

## Five S Plus Cattle Company Rewards Program

Five S Plus Cattle Company is introducing some exciting changes to the Rewards Program we have always had to reward our faithful customers for their successes through the show year. We are introducing a new Points System for our buyers that will run from April 1<sup>st</sup> of each year through March 15<sup>th</sup> of the following year and will begin on April 1<sup>st</sup> 2012. We will give cash awards for the top five point's winners as follows:

- 1<sup>st</sup> Place - \$750
- 2<sup>nd</sup> Place - \$550
- 3<sup>rd</sup> Place - \$350
- 4<sup>th</sup> Place - \$300
- 5<sup>th</sup> Place - \$250

Exhibitors will have several different opportunities to receive points at each show. A points scale is attached, but in summary, exhibitors will win points based on their placing in the class, Division Champions and Reserve Champions, Overall Champions and Reserve Champions, and Supreme Champion and Reserve Champion (if applicable). As you will note, the points scale is based on the number of steers in the class and show if the exhibitor has a steer and the number of heifers in the class and show if the exhibitor has a heifer. We have a multiplier of 5 in place at major shows for Overall and Supreme Champions and Reserve Champions. These major shows are the Shreveport State Fair, the State Livestock Show at Lamar-Dixon in Gonzales, the Southern University Livestock Show, the Dixie National Livestock Show, the Fort Worth Livestock Show, the Houston Livestock Show, the San Antonio Livestock Show, the Belt Buckle Bonanza, and the TJLA Fall Classic in Waco, TX. When an exhibitor wins Overall Champion, Overall Reserve Champion, Supreme Champion or Supreme Reserve Champion at any of these major shows, the points in the scale for that win will be multiplied by 5. In addition, exhibitors can win up to 6 points per show for posting pictures on Facebook and tagging Five S Plus. If you post pictures on Facebook that show your orange show stick you will receive an extra point. These points are accumulated by exhibitor and not by animal. If the exhibitor has multiple Five S Plus calves during the point's term of April 1, 2012 through March 15, 2013, the exhibitor receives points for each animal, and these points accumulate under the exhibitor's name. Any false information can lead to disqualification and any disputes in points will be resolved by Five S Plus. It is also the responsibility of the exhibitor to follow up with a representative of Five S Plus to confirm receipt of points verification form.

In the past, we have awarded exhibitors of Five S Plus cattle who have won Champion Louisiana-Bred and Reserve Champion Louisiana-Bred awards at the state livestock shows. We will continue to encourage Louisiana exhibitors to buy Louisiana-Bred calves from Five S Plus through this awards program as well, but the amounts will be changed. Exhibitors of Grand Champion Louisiana-Bred steers at the State Fair, the State Spring Livestock Show, and the Southern University Livestock Show will receive a \$500 award, and exhibitors of Reserve-Champion Louisiana-Bred steers will receive \$250. We will also continue our Louisiana-bred awards program for Commercial Heifers. We will award exhibitors of Grand Champion Louisiana-Bred commercial heifers \$300 and \$175 for the Reserve Champion Louisiana-Bred commercial heifers at the state livestock shows.

We highly recommend that all exhibitors send in their completed, signed forms by 30 days after the show to allow time for processing. All forms must be received by (final date) to be eligible to receive points for the season. Any forms received after midnight on (final date) will be deemed ineligible. Points will only be awarded for shows during the season and cannot carry over to the next season. Thank you.