



## South Dakota High School Rodeo Association



THE AMERICAN LEGION announces...

### High School Rodeo Top Cowboy and Top Cowgirl Award Program

*“An Americanism Patriotic Citizenship Contest”*

Americanism is one of the four pillars of The American Legion and as such is one of the most important aspects of everyone’s lives. The purpose of this program is to develop a greater sense of Patriotic Citizenship and Americanism Principles among high school students who compete within the South Dakota High School Rodeo Association.

The objective of the program is to:

- Develop leadership qualities
- Fair-minded competitiveness
- Sportsmanship
- Courage, honor, citizenship and patriotism.

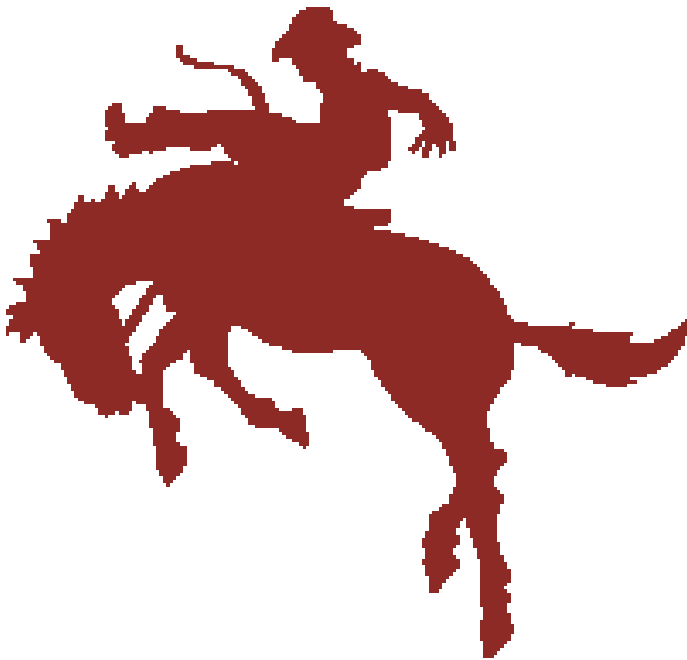
High school students who are members of the SDHSRA will complete “tasks” in citizenship and Americanism. Students competing in this program will not be judged by their athletic performance in the rodeo arena but only by their Americanism and Citizenship practiced in their lives during the year.

Winners will be selected at the Post (local) level and District (area) level.

The Top Cowboy and Top Cowgirl in each post, will each receive a \$50 Scholarship and Post Champion Belt Buckle.

For more information, Contact: Rodeo Americanism Award Program Committee Director, Royce Loesch, 1732 Northstar Ave., Pierre, S.D. 57501; Ph:605-224-4512, 220-9725 cell.





## **THE PURPOSE OF THE 2018 AMERICAN LEGION HIGH SCHOOL TOP COWBOY AND TOP COWGIRL OF THE YEAR AWARD PROGRAM**

Since American Legion posts are encouraged to play an active role in the activities of the schools in its community, Legionnaires are encouraged to keep abreast of the many changes required to maintain a successful school system. Therefore, this program of The American Legion seeks to reward high school students who participate in high school rodeo competition, for their participation in the various activities necessary for becoming good patriotic citizens within their respective communities.

This program seeks to reward high school students who participate in community citizenship activities such as attending a court trial in the local community, attending a local city board meeting, attending a school board meeting, visiting a retired military resident of a local nursing home, participating in a flag education program, participating in a Veteran's Day or Memorial Day program, and giving an oration on Americanism in their local school or community.

Statement of Purpose: The purpose of this Award Program is to recognize students in the 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grades in high school, for possessing qualities of Courage, Honor, Leadership, Patriotism, Americanism, Sportsmanship, Horsemanship, Citizenship and Scholarship.

For further information, contact: Royce Loesch, 1732 Northstar Avenue, Pierre, S.D. 57501 (605)224-4512 or (605) 224-1231; Email: [royceloesch@gmail.com](mailto:royceloesch@gmail.com)

A NEW VISION FOR A NEW AMERICANISM/CITIZENSHIP PROGRAM  
FOR THE AMERICAN LEGION DEPARTMENT OF SOUTH DAKOTA

Americanism is one of the four pillars of The American Legion and as such is one of the most important aspects of everyone's lives. It is very important then to foster and nurture that aspect in the lives of our youth who in this day and age are confronted with overwhelming distractions in their lives.

