

Oral Reasons

Note Taking

- Necessity in oral reasons and key to a successful set
- Organize note-book in easy-to-read manner that is understood by YOU
- Develop an abbreviation system to minimize space and time spent writing
- Write precise differences for specific details to be mentioned

Note Taking

- Every class consists of three sections or pairs:
 - Top Pair
 - Middle Pair
 - Bottom Pair
- Every pair consists of three segments
 - Positive Comparison
 - Grant
 - Criticism
- A 5" x 7" or 6" x 9" Steno Notebook preferred

Boot Comparison



Black leather cowboy boot
Cushioned insole
Price: \$49.95



Dollhouse "Wonder"
High-heel, metallic leather
Price: \$170

Opening Statement

- Opening Statement
 - Describe the general logic of the class
 - Three situations
 - Outstanding Individual
 - Top Pair
 - Combination animal
- Examples
 - I started with the red heifer as she excels the class in terms of broodiness and eye appeal
 - In a top pair of more correctly designed gilts, I personally prefer the added muscularity and width of skeleton found in 1 over 2 in my initial comparison
 - I started with 1 as she most effectively combines growth and substance

Boot Comparison

Opening Statement	Grant Statement
Comparison of 1 over 2	Criticism of 2

“I started with the black leather cowboy boot as it most effectively combines comfort, practicality, and price.”

Comparison

- Comparison
 - Specifics of why 1 excels 2
 - In order of importance (biggest differences first)
 - Usually two or three sentences
- Example
 - 1 is clearly more powerfully constructed. He is not only bigger topped and thicker ended, but also tracks away on a wider base. Consequently, I would expect him to hang more pounds of retail product.

Boot Comparison

Color	Comfort	Price	Versatility	Durability
Color, comfort, price, versatility, and durability				Criticism of 2

"The black leather boot not only is a more practical color, but also will provide greater comfort when evaluating livestock for long hours. The black boot will be a more versatile footwear piece, as it can be worn with a greater variety of shirt/pant combinations. Furthermore, it costs less and will maintain its look and feel through various weather conditions."

Grants

- Grant
 - Statement of the advantages of 2 in comparison to 1
 - Hint: What did I criticize 1 for?
 - If this animal has a class advantage in one area, this should be mentioned first
- Example
 - "Yes, the roan steer appears to be the highest performing and stands on more substance of bone."

Boot Comparison

Color	Comfort	Price	Versatility	Durability
Color, comfort, price, versatility, and durability				Criticism of 2

"I did not fail to recognize that the Dollhouse "Wonder" is a more stylish, fashion-oriented boot, being more appropriate for a night on the town."

Criticism

- Criticism
 - Direct description of characteristics that keep an animal from winning a particular pair
 - Do not say more than three negative things about any animal. As you progress from the top to the bottom animal, criticisms will go from more specific to more general
 - Should end in "so he's second" or "so I left him third"
- Example
 - "However, he's high in his flank, upright in his shoulder, and simply falls short of the muscle mass of my class winner, so he's second."

Boot Comparison

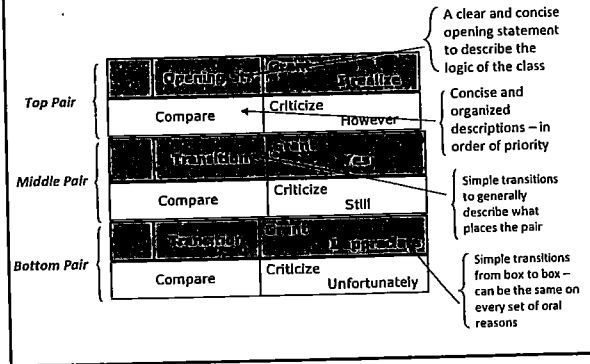
Color	Comfort	Price	Versatility	Durability
Color, comfort, price, versatility, and durability				Price/Comfort/Practicality

"However, the metallic leather boot is more expensive, less comfortable, and is simply not practical for the competitive and dedicated stockperson."

Transitions

- Transitions between pairs
 - Describe the “general picture” of a particular pair
 - Use one or two general points of why one animal excels the other
 - Lets the reasons listener know when you are changing pair descriptions
- Example
 - “Even so, in regard to my middle comparison, it is certainly muscle that places 2 over 3.”

A Complete Set of Notes



Presentation

- Confidence
 - Have a presence in the room
 - Enter with confidence
 - Greet the listener
 - Proper stance
 - Eye Contact
 - Exit

Presentation

- Voice
 - Volume – firm, confident voice, but don't shout
 - Be sincere and conversational
 - Speed
 - Enunciation – makes reasons more effective and easier to understand
 - Fluctuate/Pause

Points of Emphasis

- Accuracy
 - The key to successful oral reasons
 - NEVER lie
 - Regardless of placing, accurate description of animals must be conveyed
 - Creativity and presentation are secondary to accuracy
 - Too close to call – DON'T SAY IT!!

Keys to Oral Reasons

- Accuracy
- Presentation
- Creativity

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Example Note Page

Left Side of Notebook

1	
L R	
2	
L R	
3	
L R	
4	
L R	

Right Side of Notebook

General:		
Class Name:		
1/2	Grant 2/1	Criticism of 2
2/3	Grant 3/2	Criticism of 3
1		
2		
3		
4		
3/4	Grant 4/3	Criticism of 4

Note Taking Example

- 1.
- 2.
- 3.
- 4.

I placed the ... - - - - -

In the opening pair I began with ___ as he best combined _____ and _____ in a _____ package.

More specifically...

On the other hand _ is

In addition...

But at the same time he is

than _ .

Even so _____ & _____ places
_ over _ in the middle pair.

Yes _ is

Not only...But also...

Yet he is

To compliment this...

than __. (or my top pair)

Nevertheless _____ & _____ places
_ over _ in the final pair.

I realize that __ is
(or Particularly when compared to)

In relation to _ , _ was

While at the same time...

But he places fourth

in the class.

THANK YOU.