

Association Outlook



Montie D. Soules | asa executive secretary/CEO

Finishing up 2020 and Starting 2021

Here we are at the beginning of 2021. An optimistic outlook for the new year is always refreshing, especially after a year like 2020. As we move forward into 2021 the pandemic and all the related restrictions and changes are not over. The vaccination for Covid-19 is sure a bright spot looking forward and is viewed as “the light at the end of the tunnel” to get Covid-19 under control. We cattle breeders understand viruses and vaccinations, possibly better than most of the non-agricultural population. We’ve had sickness move through a set of calves and have often treated them, when in reality it had to run its course until a vaccination for that specific virus became available. Now, with a vaccination we may be able to return to some form of normality, but until then, the pandemic will continue to affect activities for Shorthorn breeders everywhere.

One of the first major changes we had last fall was postponing the Annual Meeting to February 5 & 6, 2021. As of this writing we plan to have the same program. We refunded all registration fees for last December. There is a registration form on the Website to re-register for this important ASA function. I encourage everyone to make plans to attend. If the Covid-19 restrictions have not been lifted or eased, we will have a virtual meeting for delegates to elect the Board of Directors for the year.

Please continue to look for updates about this meeting with the Association E-blasts and Insider, along with Facebook posts. We will try to give you as much notice as possible if it becomes necessary to cancel the in-person meeting on Feb. 6th and move to a virtual type meeting.

Another postponement from 2020 is the Deck the Stalls fundraiser for the Junior National which is normally held in Louisville during the North American.

However, due to no spectators being allowed at the NAILE, we postponed it to be part of the Annual Meeting last fall and then that was canceled. Now, we will hold the Deck the Stalls fundraiser during the Cattlemen’s Congress in Oklahoma City on Sunday afternoon after the Yards Show on January 10, 2021. We hope to have this auction broadcast on CCI.Live as well, so those of you who cannot be present in Oklahoma can still participate. This is one of the major fundraisers we hold each year to sponsor the Shorthorn Junior National; the largest and most attended event in the breed.

Along with the new date, time and location of the Deck the Stalls fundraiser and as a result of the iconic National Western being canceled, a group was formed to host a replacement; the Cattlemen’s Congress in Oklahoma City. There are record numbers entered for this event. Over 700 head of Shorthorns are entered including the Yards Show and halter classes which would have been on “the hill”. This show/event is set to be one of the biggest and best winter shows the breed has ever seen. All cattle folks are welcome to attend. There is no parking or gate admission, just show up and become part of this inaugural event. The hotels are only a couple miles from the show grounds and for those who fly into OKC, the airport is only 3 miles from the show grounds. This is a handy spot and more centrally located. We expect a big crowd and a great show of Shorthorn cattle. There is still time to make plans to attend. Don’t forget about “The Summit” National Shorthorn Sale that will be held in the Barn 3 Sale Arena (Cattlemen’s Club) with a pre-sale social on Monday night, January 11 following the Junior Shorthorn Show and Open ShorthornPlus Show. Then, on Tuesday morning January 12, the Open Purebred

Shorthorn Show will conclude the Shorthorn events. Please continue to check the Cattlemen’s Congress website, ASA Insider, and Facebook posts for possible schedule changes and updates.

As I stated at the beginning of this month’s Association Outlook, we have a lot to look forward to this new year as we first work at finishing up 2020. The Covid-19 pandemic has changed the world. We have seen many new ways to go about our daily lives. Maybe we should have been more aware before, but now that we have dealt with surviving and learning how to deal with the virus, I think we will all be better off in 2021 – which will bring on our new normal!

Have a Happy & Prosperous New Year! 🍷

Deck the Stalls EXTRAVAGANZA

Junior Fundraiser
January 10, 2021
at the Cattlemen’s Congress



January 11, 2021 • 6:00 PM
at the Cattlemen’s Congress