

Beef Blurb



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I've Been Everywhere

This summer has flown by since the completion of Junior National. It feels like I haven't stopped moving or going somewhere for work events and a few personal trips. I watched my brother win Reserve Grand Champion Bull at his last Hereford Junior National in Kansas City. We wrapped up the IGS Summit Youth Conference at the end of July – you can read Faye's article about that in the magazine! After the IGS Summit, I went straight to Agricultural Media Summit (AMS) at the Loews hotel in Kansas City. After AMS, I went on a mini vacation with my family to Lake Dardanelle in Arkansas and now I am writing this on the last day of the National Cattlemen's Beef Association Convention.

AMS is a work event I look forward to each year. It is an opportunity for me to network with industry professionals as well as learn on different topics to help me grow professionally. They have sessions that are all relevant to my job at the ASA. This year the first session I attended was 'How do Writers Make a Compelling Story.' This was a panel of journalists from different agricultural publications.

They discussed and answered questions on how to make stories more relevant and engaging to your audience. The next session was 'Marketing your brand is more than milk,' which was led by Seth Gunderson from Signal Theory, a marketing agency who worked with the local KC brand, Shatto Milk. They discussed how they made decisions on the marketing for Shatto and how the brand grew. After that, I learned about '3 Ways to Elevate Your Social Strategy,' taught by Missy Young who works for a marketing agency called Broadhead. She discussed different social media trends and how to stay relevant as it is always changing. The last session I attended was a panel of industry leaders discussing professional development.

This year, total attendance at NCBA was down but interest in Shorthorn cattle was up. We probably had more visitors at our booth this year than ever before. It was amazing how many people stopped by our booth to tell us they watched our show on American Rancher and are now interested in purchasing Shorthorns. They enjoyed learning the

positive attributes the breed has to offer their herds from the show and were excited to ask us questions about the cattle. Of course, we also had current members stop by the booth to say hello. These breeders would also chat with potential new members to give their perspective of the breed. It was nice having two of the ASA board members help answer questions in the booth this year. Every year we have people stop by who used to raise Shorthorns and still think they are some of the best cattle they ever had; many of them just don't have cattle left. As always, it was a good few days in Nashville for the NCBA Convention talking to current and prospective members. We look forward to next NCBA Convention to be held February 1-3, 2022 in Houston, Texas.

Now that NCBA is over, my travel schedule will begin to slow down until we start back up with show season. I look forward to seeing everyone in Kansas City, Missouri for the American Royal and Annual Meeting in October. 📍

