

Association Outlook



Montie D. Soules | ASA executive secretary/CEO



Embracing New Ways!

The holiday season is a full swing - one of my favorite times of the year. The spirit of the holidays and being with family and friends is a special time. I know for many, the Covid-19 issue may interfere with family functions. I really encourage you all to work at bringing everyone together in a safe way. Some family members may be unable to attend the special meals as young families get pulled between their in-laws. Those of us in the cattle world and in business activities have learned many new ways to bring folks together using virtual tools. Why not use a tool like Zoom to have all the family together for a period of time in our modern world, the last time I checked, Zoom is free for 45 minutes at a time and easy to implement. This can be a wonderful way to share time with friends and family during the holidays or for that matter anytime we think about the special people in our lives.

There are a number of reasons why I am starting out this month's Association Outlook with this message. One is the effects of dealing with the Covid-19 virus that's been had and will continue to have on our lives. That does not mean it is all necessarily bad. Yes, many of us are tired of virtual meetings but the reality is we can take that technology and use it for fun and special moments. Also, I believe that people are not made to be kept separated from other people. It is an important part of our lives and our children's lives that there is interaction among our populations. Just look at the social activity when we get a group of Shorthorn breeders together. The anticipation of seeing and interacting with folks that have the same passion and love for the breed. We have learned we can do this through online sales even

though there is not a communication tool between the group like a virtual meeting. The cost of traveling, time and all the planning for both sides has become less and will continue as we move forward in a new norm. Some of you will not like this new norm just like the resistance to technologies like EPDs and such. I challenge you to accept these new ways and become positive about them. Use them for other activities that you may have not thought about in the past. Our world is moving fast we must be open to the changes and advancements it may bring us. Taking advantage of these will bring more joy during this holiday season.

Speaking of using new ways, you will notice we have redesigned the sponsorship and donation process for the Shorthorn Junior Activities. The Shorthorn Youth Development Fund has been activated as a 501 (c) (3). We did this to streamline the process of your donations for this important part of our breed. You should have received a letter with a stamped return envelope to make a pledge to the Junior Program or primarily to the Junior National. By setting up this new separate 501 (c) (3) account you can now use a credit card to make the pledge donations and/or have the pledge donation billed through the registry. We can also set it up to bill you monthly, if you would prefer to have a pledge done in smaller increments each month. This process was put in place to help you, the supporters of the Shorthorn Juniors!

The Shorthorn Youth Development fund is not a replacement for or in competition with the Shorthorn Foundation. The Shorthorn Foundation still needs your support for all the good things they do for our breed. They will still award Junior Scholarships and support

junior activities and research projects as in the past. The Youth Development Fund has its own Board of Directors and an accounting process performed by a CPA firm. I just want to be clear that this new account is not in competition with the Shorthorn Foundation. They are two separate groups working for the advancement of the Shorthorn Breed. The Youth Development Fund is focusing directly on the advancement of our youth and the activities for the juniors in our breed.

I encourage you to find the letter sent in October and return it with your pledge to support Shorthorn youth and National Junior Shorthorn Show and Youth Conference. Even if you happened to misplace the letter or did not receive one, you can still send a pledge to the ASA office making a check out to the Shorthorn Youth Development Fund. You will then become a member of the Red White and Roan Club. After all, it is the Holiday season and giving to your family - in this case your Shorthorn Family - is one of the best parts of this special time of the year.

As we all prepare for 2021, many of us are glad to see 2020 leave with all the uncertainties and adjustments we have had in our lives. But, as I look back at 2020 and especially this past Fall, the market for Shorthorn cattle has been as strong as ever. This proves the value of our breed and good cattle will overcome most anything even in a pandemic and political unrest. The Shorthorn breed is ready and moving on to 2021; the beginning of our celebration of 150 years as a breed organization. The American Shorthorn Association is the oldest beef breed association in the US! 🇺🇸

**Happy Holidays to
Everyone from the ASA**