As a member of the Americanism Council which is supervised by the Americanism Commission and appointed by the National Commander, I have been encouraged to take an active role in my post, local community and throughout my department in the promotion of the principles and objectives of The American Legion's Americanism principles and programs. Under the leadership of Richard W. Anderson, Chairman of the Americanism Commission, I have been greatly encouraged to develop, support and disseminate the principles of the Americanism Commission and its programs to American Legion posts within my department.

It is in this attitude that I have designed and developed a new Americanism Program for high school youth that I am proud to offer The American Legion that I think will greatly enhance the Americanism opportunities for more high school youth to understand and practice citizenship and learn about the democratic way of life while at the same time giving a greater visibility of The American Legion in the eyes of the public. This new program will also offer smaller posts a new Americanism program that they will be able to participate in and afford.

Therefore, I am pleased to introduce "The American Legion High School Rodeo Top Cowboy and Top Cowgirl Americanism Award Program. The purpose of this program is to develop a greater sense of Patriotic Citizenship and Americanism Principles among high school students who compete within the American High School Rodeo Association. Other objectives of the contest include the development of leadership qualities, fair-minded competitiveness, sportsmanship, courage, honor, citizenship and patriotism.

In this program, only high school students who are members of the High School Rodeo Association can compete. They compete by performing as many citizenship or Americanism tasks that are verifiable and signed by a supervisor or official witness to the tasks completed, that they can participate with and accrue. This program is a relatively inexpensive program for the students or the legion post that participates. A winner is determined by the cowboy or cowgirl who attains the highest number of tasks verified at all levels of competition. The winner of the post would be entered in to the district level and the winner at the district level would be entered in to the state level competition and be announced at the State High School Rodeo Finals. There the winners would be awarded the Top Cowboy and Top Cowgirl Buckle and \$200.00 each. Students competing in this program will not be judged concerning their athletic performance in the rodeo arena but only by their Americanism and Citizenship practiced in their lives.

For specific information concerning how the contest is managed, see the “Official Rules”, or a member of the High School Rodeo Americanism Award Committee.

The cost of this program at the state level, would be, \$700.00.

Prize money –2x---\$200.00 = \$400.00

Buckles-2x--\$140.00 + Shp. = \$300.00

Total Cost            \$700.00

Thank you for your consideration of this NEW Americanism program. If you have any more specific questions that are not answered in the “OFFICIAL RULES”, please inquire to: S. Dak. American Legion Rodeo Award Program Director, Royce Loesch, 1732 Northstar Avenue, Pierre, S. D. 57501; Ph: (605) 224-4512; (605) 224-1231; or (605-220-9725); Email: [royceloesch@gmail.com](mailto:royceloesch@gmail.com).

# HIGH SCHOOL RODEO

## AMERICANISM CONTESTANT INSTRUCTIONS

### CONTESTANTS

You may make as many copies of the Verification Sheets as you may need in participating in this Americanism Contest. (Make and keep extra blank copies.)

On each line behind the numbers, the citizen you are participating with, should write in the citizenship task you completed with them. They should sign their name, address and phone number, verifying that you completed the task in question with them. The Rodeo Americanism Committee of the Legion post where you turn in your Verification Sheets along with your Application sheet, will check on the verified tasks that are filled in. You should have everything filled in and completed to qualify for the contest when you are ready. Fill in as many tasks as you can qualify to win the contest, but they all must be verifiable by the Rodeo Americanism Committee of the participating American Legion Post. A contestant may only enter once a year in this contest, with one set of verification sheets, and one application. Once a contestant has turned in their task verification sheets along with their application, their entry will be completed.

The Contestant who turns in the most verifiable tasks will be the winner at the Post level contest. The winning contestant's entry sheets will be entered into the corresponding American Legion District Contest for that post. In the District Contest, the entry with the most verifiable tasks will be the winner at the District Level. A post may offer a buckle and no more than \$50.00 from their post. A District may offer no more than a buckle and \$100.00 for their District champion.

