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Planning Ahead

“Making the Shorthorn Breed Better”

Register Calf Crop Now

Take Calving Ease Scores

Turn in Birth Weights on all Calves

Get DNA Samples of Entire Calf Crop

“Junior National & Youth Conference”

June 26 - July 1 in Madison, Wisconsin

50th Anniversary Celebration

Early Entries Close May 1, 2018

Entries Received Online Only

Late Entries Close May 15, 2018

Added Cost for Late Entries

“National Shorthorn Sire Test Field Day”

University of Illinois in August

Feed Efficiency Update

“Annual Meeting”

“Forum & Awards Banquet”

Nov. 30 & December 1 in Kansas City, MO

How Shorthorns fit in the Beef Market

Shorthorns & Niche Markets

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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

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

We are looking forward to spring more than ever this year. Much of the country is experiencing some form of extreme weather conditions effecting farmers and ranchers. We are ready for baby calves to be born as nature takes over during this special time of the year. Everyone is calving or planting or finishing up calving and working to get cattle bred back. Regardless, it is a busy time for membership and ASA Staff planning activities for the remainder of the year.

I urge you to take time out on rainy days or in the evening to get your calf crop registered. If you are a WHR Breeder, once your assessments are completed, there are no additional costs to register all your natural calves. This will be a huge help to you later, to have this behind you and to have EPDs and the other information you need to be ready for sales and/or entering shows. If you don't have your registrations completed, these deadlines can creep up on you. By registering all the calves as soon as possible, you will be ready. I also encourage you to take DNA samples on each and every calf as you go through them to give them their first vaccinations. This way you will have the DNA if you need it later and it will be much easier to get these results for required statuses or sale information. This will also provide better information for more accurate performance data with genomics, specially for Stayability and the new Bolt System. This time of year while calving this year's babies, many of you are already planning and breeding for January 2019 calves. I really wish we had the new EPDs from the Bolt software as you are making these decisions. Going live with this information is closer all the time and should be coming very, very soon. Check Page 12 for more information.

Plans for this year's Junior National & Youth Conference are coming along. We are planning a big celebration for this year's event to mark the 50th anniversary of this major Shorthorn event. Be sure to check out Pages 14 and throughout this issue for more information. Remember, entries are due by May 1 and are only accepted online through the Junior website. This is the largest event we hold each year with the host state's help. Make plans to be in Madison, WI the last week of June. We are planning a combined celebration for all past Junior Board members during the 2018 Junior National and Youth Conference. This year will be bigger and better in every way.

Plans are developing for a National Shorthorn Sire Test Field Day in August at the University of Illinois to view the 150 plus animals on feed sired by Shorthorn bulls that are part of the Illinois Sire Test. All the resulting calves from this set of sires are being fed out on electronic feed gates to measure feed efficiency. This will be a great opportunity to see these individuals and learn about this test and how feed efficiency can make a difference in yours and your customer's bottom line. To see more information on this Sire Test Field Day, check out pages 32.

Also, I would like to invite everyone to the Annual Meeting Forum & Awards Banquet in Kansas City on Nov. 30 and Dec. 1 this year. We are planning a great program with some new direction for niche markets and looking at how Shorthorn fits into the beef market. This will be an educational event you will not want to miss, plus have time to visit with fellow Shorthorn breeders. This has become a major event for the breed that brings our membership and breeders together with new ideas, education and great Shorthorn fellowship.

There is a lot going on in the breed so please plan ahead and try to attend these events. I feel these events will add to your operation and give you information that will “Make the Shorthorn Breed Better”! ☑