

# Association Outlook



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## “America’s First” Celebration in October

Where has the summer gone! It doesn’t seem possible that it is already September. Having the freedom to participate in activities in a normal manner is an invitation to go and do more. Understanding what we missed during the shutdown helps us appreciate being extra busy and makes time fly.

This summer was special for those who attended the National Junior Shorthorn Show & Youth Conference, and many have stayed busy representing the Shorthorn Breed at state fairs and county shows across the country. This participation is essential to keep our breed before the public and these activities present opportunities to display the breed to every aspect of the industry and consumer.

This year marks the beginning of the 150th anniversary celebration of the 1872 formation of the American Shorthorn Association. There are many activities in place acknowledging this tremendous achievement - 150 years serving Shorthorn breeders and being “America’s First” beef breed association.

In conjunction with the American Royal Show in Oct., the Annual Meeting will be the kickoff to the 150th Year Celebration. Mark Oct. 22nd & 23rd on your calendar - the American Royal National Shorthorn Show is Friday,

the 22nd and at 5:00pm, the ASA staff will host a **Breeders Happy Hour** social at the ASA Office in Kansas City with drinks and hors d’oeuvres. This is an excellent opportunity to drop by the office, see the staff and enjoy some Shorthorn fellowship with other breeders. During this time, we will unveil some special 150th Celebration items. First and hot of the press is the “**Shorthorn and the American Cattle Industry**” book. This is a must have hardcover coffee table book that takes you from the beginning of the breed to current time. It explains the relationships of the breed to the industry from its beginning. The 270 pages of Shorthorn history is full of photos and interesting information. You can make an advance purchase of the book online through the ASA website for a discount and then pick up your copy at the Annual Meeting, the North American in Louisville or at the Cattlemen’s Congress in OKC, Okla. This is a Limited Edition so be sure to order yours.

We plan to display an **Original Water Color Painting** by C.J. Brown honoring “America’s First” 150 years of the ASA. We will unveil this masterpiece at the social and offer the opportunity to purchase prints. This will be a special evening of Shorthorn reminiscing and surveying the future.

On Saturday, Oct. 23rd at the Hilton Airport, we will start the day with our **Educational Forum**. This year we will focus on the history of the breed with legends sharing stories and speakers explaining how we have fit into the industry. Some Shorthorn Trivia will be asked to see how much you know about the breed. In the afternoon we will hold the **Annual Meeting** followed by a social and the **Awards Banquet**. We will present last year’s and this year’s awards including the Builder of the Breed.

This event is a great time for sharing, learning from fellow breeders and gaining ideas for the future. We will take a look at the history and see what we may need to bring back to help our breed grow. Be sure to register for the forum and awards banquet online at the ASA website.

The Shorthorn breed is moving and changing constantly as our industry changes. I want to leave you with this thought: “**Failure is not fatal, but failure to change might be.**” - John Wooden.

Make plans to join this celebration with the Shorthorn Family in October!



## Shorthorn Sesquicentennial Limited Edition Book

*Comet, the first bull to sell for a 1,000 Guineas. Sold in the Charles Collings Dispersal. Photo taken from the book “Shorthorn and the American Cattle Industry”.*

[shorthorn.org/150th-anniversary-book/](http://shorthorn.org/150th-anniversary-book/)

