

Association Outlook



Montie D. Soules | asa executive secretary/CEO

Coping with Covid-19

A lot of changes have taken place around the industry in the past month. Some events have been canceled while others are taking place with several restrictions. This list is growing all the time and we need to stay prepared for additional changes.

The North American International Livestock Exhibition (NAILE) is still planning to take place, but with restrictions due to Covid-19. No spectators will be allowed at the show. Only those who have a barn badge (obtained by submitting entries) will be allowed in the building – a privilege we all take for granted.

The major Deck the Stalls fundraiser benefiting the National Junior Shorthorn Show and Youth Conference and AJSA which normally takes place on Saturday at the NAILE has been postponed. This year the Foundation Heifer, donated by Martindell Farms LLC, will sell in the “Where Future Generations are Created” Sale during Louisville on Sunday night Nov. 15 at the Hilton Garden Inn. We will also have an auction sale with the normal items offered at the Leading a Legacy and Deck the Stalls at the ASA Office open house reception on Dec. 4, 2020 around 6 pm. This will be in conjunction with the ASA Annual Meeting activities. This sale will also be presented online at www.CCi.live so everyone can participate in this important event for the sponsorship of our Junior National. ASA members should have received a letter explaining the Red White & Roan Club along with a self-addressed stamped envelope for pledges to the Junior National and junior activities. Please review the letter and send in your pledges; we accept credit cards, checks or donations can be billed through the Digital Beef registry on a monthly or quarterly basis. Your assistance is greatly needed to ensure our Junior National is one of the best.

The shows have been hit with different regulations for each state. I’m sure you are aware that the 2021 National Western Stock Show in Denver was canceled. As a testament to the resourcefulness of our industry, a group of industry leaders teamed up and formed the Cattlemen’s Congress show to be held in Oklahoma City, Oklahoma in January as a replacement for the NWSS. Most other breeds have committed to this event to be their national show that would normally be held in Denver. The ASA has also committed to the Cattlemen’s Congress as the National Shorthorn Show and will award points towards the Show Heifer and Bull of the Year. We will be holding all the same events at the Cattlemen’s Congress as in Denver, including the Yards Show and the Summit National Shorthorn Sale.

I have just received notice that the Fort Worth Stock Show is canceled as well. I am doing a re-write here at the last minute before the magazine goes to press. With the cancellation of Fort Worth, the Cattlemen’s Congress is sure to be the biggest and best show event of the year. Many breeds will be moving their major shows to Oklahoma making the Cattlemen’s Congress the largest cattle show of the season too. I personally urge everyone to attend this event as it may be our largest National Show of the 2020-2021 show season. The accommodations will be simple and easy - we have hotel blocks reserved at a very fair price and less than two (2) miles from the fairgrounds. The Oklahoma City airport is only three (3) miles from the show grounds. No passes or parking permits will be needed. Just show up and enjoy the comradery of fellow Shorthorn breeders and see some outstanding cattle. This event is destined to be the leading event in this year’s show season. It will be run by professionals whose expertise will make it impressive.

I hope to see everyone there.

We launched the Shorthorn Beef Locally Raised program in October and there are more breeders participating all the time. Please look into this - it could be for you.

The Annual Meeting Forum and Awards Banquet is Dec. 4 and 5 at the Hilton K.C. Airport in Kansas City. On Friday the 4th, we will host everyone at the ASA Office with a social and heavy hors d’oeuvres. The party begins at 5:00 pm and at 6:00 we will host Deck the Stalls Extravaganza at the Office fundraiser sale for the Junior National and AJSA. The Hilton Airport Hotel will provide shuttle service to and from the ASA Office for this event on Friday evening.

Then on Saturday, Dec. 5th our “Building Your Brand” Educational Forum will be held at the Hilton at 8:00am featuring keynote speaker, Dr. Tom Field from the University of Nebraska, discussing and sharing ideas and opportunities to market your products. The Annual Meeting will be that afternoon followed by a social and then the Awards Banquet where the Merit Award, Heritage Award and Builder of the Breed is announced. Registration and hotel reservations can be made online at shorthorn.org. The deadline for registration is November 20 with the hotel reservation cutoff date of November 12. The Hilton has indicated that masks will be required in the hallways and public areas. The private rooms where the activities are held, masks will not be required. The rooms will be set up for social distancing. Please understand during these trying times we must adhere to some restrictions and maintain a safe environment. By doing this we can still have our events and enjoy the fellowship of the Shorthorn Family! 📍