



Montie D. Soules | asa executive secretary/CEO



Become Involved

“WE NEED YOU”

Be an Active ASA Member

VOLUNTEER FOR A COMMITTEE

Promotion Committee

Genetic Evaluation Committee

Commercial Acceptance Committee

ShorthornPlus/Composite Committee

150th Anniversary Celebration Committee

“Scheduled Committee Conference Calls”

Committee Calls listed on ASA Calendar
ASA Website

Committee Conference Call Agendas

“Join a Committee Now”

Choose your Committee(s)

contact

emilyv@shorthorn.org

(include e-mail address & mobile phone number)

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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 NEED YOU!” Please get involved in our Association Committees. Most of the committees are made up of breeders and members volunteering. The committees are extremely important to the total function of the breed and association. The ASA Board studies the committees’ recommendations and considers this input before making decisions whenever possible. Committee involvement is an opportunity for membership to voice their opinions and share ideas for the growth and betterment of our breed and organization.

We are in the process of reorganizing the committees and scheduling regular Committee Conference Calls. The date and time of Committee Conference Calls will be on the ASA website calendar. It is vital that you become involved in this process. If you have a particular area of interest and would like to be part of that group, send your name, email and cell number along with the committee(s) you would like to become a part of to emilyv@shorthorn.org. If you have been a committee member in the past please re-enroll for the committee ; we want to maintain an up-to-date list of all interested parties. See page 22 for more information on becoming part of a committee.

Once added to the committee member list you will receive an email with notifications of the dates, times and agendas for upcoming Committee Conference Calls. You will also receive a second email reminder that will include the call-in number and code for the conference call.

The Genetic Evaluation Committee reviews and discusses the breed’s Genetic Evaluation (EPDs) and all performance data that relates to the Genetic Evaluation. This includes Bolt and the One-step process and discussion on possible new EPDs or Indexes that the breed may need to consider. This committee is an essential part of our breed’s image in the industry.

The Commercial Acceptance Committee investigates ways to increase commercial acceptance within the industry. Yes, there can be a little overlap with the Genetic Evaluation, Promotion and even the ShorthornPlus/Composite committees as some of the activities will relate to multiple committees. Topics which need to be jointly reviewed will be addressed with a special conference call including joint committees for that agenda. This committee’s primary role is to help Shorthorn gain its rightful place in the beef cattle industry.

The ShorthornPlus/Composite Committee investigates how new genetics can be added to the breed. This group reviews the advantages of the ShorthornPlus program and registry while working to increase the acceptance to this area of the breed. Did you know that 23% of total registrations are ShorthornPlus and needs to continue to grow?

The Promotion Committee addresses the current and new approaches to promote the breed. They may make suggestions about the website and other communication or advertising methods such as a membership communications link on the ASA website or an advertising piece for the breed. This group touches many different areas that can help grow the breed. The Promotion Committee is the connection for all activities and breed acceptance.

Be aware that the Show Committee is elected from those who exhibit at national shows. The Junior Activities Committee is also the Junior Advisors to the Junior Board; they are appointed by the ASA Board and AJSA Board.

The 150th Anniversary Celebration Committee is a combination of assigned members and volunteers.

All these committees play an integral part of our breed’s success but only if you become engaged and contribute to the process! Please become involved, “WE NEED YOU!”