



# 2023 Junior Miss SLE Rodeo

## **RULES & REGULATIONS**

### **General**

On behalf of the Southeastern Livestock Exposition (SLE), we are excited to welcome each applicant who desires to compete for the title of Junior Miss SLE Rodeo (JMSLER). The SLE Rodeo is a proud member of the Professional Rodeo Cowboys Association (PRCA) and is also part of the NFR Playoff Series, which is an exclusive honor to the rodeos that the PRCA deems eligible to be named in its Top 60. We are continuing our partnership with The Cowboy Channel, meaning our event will be nationally televised and saved in their library on The Cowboy Channel+ app. It is our hope that each contestant understands the magnitude of this title and that each is prepared to represent the Southeastern Livestock Exposition in a professional and dignified manner. Throughout the reign, JMSLER is expected to observe a high standard of moral and ethical behavior at all times including her presence on all social media. Breaking any rules outlined in the JMSLER contract will entail immediate revocation of title. In the event that JMSLER forfeits her title, the first runner-up will assume the queen's position and obligations for the remainder of the reign.

### **Purpose and Expectations**

The purpose of JMSLER is to serve as an ambassador for the Southeastern Livestock Exposition and to professionally represent her title at various rodeos, parades, and public events in Alabama, as well as television and radio interviews during the SLE Rodeo & Livestock Week. She will serve as an ambassador of the sport of rodeo and the western lifestyle. She will also be a leader for future pageant contestants as well as other title holders. Once crowned and contract is signed, JMSLER will begin her reign immediately, and it is expected that she will be able to speak about the SLE mission, how to purchase SLE Rodeo tickets, the schedule of SLE Rodeo Week activities, and achievements of the SLE Rodeo within the PRCA. **The JMSLER pageant will be held March 9, 2023, and the newly crowned JMSLER will need to be prepared to attend SLE Rodeo & Livestock Week activities from March 10-19, 2023.** This list of activities is made available within this document as well as on [www.SLErodeo.com/queen](http://www.SLErodeo.com/queen). The SLE Rodeo will provide JMSLER with a stall and camper hookup from March 9-20, 2023.

**The entry fee for the 2023 JMSLER pageant is \$160.00. All applications, required documentation, and payments must be submitted by mail and postmarked no later than January 2, 2023. No application will be considered if it is postmarked after this date. The Miss SLE Rodeo Committee will review every application and notify applicants of approval status by January 31, 2023. Applicants are not subject to a refund for entry fees if it is found that her application does not meet the eligibility requirements outlined in this document.**

**Pageant Schedule** *(subject to change)*

MARCH 9, 2023

*Location: Crawford Arena | 1555 Federal Drive, Montgomery, AL*

8:00AM Mounted Division Check-in

9:00AM Horsemanship, Hot Lap, Flag Pattern, and Dismounted Interviews *(open to the public)*

9:00AM Written Test

-----*Break for lunch on your own*-----

*Location: Alabama Department of Agriculture & Industries | 1445 Federal Drive, Montgomery, AL*

1:30PM Formal Wear Division Check-in

2:00PM Modeling, Impromptu Questions, Speeches (auditorium) *(not open to the public)*

4:00PM Individual Interviews, Media Interviews (board room) *(not open to the public)*

6:00PM Coronation (auditorium) *(open to the public)*

**Eligibility Requirements**

To be eligible to participate in the JMSLER pageant, applicants must fit the following criteria:

- Must be a female between the ages of 13 – 16 years old as of March 9, 2023
- Has never been married or pregnant
- Are not currently holding another pageant title at the time of competition (this does not include titles such as prom queen/winter festival queen/etc. which do not have obligations throughout the year)
- Must be currently enrolled in a public, private, or home school program and be in good standing
- Must be able to provide her own horse and transportation for the pageant and required rodeo appearances if selected as JMSLER. Said horse must have proof of current negative Coggins (Coggins will need to be presented at Horsemanship check-in)
- Never have been convicted of a felony or misdemeanor

Below is a list of required documents that must be submitted with each application:

- Copy of birth certificate
- Proof of current GPA – must be 2.5 or higher
- Proof of most recent report card if applicant is not yet in high school
- Proof of health insurance
- Proof of current Alabama residency (copy of driver's license or proof of school enrollment)
- 8"x10" color headshot in western attire including a felt cowboy hat (list contestant name on the back)

Southeastern Livestock Exposition  
201 S. Bainbridge Street  
Montgomery, AL 36104

