

# Association Outlook



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## Sesquicentennial Kickoff

The Herd Book issue in July is always special, it's the issue we use for all year to reference information and keep at our fingertips to find contacts in our breed.

This year's issue will have some special announcements for the ASA. You may not be aware, but the American Shorthorn Association is the oldest beef breed in the US. We started in Chicago, Illinois in 1872 as the American Shorthorn Breeders Association. And now, the time has finally come to announce activities that will kick-off the American Shorthorn Association's Sesquicentennial - 150 years - as "America's First."

This celebration starts at the American Royal National Shorthorn Show, and continues with the Annual Meeting, Forum and Awards Banquet on October 22-23, 2021.

After the Show on Friday, Oct. 22nd we will host a social at the ASA Office in Kansas City. This will be a great time to browse around the office and visit with staff and fellow Shorthorn breeders. The Educational Forum will start Saturday morning, Oct. 23rd at the Kansas City Hilton Airport. This year, the forum will feature a trip down memory lane, and honor many of the Shorthorn folks that have helped build the breed for the past 150 years. Check out page 74 for the full

schedule of this year's Annual Meeting. It will have some different twists and total dedication to our past and future.

One of the major activities will be the unveiling of an awesome tabletop book representing the history of Shorthorn cattle and the Association, entitled "America's First".


This book has been in production for well over a year. It is written by Dr. Bob Hough and Dr. Bert Moore. They have dug deep into the archives to share information about our breed from its beginning, as well as Shorthorn's influence in both the US and around the world. This book is a breed-first and really becomes an industry first. The book covers all the activities and insights of the Shorthorn breed from populating the west in the late 1800's to the power breed in the 1940's & 50's, and then into the 70's, 80's and 90's to the modern cattle of today. It includes the history of our industry and describes how Shorthorns tie into it. Shorthorn breed history and how it fits into the industry is portrayed from cover to cover. This project has been a huge undertaking that will be

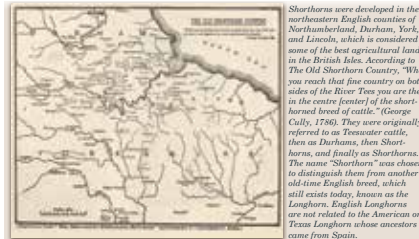
difficult to ever duplicate.

Turn to page 64 to learn more about this Iconic breed book, America's First. Pre-ordering is the most cost-effective way to purchase it. As a Limited Edition, the number published will be relatively small, so be sure to get yours ordered, because when they're gone, they're gone!

The forum will also include some activities for Shorthorn Trivia that will be fun and educational. A Shorthorn Legends panel will bring back great memories and provide an educational experience.

The Annual Meeting will take place in the afternoon followed by a social and the Awards Banquet that evening. You can register for the meeting and pre-order your copy of America's First at the same time on the ASA website. The ASA Annual Meeting is a great time for breeder fellowship and sharing ideas and thoughts.

This year's Annual Meeting is meant to be a kickoff for the next 12-14 months of celebrating the ASA's Sesquicentennial, 150 years of the Shorthorn Association being - "Americas First." We look forward to joining you in the celebration. 



*Shorthorns were developed in the northeastern English counties of Northumberland, Durham, York, and Lincoln, which is considered some of the best agricultural land in the British Isles. According to The Old Shorthorn Country, "When you reach that fine country on both sides of the River Tyne you are then in the centre [center] of the short-horned breed of cattle." (George Cudde, 1786). They were originally referred to as Teeswater cattle, then as Durhams, then Shorthorns, and finally as Shorthorns. The name "Shorthorn" was chosen to distinguish them from another old-time English breed, which still exists today, known as the Longhorn. English Longhorns are not related to the American or Texas Longhorns whose ancestors came from Spain.*

# America's First

