

# Beef Blurb



**Shelby Diehm** | director of youth activities,  
director of marketing & communications

## Five Years Down and More to Go

In May, I celebrated five years at the American Shorthorn Association. Since then, I have looked back on my time here and how it has flown by so fast. In both my job and life there have been many changes since I started this job right after college graduation in 2016.

This year we had a record number of cattle entries and exhibitors for the National Junior Shorthorn Show! We had more than 450 exhibitors signed up to participate with more than 900 cattle entries. This is more than 100 more participants and nearly 300 more entries than my first one. It is exciting to see how it has grown and changed over the last few years. The AJSA board has worked hard to add new contests and tweak old ones to make improvements each year. The

schedule has changed with adding these contests or rearranging as we get more participants. These changes combined with the people of the breed are what is pushing the NJSS forward. Each year, I receive many positive comments about how friendly the people are in the breed and how much they welcome new families. It isn't hard to understand why we use the term family-friendly breed. I look forward to watching it continue to grow each year!

Our social media presence continues to grow, and we began working with Grant Company on new projects. They have traveled to many breeders for video and photos to build our collection as well as create great presence on TV. We have reached many potential Shorthorn

buyers through American Rancher over the last few years.

Since I began this job, I met Seth and we got engaged in 2018. We bought a house and got married in 2019. This May, we sold our first house to buy a new house with some acreage so in the next few years we can have cows of our own. I have a little longer commute, but it is worth it to live in the country but still close enough for me to continue working in the ASA office.

I have traveled many miles, met many people, and enjoyed every second of the last five years. I love my job and truly enjoy getting to work with Shorthorn breeders! I look forward to many more years at the ASA. 📷

**2022 NATIONAL JR SHORTHORN SHOW  
& YOUTH CONFERENCE WILL BE**

**'OUT OF THIS WORLD'**

**JUNE 20 - 25, 2022  
KANSAS CITY, MISSOURI**