

## **Brian Lee Memorial Scholarship**

This scholarship, founded in 2021, is in memory of Brian Lee a passionate supporter of the Limousin breed in Canada. Brian passed away suddenly in May of 2021. Brian and his wife Holli operated Hollee Limousin of Janetville, Ontario. He played an important role in the Limousin breed, taking on leadership roles at both the provincial and national levels. Brian served as the CLA President from 2013- 2015. He enjoyed showing cattle and many members will remember him as the Barn Boss at the Royal Winter Fair for many years. Brian was always a passionate supporter of the junior program and helped many young Limousin enthusiasts get their start in the breed. His passion for the breed and the juniors will live on through this scholarship.

*(1) Scholarship of \$2500 will be awarded in 2021. (Current application open)*

*(1) Scholarship of \$2500 will be awarded in 2022. (Applications will open at a later date)*

### **Who can apply for the Scholarship?**

The applicant must be a member in good standing of the Canadian Junior Limousin Association (CJLA) and currently attending a Post-secondary program or trades training in the agricultural sector.

### **What do you need to apply?**

Complete the application form and answer the essay question below. Submit proof of enrollment in post-secondary education.

Selling and marketing bulls was an important part of the Hollee Limousin operation. Brian took great pride in his marketing program and the importance of selling Limousin bulls to the commercial industry. Applicants are asked to submit an essay, 600 words maximum, that addresses the following;

#### **Essay Question:**

#### **How would you market a Limousin bull to a commercial bull buyer in the current beef industry?**

Be sure to include a description of the attributes of the Limousin breed for the buyer and a detailed description of the marketing avenue you would use to market the bull.

#### **What will the scholarship selection process be based upon?**

- Commitment to furthering education
- Demonstrating knowledge of the Limousin breed and marketing cattle

#### **What are the terms of the payments?**

The scholarship will be paid directly to the recipient in September 2021.

#### **How will the scholarship recipient be recognized?**

The recipient will be notified of their acceptance one week after the application deadline. The Lee family will be involved in the selection process. The recipient will be acknowledged on the association's website and social media as well as nationally in the Limousin Voice magazine.

**The scholarship eligibility criteria is as follows:**

Eligibility:

- Must be a CJLA member in good standing
- Currently attending a post-secondary program or trades training in your 2<sup>nd</sup> year or greater. Program of study must be in the agricultural sector

**Items You Are Required to Submit:**

1. Completed application form and picture of yourself
2. typed 600-word (maximum) essay "How would you sell a Limousin bull to a commercial buyer"
3. Proof of enrollment in a recognized institution (current transcript, or your acceptance letter)

Submissions and ALL documentation must be sent no later than **Midnight Tuesday, August 31, 2021.**

Canadian Junior Limousin Association

Attn: Brian Lee Memorial Scholarship

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