what you learned from the person about starting and running a business or how they deliver excellent customer service. How will what you have learned through this interview change your future plans or ways of thinking about business? (based on pages 2.1 - 2.4 of manual).
- F531002 Picture story of a tour or field trip to study entrepreneurship and/or business operation. (Based on pages 2.1 - 2.4 of manual).

#### **ESI Unit 2 The Case of ME**

- F531003 Investigating the Sale you could use to determine if a product or service would sell in the targeted market area. Based on pages 51 - 55.
- F531004 Mapping and Planning Together. In a notebook, develop a plan for your Amazon trip. You may want to visit trip planning Web sites to plan travel, lodging and sights to visit. Based on pages 71 - 74.

#### **ESI Unit 3 Your Business Inspection**

- F531005 Marketing Package (mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-Her from the following list: business card, brochure, advertisement, business promotional piece, printout of an internet home page, packaging design, signs, logo design, direct mail piece, etc. The marketing package should be for an original business developed by the 4-Her and not an existing business.
- F531006 Original Product with an information card (8 1/2" x 11") answering the following questions: 1) What did you enjoy the most

about making the product? 2) What challenges did you have when making the product? Would you do anything differently next time? If so, what? 3) What is the suggested retail price of the product? How did you decide on the price? 4) How much would you earn per hour? Show how you determined this figure. 5) What is unique about this product?

**ESI Unit 1, 2, or 3**

F531007 A folder containing the following information: 1) at least one completed chapter of the project manual ESI Unit 1, 2, or 3, and 2) a minimum of three additional forms the 4-H'er's has used/developed to start/operate a business ( i.e., application for sales tax number, registering business name, food inspection, kitchen inspection, copyright forms, billing forms, accounting system, business plan, receipts, production record, etc.