[www.SLErodeo.com/queen](http://www.SLErodeo.com/queen)  
334-265-1867  
[shunter@bamabeef.org](mailto:shunter@bamabeef.org)

## How do I submit my application, required documentation, and payment?

Mail paperwork and payment to the SLE Rodeo Headquarters:

Southeastern Livestock Exposition  
 ATTN: Miss SLE Rodeo Committee  
 201 S. Bainbridge Street  
 Montgomery, AL 36104

*Checks must be made out to the Southeastern Livestock Exposition. This must be postmarked no later than 1/2/23.*

## Travel Expectations

This opportunity is a year-long commitment and will require some out-of-pocket expenses related to fashion and travel. The Southeastern Livestock Exposition will provide JMSLER with announcer cards, business cards, autograph sheets, and thank you notes to utilize during her reign. The SLE will also help cover some of JMSLER's travel expenses. Our expectation is that she will be required to represent our organization in official queen attire at the following events (unless otherwise specified by the SLE):

### JMSLER TENTATIVE TRAVEL SCHEDULE

- SLE Rodeo Activities March 10-19, 2023 in Montgomery, AL
- 2 Alabama County Cattlemen's Association rodeos
- SLE Summer Picnic in June 2023 location TBD
- SLE Annual Meeting in September 2023 location TBD
- Sunbelt Ag Expo October 17-19, 2023 in Moultrie, GA
- SLE Media Luncheon in February 2024 in Montgomery, AL
- Alabama Cattlemen's Convention February 23-24, 2024 in Huntsville, AL
- Miss SLE Rodeo pageant March 7, 2024 in Montgomery, AL to crown her successor
- Other events TBD with Miss SLE Rodeo Committee Chairwoman, Victoria Suggs

It is not the responsibility of the SLE to secure a horse for JMSLER for each event, but Miss SLE Rodeo Chairwoman Victoria Suggs will be available to help, if needed.

## JMSLER Pageant Dress Code

JMSLER contestants will be responsible for obtaining clothing items that fall within the dress code listed below. Let it be noted here that JMSLER (and contestants) should not show visible tattoos, have facial piercings (nose, lip, tongue, or eyebrow), or have hair that is not a natural color.

- Horsemanship/Written Test: solid western button-down shirt with no embellishments (cuffs and collar required), Wrangler blue jeans, cowboy boots (no lace-up or zip-up boots), felt cowboy hat, and belt. Chaps are not allowed in this division.
- Interview/Speech/Modeling: formal rodeo queen attire (felt hat, boots, flashy attention-getting dress/skirt/jumpsuit. Leather is not required.)

## **JMSLER Winner - Tentative Schedule and Dress Code for 2023 SLE Rodeo & Livestock Week**

Whoever is crowned JMSLER will need to be prepared to start her reign on March 10, 2023, the day after the JMSLER pageant. This means that each contestant should come to the pageant prepared with the following outfits in hopes that she wins the title of JMSLER 2023.

### 2023 SLE Rodeo & Livestock Week Schedule of Events for JMSLER:

- **FORMAL ATTIRE:** Felt hat/crown, buckle, boots, sash, flashy dress/skirt/jumpsuit. Leather is not required.
- **ARENA ATTIRE:** Felt hat/crown, buckle, boots, sash, Wrangler jeans, arena shirt, chaps (if riding)
- **WESTERN CASUAL:** Felt hat/crown, buckle, boots, sash, Wrangler jeans, blazer/vest

\*SLE will provide: crown, buckle, chaps, and sashes

- Official JMSLER Photoshoot on the morning of March 10
  - o Formal Attire
  - o Required Event
- SLE Youth Rodeo Showdown on March 10, 11, 12
  - o Arena Attire
  - o Required Event
- Lunch with SLE Leadership on March 11
  - o Western Casual
  - o Required Event
- Potential School Visits with Victoria Suggs on the mornings of March 13, 14, 15
  - o Western Casual
  - o We understand that JMSLER is still enrolled in school. If her schedule does not allow for local school visits, this can be eliminated from the schedule.
- Miracle Rodeo on the evening of March 15
  - o Western Casual
  - o Required Event
- SLE Rodeo and Activities March 17, 18, 19
  - o Arena Attire and Western Casual
  - o Required Events: SLE Rodeo Performances, Parade, Grand Entries, Western Festival, Stick Horse Rodeos, Cowboy Church

## **Judged Events**

The JMSLER pageant will have a panel of four (4) judges. All judges are carefully selected and invited to participate because of their ability and expertise. Should a judge be approached by a contestant's family, friends, or others whose intent is to influence or harass, the judge will report the contact to the Miss SLE Rodeo Committee and appropriate corrective actions will be taken. There will only be one winner selected to hold the title of JMSLER, so should there be a tie in the final scoring, the winner with the highest points in the Interview division will be selected to reign. Scoresheets will be available for contestant review by request only via email to [shunter@bamabeef.org](mailto:shunter@bamabeef.org) from March 10-31, 2023. A contestant (or guardian) is only allowed to request her own scoresheet from the Miss SLE Rodeo Committee.