The winning entry of each District Contest (of which there are eight districts) will be entered into the Department Level Contest. At the Department Level, (currently unavailable in 2017 and 2018) the entry with the most verifiable tasks performed, will be the winner of the Top Cowboy or Top Cowgirl in Americanism Award Buckle and a \$200.00 Scholarship Award.

(Jan 1, 2018)

THE AMERICAN LEGION HIGH SCHOOL TOP COWBOY AND  
TOP COWGIRL IN AMERICANISM – Jan 1, 2018

APPLICATION

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

APPLICANT'S PH: NO: \_\_\_\_\_ SDHSRA NO: \_\_\_\_\_

APPLICANT EMAIL \_\_\_\_\_

YEAR IN HIGH SCHOOL 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, (circle one year only)

NAME OF HIGH SCHOOL \_\_\_\_\_

HIGH SCHOOL ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HIGH SCHOOL PHONE NUMBER \_\_\_\_\_

PARENT OR GUARDIAN \_\_\_\_\_

PARENT OR GUARDIAN ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

APPLICANT SIGNATURE \_\_\_\_\_

PARENT OR GUARDIAN SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

PLEASE RETURN APPLICATION WITH COMPLETED TASK VERIFICATION SHEETS  
TO THE NEAREST PARTICIPATING AMERICAN LEGION POST IN YOUR AREA.

# THE AMERICAN LEGION HIGH SCHOOL RODEO TOP COWBOY AND TOP COWGIRL

Task Verification Form (Each numbered line accounts for one hour of community service or time spent with that individual)

1. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

2. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

3. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

4. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

5. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

6. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

7. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

8. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

9. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

10. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

11. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

12. \_\_\_\_\_

Verified by: Name \_\_\_\_\_ Add: \_\_\_\_\_ Ph: \_\_\_\_\_

CONTESTANT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



## **LIST OF SUGGESTED TASKS FOR HIGH SCHOOL RODEO TOP COWBOY AND TOP COWGIRL COMPETITION IN AMERICANISM**

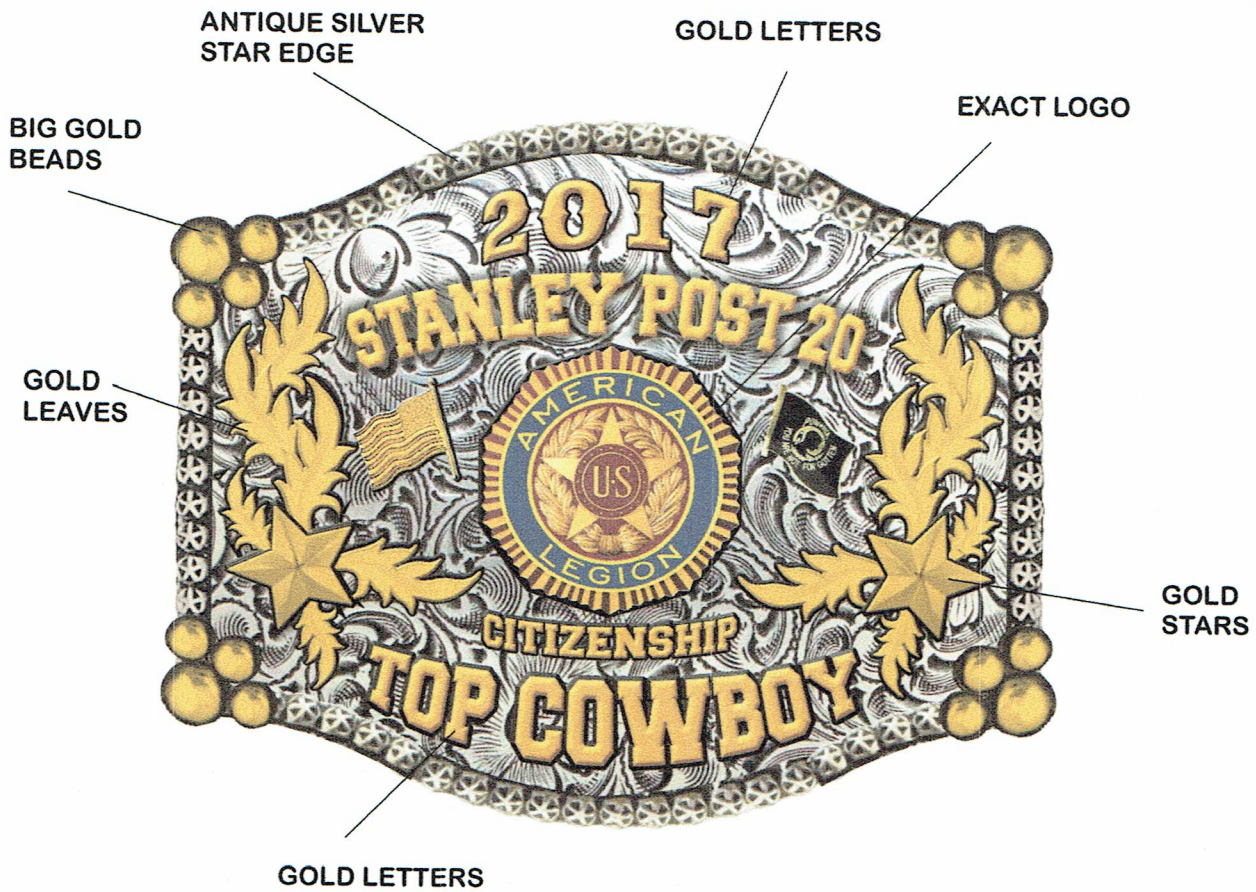


**CONTESTANTS MAY ADD ADDITIONAL  
TASKS TO THEIR VERIFICATION SHEETS.**

1. Attending a city commission meeting for an hour
2. Attending a county commission meeting for an hour
3. Helping with Meals on Wheels in the community
4. Visiting a veteran in a nursing home facility
5. Visiting a veteran in a community hospital
6. Serving meals at a community free meal event
7. Participating in a Veteran's Day Ceremony
8. Participating in a Flag etiquette class at school
9. Attending a session in a County Court Trial
10. Assisting in a community food drive
11. Assisting in a fundraiser for a special recipient
12. Attending a session at a Tribal Council meeting
13. Attending a committee hearing in the legislature
14. Attending a Session in the State Legislature
15. Singing the National Anthem at a special event
16. Helping to raise the National Flag at School
17. Participating in an American Legion Oratory contest
18. Attending a day at Boys State
19. Attending a day at Girls State
20. Touring a local jail facility
21. Attending a Naturalization Ceremony as a spectator
22. Serving as a volunteer at a food warehouse
23. Singing the National Anthem at a Basketball game
24. Spending a minimum of 1 hour picking up trash
25. Interview and visit your County Clerk of Courts
26. Serving as a volunteer at a high school rodeo
27. Interview and observe a Veterinarian at work
28. Interview and observe a Legislative Page
29. Attend and visit an American Legion meeting
30. Attend and visit a VFW meeting
31. Interview and visit with a local tribal member
32. Interview and observe a S.D. N G soldier
33. Stopping and helping a traveler with a flat tire
34. Stopping and helping a traveler in need of help
35. Interview and observe your Co. Clerk of Courts
36. Interview and observe your County Sheriff
37. Interview and observe your Co. Auditor
38. Interview and observe your Co. Librarian
39. Interview your local Co. Highway Engineer
40. Interview and observe your City Police Chief
41. Interview and observe your City Mayor
42. Interview and observe your County Judge
43. Interview and observe your Co. Treasurer
44. Interview and visit your local state legislator
45. Interview and visit your Congressman
46. Interview and visit a local firefighter
47. Interview and visit with a local store retailer
48. Interview and visit with a local dentist
49. Interview and visit with a local attorney
50. Interview and visit with a local barber
51. Interview and visit with a cosmetologist
52. Interview and visit with a medical doctor
53. Interview and visit with a local veteran
54. Interview and visit with a nursing home Dir.
55. Interview and visit with an insurance pro.
56. Interview and visit with an FBI investigator



RW



1 - TOP COWBOY  
1 - TOP COWGIRL

CUSTOM  
3 1/2 X 4 1/2  
ANTIQUE SILVER BASE  
2 buckles

Jan 7, 2018

## HOW TO START YOUR OWN AMERICAN LEGION HIGH SCHOOL RODEO AWARD PROGRAM

To the Post Commander, Post Adjutant, or Rodeo Award Program Chairman:

Thankyou for expressing your interest in the “NEW” South Dakota High School Rodeo Award in Americanism Program.

