

What You Need to Know



Emily Velisek | director of events, show & membership activities

Regional Show Update

Last month we put out that we would be continuing the Regional Points with the shows that were left in each region. Unfortunately, since then, almost all of the State Fairs hosting regional shows have canceled. The Show Committee had a meeting at the junior nationals in Texas and made the recommendation to suspend the regional points for this year because of all the cancellations. The ASA Board of Directors followed the recommendation of the Show Committee and as a result the Super Regional and Regional point system will be suspended for the 2020-2021 show season.

With this change, we are still going to move forward with National Show Points. As a way to give out more awards for this show season the ASA Board approved to add division winners for

our National Show Points. We will score these division winners with the same points that allocate for the National Show Female and Bull awards. It is also approved that there must be at least two National Shows during the 2020-2021 show season in order for any national awards to be presented. This does not mean that an animal must exhibit at two National Shows, just that two Nationals Shows must take place. So far, one of the National Shows have canceled, Keystone International Livestock Exposition. If any more cancel we will get these updates to the membership as best as we can.

During these unprecedented times because of Covid-19, we all have to anticipate possible adjustments happening to everything we do. The resulting awards for the National Shows will be presented at the 2021 Annual



Meeting, which is the kickoff of our 150th Anniversary Celebration.

Below are the points that will be used for the National Shows.

5 National Shows

- 1st in Class:** 8 points
- 2nd in Class:** 7 points
- 3rd in Class:** 6 points
- 4th in Class:** 5 points
- 5th in Class:** 4 points
- Division Champion:** 7 points
- Reserve Division Champion:** 5 points
- Grand Champion:** 11 points
- Reserve Grand Champion:** 9 points



2020 Annual Meeting Schedule: *Build Your Brand*

Friday, December 4th:

5:00-7 p.m. - Shorthorn Social at the ASA office

Saturday, December 5th:

7:30 a.m. - Continental Breakfast (*provided in conference room*)

8-8:30 a.m. - Eric Grant, *The Grant Company*

8:30-9:15 a.m. - Advertising/Social Media, Danielle Starr, *Global Marketing Communications Manager, GrowSafe Systems*

9:15-9:40 a.m. - Break

9:45-10:45 a.m. - Marketing for Your Sale, Panel

Jeff Aegerter, *Aegerter Marketing Services, Inc.*

Christy Collins, *CCI Live*

Brett Spader, *Angus Media President*

10:45 a.m.-12 p.m. - Marketing Your Program, Dr. Tom Field, *University of Nebraska*

12-1:30 p.m. - Lunch

2-4 p.m. - ASA Annual Meeting

4-6 p.m. - Social

6-8:30 p.m. - Awards Banquet