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### **A complete list of the judged events are as follows:**

- **Horsemanship** – The purpose of this division is to evaluate each contestant’s horsemanship skills. She will be evaluated on topics such as riding ability, control of horse, mounting and dismounting, balance, and position of hands, feet, and seat. The horse will not be judged – only the contestant’s ability and skill. The rider should appear natural in the saddle with a balanced, functional, and correct position. She will be required to complete a predetermined horsemanship pattern, a hot lap, a flag pattern with a flag provided by the SLE (contestants must supply their own flag boot), and a dismounted interview on the dirt with a judge. Judges can request contestants switch horses at any time.
- **Modeling** – The purpose of this division is to evaluate the stage presence, poise, and grace of each contestant while modeling her formal attire on stage. Each contestant will also be required to answer an on-stage impromptu question.
- **Speeches** – Each contestant will be required to give a 1-2 minute on-stage speech during the modeling division. The speech should be focused around promoting the SLE Rodeo & Livestock Week events. This division will be judged on stage presence, personality, content, delivery, and usage of time.
- **Interview** – Each contestant will be privately interviewed by a panel of judges. Questions asked may test the contestant’s knowledge of the Southeastern Livestock Exposition, equine anatomy and care, personal goals, or PRCA rodeo events, standings, and rules. Topics to be evaluated are presence, personality, quick-wit, and knowledge. At the conclusion of the sit-down interview, each contestant will participate in a faux 2-minute media interview with questions that could cover topics related to entertainment at the SLE Rodeo, the SLE mission, how to purchase rodeo tickets, personal experience, and more.
- **Written Test** – A written test will be administered which could cover topics related to the Southeastern Livestock Exposition, PRCA and WPRA rodeo, horsemanship, and equine care.
- **Most Photogenic** – Each contestant must submit one 8”x10” color photo with her application by mail to the SLE Rodeo Headquarters. This headshot must be of the contestant in western attire complete with a felt cowboy hat. You must list the contestant’s name on the back of the photo. The submission should include the photo only – no frame or matting.

### **Awards**

Awards will be presented to the winners of the following divisions: Junior Miss SLE Rodeo overall winner, Most Photogenic (Junior Division), and Horsemanship (Junior Division).

### **Disqualifications**

At the discretion of the Miss SLE Rodeo committee, contestants may be disqualified for the following infractions: being late to an event, poor sportsmanship, using foul language, animal cruelty, or any attempt to threaten, bribe, influence, harass, or coerce a judge, another contestant, or anyone on site during the JMSLER pageant.

