



Montie D. Soules | asa executive secretary/CEO



The Shorthorn Breed is on the Move Annual Meeting Forum & Awards Banquet

Nov. 30 & Dec. 1, 2018
Harrah's Hotel & Casino, Kansas City, MO

Friday, Nov. 30

Morning Sessions

Educational Breakout

- Online Registration Training
- Performance Program Updates
- State Membership Communications
- Marketing Strategies

Afternoon Sessions

- Speakers addressing Niche Beef Markets
- Analyze the Beef Markets of Today and Tomorrow
- Consumer Sustainability
- Developing a Grass Fed Beef Program
- Certification of Farms for Niche Markets
- Finding Opportunities in Private Markets
(panel of successful farm operators)

Friday Evening Social

An Annual Membership Gathering

Saturday, Dec. 1

Morning Sessions

Educational Forum

- Industry Opportunities
- ASA Performance Programs
- How Feed Conversion Can Affect Probability
- Panel Discussion: with Owners and Operators
"Success Breeding Programs in The Industry"

Lunch

Afternoon Sessions

Annual Meeting & Social

Evening

Awards Banquet

"Special Guest Speaker"

Merit Award, Heritage Award & Builder of the Breed
(Contact ASA for Information to Nominate Candidates)

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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

Each July the Heard Book issue of the *Shorthorn Country* is very special. It is used as a reference by most breeders throughout the year. The great news this year is the number of advertisers has increased over last year. Breed activity continues to grow.

I would like to bring your attention to our Annual Meeting, Forum and Awards Banquet, Nov. 30 and Dec. 1, 2018 at Harrah's Hotel and Casino in Kansas City. Friday morning, Nov. 30, begins with Breakout Sessions including registry information, performance programs, state membership activity and marketing strategies followed by Committee meetings. The morning sessions are great opportunities for members and breeders to gain education and information about programs at ASA. Friday afternoon we will start the Educational Forum sessions with speakers and folks that have developed niche type markets in the beef industry. This afternoon session will present some possibilities for breeders to consider or start niche type beef markets for their operations. We have seen interest in this area and made it a priority to find successful operators who will share their process and experiences in developing a niche type beef market. Opportunities exist for breeders and members to develop a Shorthorn Beef niche market if it fits your operation. Friday evening we will host a social for fellowship and sharing with Shorthorn enthusiasts.

The Forum continues Saturday morning with topics such as opportunities in the beef cattle industry, performance program information, and an in-depth look at how feed conversion is effecting genetic selection and market. A panel of successful cattle breeders will share how they have taken advantage of opportunities in our industry. In the afternoon we will have our ASA annual meeting at which delegates will elect ASA Board Members. The Awards Banquet will be Friday evening; we have invited a guest speaker who should be quite entertaining for all in attendance. Awards will be presented for Century Club, Show, Performance and the Merit, Heritage and Breeder of the Year will be announced. The new additions we are planning will make the evening something everyone will enjoy.

Members who have attended this event comment on the benefits from the forum and the networking time with Shorthorn breeders from across the country. This is a must attend event for all Shorthorn members and breeders.

All paid members and members in good standing will receive a ballot in August to elect delegates from their state to represent at the annual meeting.

ASA is launching a new app for your cell phones that will be featured and used at Junior National. This should increase your accessibility to information at ASA. Please check on page 72 for more information concerning the app.

In this issue please take time to look at an article addressing "How Do We Make Shorthorns Fit" in our breed and industry to help improve Shorthorn Cattle on page 38. Matt and I put a considerable amount of time into this. We are not saying you have to agree with everything we say; we are just sharing our opinions on the subjects addressed. The ASA Board of Directors is committed to the Initiatives on this page. Number one is Developing Better Shorthorn Cattle! We hope this information will help members achieve this.

By now you should be looking at the new one step (Bolt) EPDs. These will be updated each Monday at noon.

This is a busy time of the year for everyone. I encourage you to register all your calves before Aug. 31, our year-end, to make sure we top 15,000 registrations!

Hope everyone is having a great summer and let everyone know Shorthorns are On the Move!