

Schedule of Events



The Summer Symposium, presented by the American Shorthorn Association "Putting your Herd in the Winner's Circle"

Thursday, July 18

- 3:45 pm Bus leaves from hotel for Castle & Key Bourbon Distillery
- 4:30 pm Distillery tours available
- 5:30 pm AMS., Inc. Symposium Social at Castle & Key
- 7:00 pm Transportation returns to the hotel

Dinner on your own

Friday, July 19

- 7:30 am Buses depart hotel for Blue Grass Stockyards
- 7:50 am Welcome to Blue Grass Stockyards
- 8:00 am Preparing Your Operation for the Future :: A Morning Conversation with Montie Soules, ASA and Chip Kemp, IGS
- 9:00 am Why Seedstock Producers Should Care About Genomics and Genetic Evaluation :: Dr. Troy Rowan, University of TN
- 9:45 am Break
- 10:00 am Seedstock Marketing: More than Just Building Ads :: Eric Grant, Grant Company LLC
- 10:45 am An Insider's Perspective of the Thoroughbred Breeding Industry :: Price Bell, Mill Ridge Farm
- 11:45 am Lunch
- 12:45-2:15 pm Breakout Sessions
 - o Genetics/Performance Session
 - Study of Bull Buying Habits :: Dr. Troy Rowan, University of Tennessee
 - Heterosis Dollars & Sense: How Hybrid Vigor Pays off for Your Commercial Customer :: Matt Woolfolk, ASA
 - o General Management Session
 - Opportunities in Grazing Management :: Jason Tower, Southern Indiana Purdue Agricultural Center
 - Bull and Heifer Development :: Dr. Katie VanValin, University of Kentucky Beef Extension
- 2:30 pm Depart Blue Grass Stockyards for Boyd Beef Cattle Tour
- 4:00 pm Tour of Boyd Beef Cattle
 - o Livestock Photography Session :: Wes Chism, JWC Marketing
 - o Dinner at Boyd Beef Cattle
- 7:30 pm Return to hotel

Saturday, July 20

- 7:30 am Buses depart for Blue Grass Stockyard
- 8:00 am The ASA Selection Index Offering :: Matt Woolfolk, ASA
- 8:30 am Sustainability through Genetics - Feedlot and Carcass/End Product :: Scott Howard, Meyer Foods
- 9:15 am Meeting Expectations: Utilizing Performance Data in the Seedstock Industry to Satisfy Customer Goals :: Brian McCulloh, Woodhill Angus
- 10-10:15 am Break
- 10:15 am Panel Discussion: Developing and Cultivating Your Market :: Jim Akers, Bluegrass Stockyards; Brian McCulloh, Woodhill Angus; Dale Stith, Stith Marketing Service
- 11:45 am Lunch
- 12:15 pm Buses depart for Claiborne Farm
- 1:00 pm Tour Claiborne Farm
- 2:45 pm Depart for tour of Fasig Tipton Thoroughbred Sales Co.
- 3:30 pm Fasig Tipton Tour
- 5:00 pm Buses depart for hotel
- 6:00 pm Social at the hotel

Dinner on your own

All dates and times are subject to change.

Join us July 18-20, 2024 in Lexington, Kentucky

visit shorthorn.org to find hotel information