American Shorthorn Association Staff

Matt Woolfolk, director of performance programs, performance data & commercial acceptance

Heather Lange, director of customer service, registrations & DNA

Shelby Rogers, director of marketing, communications & youth activities
American Shorthorn Association Staff

Rochelle Wilson, director of finances

Emily Velisek, show/membership coordinator & assistant youth activities director

Amy Sampson, graphic designer for Shorthorn Country
American Shorthorn Association Staff

- New Additions
  - Matt Woolfolk and Emily Velisek
- Redesigned Job role responsibilities
  - One less person
  - Heather, Rochelle, Emily, Matt and myself take calls
    - Each person is trained and capable of servicing customers
ASA Finances for Fiscal Year of 2016-2017

- ASA shows a net profit for 2016-2017 fiscal year of $83,948

- Budgeted a larger amount to Breed Promotion
ASA Office Vision

• Lease today

• 5-year lease, 3 years remaining

• Relocate at the new American Royal complex
KEY PERFORMANCE INDICATORS
Fiscal Year Registrations

2014-15: 13,871
2015-16: 15,313
2016-17: 14,832
Top 5 States

1. Iowa 2,082
2. Illinois 2,045
3. Indiana 2,035
4. Ohio 1,994
5. Kansas 1,509
ShorthornPlus Registration

23.4% of Total Registrations

5% Increase Over Last Year

2014-15: 2,974
2015-16: 3,306
2016-17: 3,471

American Shorthorn Association
Performance with Purpose
AI = 27% of Total Registrations

AI (2015-16): 3,718
AI (2016-17): 4,040
Increase in AI registrations:

ET = 9% of Total Registrations

ET (2015-16): 2,159
ET (2016-17): 1,208
Registered Females, Bulls, & Steers

- **Females**: 68%
- **Bulls**: 20%
- **Steers**: 12%

![Registered Females, Bulls, & Steers Pie Chart]
Transferred Females v Bulls

Females: 6,063
Bulls: 1,915

Pie chart showing the comparison between transferred females and bulls.
Senior Membership by calendar year as of October 31

14% Increase

2016: 1,900
2017: 2,164

Incr 14%
Junior Membership

2015 2016 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3,796</td>
</tr>
<tr>
<td>2016</td>
<td>3,859</td>
</tr>
<tr>
<td>2017</td>
<td>4,589</td>
</tr>
</tbody>
</table>

19% Increase
New Junior & New Senior Membership
Calendar YTD

13% Increase

4% Decrease

2015 2016 2017

Junior
Senior

359 456 514
245 267 255

American Shorthorn Association
Performance with Purpose
WHR v TOC breeders
2017

WHR Breeders 61%
TOC Breeders 39%
WHR Assessments
Calendar Year

2016: 16,483
2017: 20,785

26% Increase
Shorthorn Genetic Evaluation

• IGS - International Genetic Solutions
• 11 breeds
• Genomic Enhanced EPDs
• Bolt system (One Step)
• Stayability EPD
2017 University of Illinois Herd Sire Test

• 15 Bulls

• 151 Calves Born in September

• Averaged 86# Birth Weight

• Averaged 280 day gestation period

• All born unassisted
2018 University of Illinois Herd Sire Test

• 10 Bulls Consigned – Breed 20 Cows each

• Data Collected for 2017 and 2018 test
  • Birth Weight
  • Calving Ease
  • Weaning Weight
  • Yearling Weight
  • Feed Intake – Efficiency
  • Carcass Data
  • Docility Scores
  • DNA 50K on all calves
Shorthorn Foundation

- Youth Development Fund
- Youth Scholarships
- Junior National Salesmanship
- Sponsorship of the Summit Conference
- Other research projects
ASA COMMITTEES
ASA Committees

• ASA Committees allows the Board of Directors to have a direct link to Membership

• Importance of Committees:
  • Board listens to opinions
  • Define areas of need
  • Shared Responsibility
  • Involvement of members
  • Resolve complex issues more efficiently
ASA Committee Names

• Shorthorn Genetic Evaluation Committee
• Shorthorn Commercial Acceptance Committee
• ShorthornPlus/Composite Committee
• Shorthorn Promotion Committee
• Shorthorn Show Committee - Elected
• Shorthorn Junior Advisors Committee – Appointed
• 150th Anniversary Celebration in 2022
Shorthorn Genetic Evaluation Committee

• Discuss and educate new ASA traits
  • Genomic Enhanced EPDs
  • Stayability EPD
  • $Fescue Index
  • One Step Process
  • Bolt - New Software Platform
Shorthorn Commercial Acceptance Committee

• Many of the same Issues of Genetic Evaluation
• Stayability, EPD, $Fescue, GE-EPDS, Bolt,
• Focus on activity to promote Commercial Acceptance
• American Rancher TV Show
• Feeder Calf Sales - 2018
ShorthornPlus/Composite Committee

• Helped with establishing the U of I herd Sire Test
• Discussed new image for ShorthornPlus-Composites while not infringing on the Show identity for ShorthornPlus
• Bring to breeders attention the best options for using program
• ShorthornPlus continues to grow in registrations
Shorthorn Promotion Committee

• American Rancher TV Shows on RFD
• New ASA promotion items/handouts
• Launching $Fescue Index press releases
• Shorthorn apparel – Vests and Hats
• Social Media
Shorthorn Junior Advisors Committee

• Sets in on Junior Board meetings

• Help Guide the AJSA Board and Director

• Interview new AJSA Candidates

• Accept a role as an advisor for AJSA Board
Shorthorn Show Committee

- Elected from Exhibitors
- Select Judges for Shows
- Make Suggestions for Show rules
National Shows: North American, National Western, Southwestern Livestock Show, American Royal and Keystone
Regional Shows

• 1 National Show in each Region
• 1 Super Regional Show in each Region
• 2 Regular Regional Shows in each Region
• 4 Shows contribute to each Region
Shorthorn 150\textsuperscript{th} Anniversary Celebration

• 1872 -2022

• Plan special events for 150\textsuperscript{th} celebration
  • Tours
  • Educational events
  • Celebration Icons for all events in 2022
WHR Program -

- Breeder must revise inventory and update online or send to ASA

- Breeder will not be billed till inventory is updated in registry and marked as completed

- Breeder must complete inventory and be paid in full before they can register a calf in the assessment year (2018)
WHR Assessment Fees

• $16 - if paid by Jan 9, 2018

• $20 – if paid between Jan. 10 and Feb. 28

• $25 - if paid after Mar. 1
Digital Beef Registry

- Complete Herd Management System
- Register & Transfer online
- Print papers from home
- Do everything digital with no need for printed paperwork
- Seeing improved usage from Membership
Continuing Rebranding ASA

The ASA Board and Staff have been implementing changes in an effort to Re-Brand Shorthorns for the future.
Todays Niche Markets Will Become Tomorrows Main Stream Markets
Pay Attention to the Millennial Population
Largest Population Group by a 2-1
It is really OK for a Tree Hugger to Like Cows or Beef
The next generation of Consumers will ask questions and demand to know more about what they eat.
Our Product “Shorthorn”
Will Fit Their Demands

From Docility to Eating Quality

Grass Fed to Carbon Foot Print
The Future Belongs To Those Who Build It
Doing the RIGHT thing for the future...

may not always be doing the popular thing today.