First of all, you do not have to put on a rodeo. This program is run outside of the High School Rodeo Program. But all cowboys and cowgirls must be a member of the SDHSRA.

Many American Legion members have expressed considerable interest in having an American Legion High School Rodeo Award in Americanism as a statewide program. We are in the beginning stages of trying to accomplish this task, but it will take time and perseverance in getting it going.

Since the SDHSRA is at the end of the 2017 Membership year, each American Legion Post is free to run their own Rodeo Americanism Award Program starting at any time between Jan 1<sup>st</sup> and ending on March 31<sup>st</sup>. 2018. Even though we are in 2018, we will use this early time to run the programs and learn from any mistakes in time to adjust for the 2018 Rodeo Year. As of Jan 1<sup>st</sup> 2018, we will run the Rodeo Americanism Award Program for 2018 beginning on April 15, 2018 and ending on August 31<sup>st</sup>, 2018. As a post, you may not want to begin in January to give a buckle away yet for 2017. However, that would be your choice.

I have written this instruction sheet for American Legion Posts to show you how the program works and how little work there is in doing it. So, if you do not understand the program completely, that’s okay. You can always ask me a question thru the email or via a telephone call, and I will be happy to explain the answer for you. It is truly uniquely designed so that Legion members have very little work to do. It is very inexpensive and easy to run that most people cannot believe it.

Once you have read the information in the Rodeo Award Program, the first thing you will need to do, is make a motion at your next post meeting to support having a High School Rodeo Americanism Award Program, and that the Post vote to fund the program if your post comes up with a Winner. The minimum cost of a Post Cowboy Champion is a \$50 Cash Scholarship and 1 Tres Rios Cowboy Belt Buckle valued at \$140 plus shipping, and the minimum cost of a Post Cowgirl Champion is a \$50 Cash Scholarship and 1 Tres Rios Cowgirl Belt Buckle valued at \$140 plus shipping. Each buckle has an American Legion Emblem in the middle of it. You may get 1 cowboy or 1 cowgirl, or you may get one of each. Either way, your post should be

prepared to spend approximately \$200 for each Winner in case you have participation in your post. If you have no body bring in an application, you will have no expense.

All you have to do to order a buckle is call the Department of South Dakota State Headquarters at Watertown, S.D. and tell them you want a Post or District Buckle, Cowboy or Cowgirl, the Post number and Year (2017 or 2018), it will be ordered and you will be billed. But you will have to order it thru the State Headquarters.

Your Post Commander could appoint the Post Americanism Officer to be the Rodeo Award Program Director along with two other legionnaires to serve as Rodeo Award Judges. The Judges need to determine that all tasks recorded on the Task Verification Sheets are truly legitimate Americanism or citizenship tasks or not. Then they need to call on 3 recorded tasks at random on each Task Verification Sheet and ask the individuals of record whether the task is true or not. Those tasks would be verified and then certified and the person with the most tasks verified would be the Winner of the Post Award, Cowboy and Cowgirl.

I would encourage your Post Commander or Rodeo Americanism Award Program Dir. To contact the local high school guidance counselor and visit with the high school rodeo team supervisor to promote and encourage them to participate in this program. It would be good if the Post Commander could meet with the local rodeo team and demonstrate how the program works.

I am constantly trying to upgrade information to make this program as simple as I can for people to understand, and I will be traveling statewide to initiate the program so that American Legion Posts can begin to run their own program. I will be as accessible as I can for every post in the state who wants me to come and help get them started on their way to running this new Rodeo Americanism Award Program for the coming years. We also have a statewide Rodeo Award Committee of 3 members along with other legionnaires who serve in consulting capacities and are willing to come and help your post initiate your program.

Thankyou for your interest in possibly starting this program. If you would like more information or questions answered, please contact:

Royce Loesch, Dir. American Legion Rodeo Americanism Award Program

PH: Home – 605-224-4512; Cell – 605-220-9725; Bus – 605-224-1231.

Address: 1732 Northstar Ave. Pierre, S.D. 57501      Email: [royceloesch@gmail.com](mailto:royceloesch@gmail.com).