

Association Outlook



Montie D. Soules | ASA executive secretary/CEO

“America’s First” Continues

By the time you read this, the ASA 150th Celebration will be in full swing. There will be new items to view pertaining to this year long event.

First, in Louisville we will be set up to deliver the *Shorthorn and the American Cattle Industry* books to those who pre-ordered and will also have some for sale at the Shorthorn booth in the barn. If you are interested in purchasing a book at The North American, it is a good idea to call the office and let us know so we take enough extras to meet everyone’s needs.

We have ordered drinking glasses that detail a modern reproduction of the classic glasses showcased in the Shorthorn Board Room at the office. These new replicas feature the old-style Shorthorn head and the 150th logo. The ASA Board felt this would be something many breeders would be excited about. Check our Facebook posts; we will picture the glasses and offer them at the two Super National Shows: Louisville and Oklahoma City. Please call the office if you wish to purchase a set to ensure we have plenty on hand for everyone who is interested. These will make fabulous Christmas gifts.

We also have a new sweatshirt with the two old-style heads (polled & horned) with “America’s First” on the back and the 150th Anniversary Logo on the front which will be for sale at both Super National shows. This is a one-time offering of this specially designed sweatshirt.

We will also have new Shorthorn hats at these two Super National shows featuring “SHORTHORN BEEF”. You can wear your Shorthorn sweatshirt and hat and be Shorthorn proud!

Remember, the Deck the Stalls Junior National fundraiser takes place at Louisville. This event really helps support the cost of the Junior National. The hope is to have some live animals or Shorthorn genetic lots included in this sale this year. Please contact Shelby Diehm immediately if you have interest in consigning an animal or genetic lots.

To Continue the 150th Celebration of our Association, the oldest beef breed association in the US, at the Cattlemen’s Congress in OKC this January we will unveil a painting by C.J. Brown. The painting is titled “America’s First” and depicts the breed and its heritage. I am excited to see this original masterpiece which will hang in the ASA office. There will be five Artist Proofs sold in OKC which will be unique for each buyer. C.J. Brown will add a drawing to each Proof that exemplifies the firm buying the Proof. These will be special family heirlooms that are a once in a lifetime opportunity to own. We will also have prints available to purchase at a later time.

The Denver (NWSS) calf scramble in January 2022 will be all Shorthorns. Peak View Ranch in Colorado supplied the 40 head of Shorthorns for this event in honor of the 150th Celebration. Special thanks to

the Leone Family for helping represent the Shorthorn breed!

The 2022 July Herd Book issue of the *Shorthorn Country* will be designated the official Sesquicentennial publication. Honoring the 150 years of the ASA. Look for special discounts to advertise in this issue and the possibility of purchasing some special pages at auction. Let’s make this issue memorable and the best to date!

There are a number of items and activities taking place over the next year recognizing the 150 years of the American Shorthorn Association, “America’s First”!



I feel Compelled to mention the passing of one of the great livestock men and leaders in our industry, Jack Ragsdale. Jack passed away in October and was instrumental in bringing the Chicago International to Louisville and starting the North American International Livestock Exhibition, as well as moving the Saddle and Sirloin Club with the show. Jack was a Shorthorn breeder and a major supporter, including the Junior program. There are plans for a celebration of Jack’s life in the Shorthorn Barn during the North American right before the Deck the Stalls event. We have all benefited from having Jack in our breed during his lifetime!

America’s First

