

2017 Annual Meeting Forum & Awards Banquet “Making Shorthorns Great Again”

Dec. 1 & 2, 2017

Harrah’s Hotel & Casino • Kansas City, MO

Friday, December 1st

1:30 pm Welcome

2:00 to 2:45 pm Break-out Sessions (1st choice)

3:00 to 3:45 pm Break-out Sessions (2nd choice)

Building Blocks for a Better Genetic Evaluation
Registration & DNA Technologies in the Digital Age
ASA Marketing Toolbox

Discover How to Become a State Ambassador

4:00 to 4:45 pm ASA Committee Meetings

ASA Genetic Evaluation Committee
ASA Commercial Acceptance Committee
ASA ShorthornPlus/Composite Committee
ASA Breed Promotion Committee
ASA 150th Anniversary Planning Committee

5:30 to 7:00 pm Evening Social with Hors d’oeuvres

Saturday, December 2nd

8:00 am to 12:30 pm Educational Forum

Heterosis Importance to the Industry - Dr. Bob Weaber
The Value of \$Indexes - Matt Woolfolk & Patrick Wall
The Recipe for Combining Performance &
Phenotype - Dr. Mark Johnson
Shorthorn Strengths & Opportunities to the
Commercial Cattle Industry

Panel Moderator: Bryce Schumann

Panel Members: Dr. Larry Kuehn • Douglas Olsen • Jeff Gooden
“Making Shorthorns Great Again” - Bryce Schumann

12:30 to 2:00 pm Lunch

2:00 to 4:00 pm Annual Meeting

5:30 to 6:30 pm Pre-Banquet Social

6:30 to 8:30 pm Awards Banquet

American Rancher TV Show on RFD-TV

on November 20th featuring
The Shorthorn Breed

Shorthorn-The First Breed to Launch \$Fescue Index

Shorthorn Impact Breed Initiatives

Develop Better Shorthorn Cattle (see results in 5 years)

Shorthorn Breeders Producing Better Animals
Use Extensive Culling Practices

Create Sire Test Program (fully operational in 2 years)

Identify Cooperator Commercial Test Herds
Shorthorn Breeders Contribute Semen for Sire Testing

Membership Recognition (started December 2016)

Develop New Programs to Recognize Members
Years of Membership, Shows,
Performance and Special Achievements



Montie D. Soules | asa executive secretary/CEO

A lot has gone on at ASA in the past month or so. First is the announcement of the new \$Fescue Index - Press Releases were issued October 3rd announcing the Shorthorn Association as the first breed to publish a Fescue Tolerance score through \$Fescue Indexes. The ability for Shorthorn breeders to identify by DNA testing those individuals genetically more tolerant to the fescue grasses is a huge advantage and will increase the herd's performance when grazing this type grass. You can find more information about the Fescue Tolerance scores and \$Fescue on page 10 of this issue. Shorthorn is ahead of the rest of the industry by launching this new \$Index.

We have also been busy with videos and interviews for future American Rancher TV shows and advertising on RFD TV. The first major airing featuring the Shorthorn Breed will be on Nov. 20th!

“Making Shorthorns Great Again” is the theme for our Annual Meeting in December. Please review the schedule to the left and on page 22. This is a list of renowned speakers and guests we have lined up for the Forum on Saturday morning. Lunch will be served to those who register (you can register on the ASA website under Quick Links) and the Annual Meeting will take place that afternoon. Check pages 24 for a list of candidates running for the Board of Directors and page 50, for a list of State Delegates. The Awards Banquet, preceded by a social will be Saturday evening. At the Awards Banquet we will honor 50-year memberships, the Century Club, Performance Sires and Dams for 2016, National and Regional Show Bulls and Females of the Year and new this year will be the presentation of the “Builder of the Breed”. The ASA Board of Directors added two new awards: the “Shorthorn Heritage Award” giving distinction to members who have dedicated their time and passion to promoting Shorthorns as leaders on the state, regional and/or national levels and the “Shorthorn Merit Award” which recognizes industry individuals who are not Shorthorn breeders but have played a major role in supporting the breed or servicing the breed. These new awards are designed to recognize those who have given extra time and support to this great breed in the past! To see more about these new awards turn to page 23.

Check out the activities on Friday afternoon December 1, hosted by staff there to answer questions and assist membership in the four areas of the Breakout Sessions. Each staff member has prepared a description of items they will be covering which is included in this issue of the Country. Friday before the social we will have committee meetings including a new committee to begin planning for the 150th Anniversary of the ASA in 2022. These breakout sessions and committee meetings give members an opportunity to meet staff and ASA Board Members plus ask questions while becoming more familiar with the registry and other options the ASA has to offer.

Every ASA member and Shorthorn breeder should try to attend this event. It is designed to assist membership to better understand the processes or opportunities available to all Shorthorn breeders. The Forum on Saturday is set to give you even more tools to comprehend performance data and use it to your advantage. The new \$Fescue Index will be a major topic for learning the value of Indexes. There will also be valuable time for breeders and members to share ideas and information with each other. In many cases some of our most beneficial knowledge is gained from sharing with other breeders. This time is special for renewing old friendships and kindling new ones. This is the Shorthorn way of being “A Family Friendly Breed”, working together to “Make Shorthorns Great Again”. □