

Check the Facts



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co-director of shows, events, &
member services

Looking Toward the Future

Change. Evolution. Progress. To me, these words all symbolize one thing: growth. In my previous career in the fair industry, my response to prospective ideas would usually emulate: “If we’re not improving, we’re failing.” This idea has not left me in my first month with ASA as I grow my understanding of the Shorthorn breed & association. If I have had the pleasure to assist you on the phone or via email, know that I appreciate each and every opportunity given to me to learn and expand my knowledge to be able to better serve the membership moving forward. I look forward to meeting breeders through upcoming events and shows, ultimately growing my abilities to assist our membership.

As we move toward announcing our 2021-2022 show schedule, it is our goal as an association to see breeders in the show ring at as many shows as possible. With this goal, we recognize that many unknowns continue to stand between us and that reality. These unknowns create

challenges as we announce solid plans for the upcoming show year.

Our current Show System consists of 15 total Regional and Super Regional Shows across our 5 regions, in addition to a national show in each region. We hope to continue this system, however, we do not know if each of our ‘normal’ shows will come to fruition, or how Cattlemen’s Congress will progress after a very successful first year. It is our duty to find ways to overcome the challenges the current state of our country presents in order to promote the Shorthorn breed through events, shows and activities.

The Facts:

1. We want to see our show system continue in order to recognize excellence within the Shorthorn breed.
2. We do not know which shows will happen and which shows may be forced to cancel.
3. We will be diligent in announcing changes, or adjustments once we have answers.

As these plans evolve, look for updates

in future issues of the *Shorthorn Country*. The ASA staff will work with the Board of Directors and Show Committee as the many unknowns unfold in the coming months. Patience and understanding through this process will be necessary as we all adjust to potential change.

The day I can attend my first Shorthorn show as a staff member will be the highlight of my year and something I am counting the days until it happens. Seeing exhibitors walk into the ring, whether it be a Junior’s first time at Junior Nationals, or an experienced open exhibitor showcasing their many years of breed development at our largest National Show, my heart jumps for joy at the excitement any show brings.

Until then, I personally look forward to growing my skills in all aspects of the association while serving you, our membership. It is my goal to make this time of change one of positive influence for all parties involved. 📧

2021 WHR ASSESSMENT FEES

If 2021 assessment is paid between these dates	Pay this amount per head
November 1, 2020 – January 9, 2021	\$16
January 10, 2021 – February 28, 2021	\$20
March 1, 2021 - December 31, 2021	\$25