



Montie D. Soules | asa executive secretary/CEO



## Building A Positive Image

November 22 & 23

The image of every breed is on display 24-7-365. Meaning every member and breeder have an impact and responsibility to enhance the breed image all day long, every day of the year.

There are many avenues of communication, including in-person, phone calls, e-mail and social media. The whole world can see these images which ultimately create a breed image for those not familiar with the Shorthorn breed. With every comment, picture and video, the viewer forms an opinion which reflects not only on the party sharing, but the entire breed.

During a committee conference call, we discussed in depth how individual breeders' presentation of their operations and their products impacts the Shorthorn industry. We must remember that many times, the entire breed may be judged by one person's visit to a farm, in an ad, a social media post or from a conversation. Purebred breeders have many responsibilities, but one that may be the most important is how our operations and products are displayed 24-7-365. We never know who is looking, posting photos and making assumptions of the breed. These days, we must be continually aware of possibly being photographed at any time. It seems nothing is off limits.

This year's Annual Meeting Forum

topic was determined by the emphasis the committee placed on how member and breeder actions can affect the breed, "Building a Positive Breed Image". We want to remain aware of our actions and how they affect both our personal operations and the breed. The Forum program has been designed around this topic.

The Annual Meeting and Awards Banquet has been moved to November. The dates to mark are Nov. 22 & 23 at the Hilton Airport Hotel in Kansas City, MO. You can register for the Annual Meeting Forum and Awards Banquet on the Shorthorn website. Please make your hotel room reservations separate from registering, by contacting the Hilton directly. More information can be found on the Shorthorn website; <https://shorthorn.org/2019-annual-meeting-forum-awards-banquet/>. Check page 18 in this issue for a detailed schedule.

Panel discussions are planned that will have breeders from the Shorthorn breed and other breeds who will share their success stories and how they perceive activities affecting the "Building of a Commercial Image" and a panel on "Breeders Impact on a Breed". There will be presentations covering the Iowa State University Heifer Project, Illinois Sire Test, information concerning the new breed promotion by Grant Company, AI Sire procurement from an AI stud and a

feature speaker on "Building Blocks to a Stronger Breed".

We will have ASA Workshops for the DigitalBeef Registry, Performance Programs and Marketing Opportunities. All the Committees will meet, including the 150th Anniversary Celebration planning group. This is two full days packed with activities and great Shorthorn fellowship, with a big social on Friday night and the Pre-Awards Banquet Social Saturday.

The Annual Meeting will begin at 2:00 pm on Saturday, Nov. 23. During this meeting is when the new ASA Board of Directors is elected.

This will be a fun and educational experience. The highlight each year is the time spent interacting with fellow Shorthorn breeders and enthusiasts. One-on-ones or groups of folks with the same goals - to make the breed Bigger, Better and Stronger!

### 2019 ASA Annual Meeting Forum & Awards Banquet

November 22 & 23  
Hilton Kansas City Airport  
Kansas City, MO

See Page 18 For More Details

## American Shorthorn Association Mission Statement

The mission of the American Shorthorn Association is to serve all members and enhance the value of the Shorthorn breed by managing data, maintaining the integrity of the herdbook, educating members and communicating the value of Shorthorn cattle resulting in the expanded use of Shorthorn genetics in the U.S. beef industry.

## American Shorthorn Association Vision Statement

Be recognized in the industry as a viable British breed that creates profitability in beef cattle production, with a family friendly environment.

### Core Strategies

Educate, equip and empower our members

Increase commercial interest in Shorthorn genetics

Continue to develop and support the Junior program

Invest in research and development to enable breed improvement