## **Guidelines and Expectations for the Winner of Junior Miss SLE Rodeo**

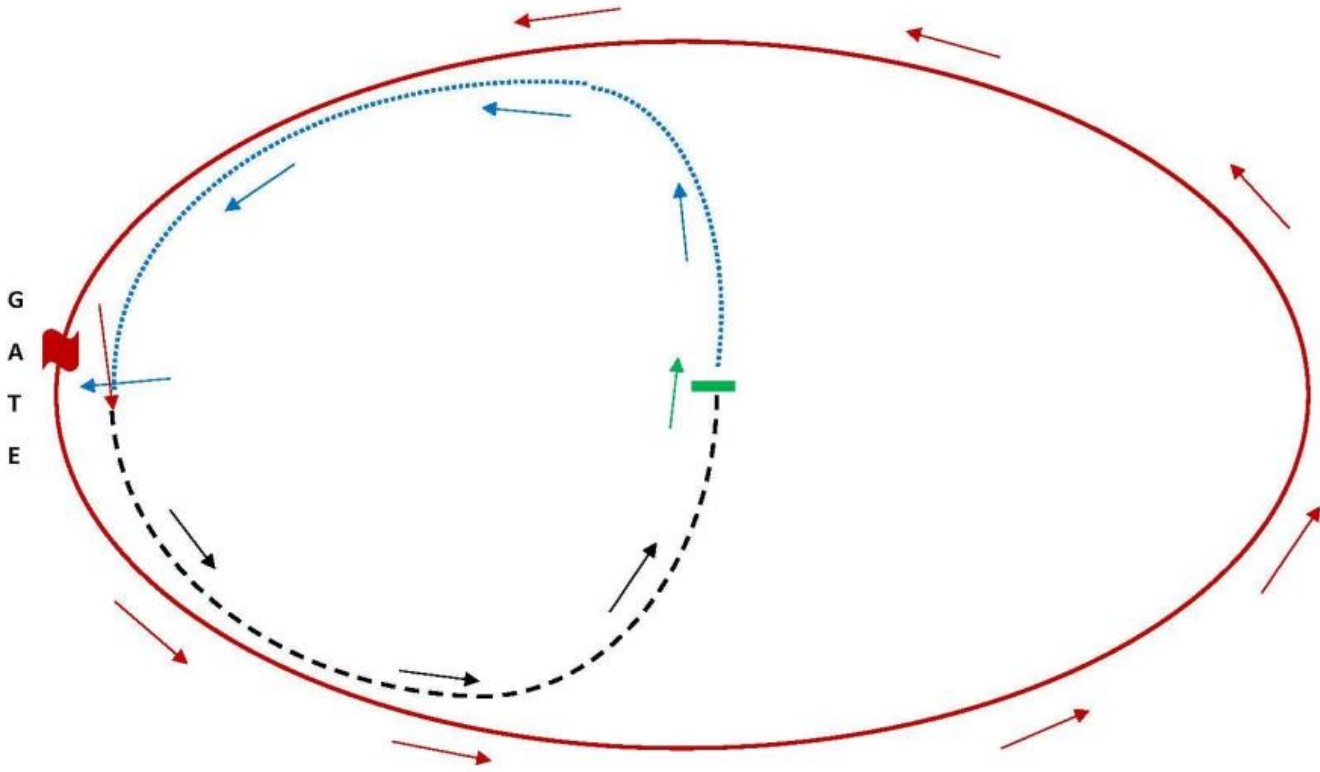
Junior Miss SLE Rodeo is an ambassador who will be noticed by many. During the JMSLER reign, it is possible that she will be recognized as JMSLER even when she is not making official appearances, so it is imperative that JMSLER always looks presentable and conducts herself in an exemplary manner “on and off the clock.” The SLE has a zero-tolerance policy for the use of drugs, tobacco, or alcohol. JMSLER is not to be married, engaged to be married, or pregnant during her reign. She must also be mindful of what she posts on all social media platforms. If these rules are broken, revocation of title will ensue.

Victoria Suggs is the Miss SLE Rodeo Committee Chairwoman and will be the queen’s point of contact throughout her reign. When the JMSLER reign is complete, the queen will be responsible for returning the chaps, crown, sashes (without the year), and flag back to Victoria in excellent, like new, condition. Should any damages occur or failure to return the above stated property back to the SLE, the queen will be held financially liable for repair or replacement of said items.

Invitations to events must be approved by Victoria Suggs prior to acceptance or declination. Upon approval, JMSLER must respond to the invitation within five business days with a polite expression of thanks either accepting or declining. Should JMSLER accept an invitation, she should extend an offer to help in any way possible. General conduct at events are as follows: JMSLER must always present herself in the appropriate JMSLER attire when attending an event. She will arrive early to events and will be professional and poised in her manners (no cursing, making inappropriate or negative remarks or gestures, etc), interact with as many people as possible at each function, and if attending a rodeo, she should arrive one hour prior to performance time. Upon arrival to the rodeo, she is expected to contact an event committee member to notify them of her arrival and hand her announcer sheet to the announcer. It is Miss SLE Rodeo’s responsibility to make sure that Junior Miss SLE Rodeo is taken care of if she is in attendance to the same event. Miss SLE Rodeo will be expected to act as a big sister to JMSLER throughout her reign. Last but not least, be sure to never speak poorly of any aspect of rodeo including the stock contractor, rodeo committees, officials, horses, equipment, events, etc. JMSLER is a representative of the rodeo industry, therefore she must portray a positive light on the sport.



## FLAG PATTERN



1. After completing the Horsemanship Pattern, you will execute a Hot Lap around the arena at a fast lope or gallop.
2. Once back at the gate, break your horse down to a trot and continue along the rail on the right side of the arena. At the midway point, turn left and continue a trot to the center of the arena.
3. Come to a stop.
4. Walk straight to the rail, turn left, walk around the rail to the gate.
5. You will then be given a flag to present in the arena at a fast lope or gallop along the rail. You must provide your own flag boot.