

Association Outlook



Montie D. Soules | asa executive secretary/CEO

October - Kicking Off the 150th Celebration

Time is running out to make your reservations and register for the Annual Meeting Forum and Awards Banquet on Oct. 23, 2021 at the Hilton Airport in Kansas City and the “Breeders Happy Hour” social with drinks and hors-d’oeuvres at the ASA office on Oct. 22 after the American Royal National Shorthorn Show. Room reservations and registrations can be made on the shorthorn.org website. This year’s event is the kickoff for the 150th Anniversary Celebration of the American Shorthorn Association established in 1872. Several special activities are centered around this weekend.

The Breeders Happy Hour on Friday evening (Oct. 22) is one activity you don’t want to miss. The introduction of the long-awaited hard cover book, *Shorthorn and the American Cattle Industry* will take place that evening. This beautiful coffee table piece displays the history of this great breed, from the beginning of the breed in the old country to modern day and all the activities in America. It describes the beginning of the ASA and how Shorthorns fit into the development of the American cattle industry. This is not only about the Shorthorn Breed but also the needs and happenings of the cattle industry throughout time. There are over 800 pictures in this book illustrating the story. Many of you will recognize past Junior Board of Directors photos and the beginning of the Junior Association over 50 years ago. Authors, Dr. Bob Hough and Dr. Bert Moore will be on hand to visit and perhaps autograph your book if you wish. Order

your copy of this Limited Edition on the Shorthorn website before they are sold out.

Another highlight of the evening will be the unveiling of “*America’s First*”, a painting by C.J. Brown, an original masterpiece exclusively for the American Shorthorn Association which embodies the first 150 years of the association. This special work will hang in the ASA office and there will be an opportunity to order prints.

As we roll into October, sale season is in full swing. The excitement in the breed is generating interest from many. The Shorthorn breed has a lot of outsiders looking in and liking what they see. Yes, the cattle are good and better, but what helps is all the people who make up the breed. The Family Friendly atmosphere is bringing in new people interested in becoming a part of the futurity. Remember to always maintain this feeling in our breed. Good cattle and good people are the ingredients for success!

Make plans to attend the annual meeting on Oct. 22nd and 23rd. This is a time for both fellowship and education that builds breed enthusiasm that becomes contagious so we can share our excitement and spread the Shorthorn message to all! @

American Royal & Annual Meeting Schedule of Events

- Oct. 21 9:00 AM
American Royal Junior Shorthorn & ShorthornPlus Show
- Oct. 22 9:30 AM
American Royal National Shorthorn and ShorthornPlus Show
- Oct. 22 5:00 PM - 8:00 PM
ASA Annual Meeting - Breeders’ Happy Hour/Social at the ASA Office, Kansas City, Mo.
- Oct. 23 ASA Annual Meeting Forum and Awards Banquet - Shorthorn Sesquicentennial Kick-Off, Hilton Kansas City Airport, Kansas City, Mo.

Shorthorn Sesquicentennial Limited Edition Book

shorthorn.org/150th-anniversary-book/

