

# Beef Blurb



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director of marketing & communications

## A Season for Thanks

As November rolls around and the weather is getting chilly, it is the season for giving thanks and there are so many items on the list this year.

It has been a good 2021 and we have persevered through the continuing pandemic. We had record breaking numbers for a fantastic National Junior Shorthorn Show and Youth Conference. I am thankful for the junior members and their families who attended the show in Louisville, Kentucky – they are the reason for the NJSS. We can't forget about the many sponsors and donors who give to the junior programs to ensure the future of the breed. Their support is what backs the junior national and makes the event possible.

As we begin planning for the 2022 NJSS in Kansas City, Missouri, we already have breeders who have graciously donated lots in their annual sales. We appreciate their support of the junior programs, and we are excited to see the Shorthorn Youth Development Fund take off this year. We look forward to seeing its continued growth!

Many of you are aware of our annual junior fundraiser Deck the Stalls held during North American International Livestock Exposition. This year we have asked breeders to donate live or genetic lots in this sale. These donors will become part of the Royal Society Club for their donation. Our hope with this fundraiser is to provide a way for

breeders that don't have an annual sale to still contribute and receive recognition. Be on the lookout for our listing of these donations. If you wish to donate, contact a junior board member or myself to add a lot.

Thank you to everyone who provides their support to the junior association. They are the future of the breed, and that future is bright. 📷



**DECK THE STALLS**  
*Extravaganza*

Shorthorn YOUTH DEVELOPMENT fund

**when: NOVEMBER 13**

**where: NAILE, LOUISVILLE, KY**

**why: SUPPORT THE JUNIORS**  
SEMEN, EMBRYOS, GIFT BASKETS,

**what: CERTIFICATES AND MORE**

**who: CONTACT SHELBY TO DONATE**