

Beef Blurb



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Planning is Underway

Even though 2020 was filled with negatives, and 2021 is trying to recover from what a tough year we just had, I would say it is off to a great start! We started the year with the Cattlemen's Congress in Oklahoma City and exhibited more than 500 head with pen cattle and "hill" cattle combined.

The Cattlemen's Congress was beyond successful for being a first-time event that was planned and organized in just a few months. The atmosphere was positive and breeders were excited to get back together for a more normal event.

While in Oklahoma City, we were finally able to host the American Junior Shorthorn Association Deck the Stalls Fundraiser. Typically, this fundraiser is held in Louisville during NAILE, but due to restrictions we had to postpone the event. I would like to thank all of the donors, buyers and bidders for coming out to support the juniors; whether you

supported live or online, it is appreciated! Deck the Stalls and the many other fundraisers we have throughout the year all support the Shorthorn Youth Development Fund and youth programs.

One of the excellent youth programs supported by our fundraisers is the National Junior Shorthorn Show & Youth Conference, which is produced only by sponsorships and donations we receive throughout the year. Since we are now in 2021, planning is underway for the "Shorthorn Safari" on June 20-26 in Louisville, Kentucky.

Last summer after the NJSS in Abilene, the AJSA junior board met to discuss the 2021 show. They decided to update the current contests as well as add new ones! This year, instead of the extemporaneous speaking contest, seniors can participate in a career development contest. Participants in this contest will submit a job description,

resume and cover letter by June 1. The materials will be reviewed by a panel of judges and during the NJSS, participants will go through a mock interview based on their submissions. After the contest, they will receive a critique of their materials and interview. The junior board has also added a junior herdsman award for senior exhibitors.

Be sure to visit juniorshorthorn.com/contest-rules-2021/ to view the new contest and updates. You can view the new speech topics and cut of beef for the cook-off. We have also included rubrics for the speaking contests so participants know what the judge follows.

We look forward to an exciting NJSS this summer and can't wait to see everyone in Louisville! Be sure to watch the AJSA Facebook page and website to stay up to date on all details related to NJSS! 📷

UPCOMING DEADLINES



April 10th

Would you like to be leader of the AJSA?

Junior Board Applications are due April 10th to shelby@shorthorn.org.
Visit juniorshorthorn.com/leadership/junior-board/ for the application and rules!

May 1st

Did you know AJSA has scholarships?

Scholarship Applications are due May 1st to shelby@shorthorn.org.
Visit juniorshorthorn.com/opportunities/scholarships/ for the application and rules!