

8288 Hascall Street  
Omaha • Nebraska • 68124  
877.272.0686 • Fax 402.393.7203  
www.shorthorn.org • info@shorthorn.org



AMERICAN  
JUNIOR  
SHORTHORN  
ASSOCIATION

FOR IMMEDIATE RELEASE

For more information contact:  
Audrey Hambright, Communications Coordinator  
American Shorthorn Association  
402-393-7200 or [audrey@shorthorn.org](mailto:audrey@shorthorn.org)

### **EXPECTED PARTICIPATION FOR SHORTHORN JUNIOR NATIONAL**

The 2013 National Junior Shorthorn Show & Youth Conference to be held in Des Moines, Iowa.

OMAHA, Neb., (May 30, 2013) – Shorthorn juniors headed to Iowa this summer for the National Junior Shorthorn Show & Youth Conference (NJSS) should expect a big event. Numbers are up from last year, totaling 718 head and 415 exhibitors pre-entered from 24 states. Iowa leads the state totals with 145 head entered and 82 juniors registered to participate followed by Illinois with 130 head and 55 juniors entered.

The biggest Shorthorn youth event of the year will be held at the Iowa State Fairgrounds in Des Moines, June 24-29. “Juniors Today – Leaders Tomorrow” is the theme for the NJSS with the goal to teach juniors about leadership, communication, stewardship, education, teamwork and mentoring.

Many juniors have already taken advantage of the opportunities provided that will be recognized at the NJSS awards banquet on Friday, June 28. This year 95 American Junior Shorthorn Association (AJSA) members applied for scholarships sponsored by the American Shorthorn Association (ASA) and the Shorthorn Foundation. Eligible members could apply for seven different scholarships. Several other awards will be presented in addition to recognizing the newly elected AJSA Board of Directors who will lead the juniors for the next year.

“I think it speaks highly of our junior program when we look at the level of participation compared to the number of registrations,” said Montie Soules, ASA Executive Secretary/CEO. “We have one of strongest active junior programs in the beef industry.”

Those unable to make the shows in Iowa can watch live online on Wednesday, June 26, Friday, June 28 and Saturday, June 29 by visiting [LiveAuctions.TV](http://LiveAuctions.TV).

A full schedule of events, in addition to rules and regulations and hotel accommodations are all available at [www.shorthornjuniornationals.com](http://www.shorthornjuniornationals.com).

For questions or more information, please contact Gwen Crawford, ASA Director of Junior Activities at 402-393-7200.

The mission of the ASA is to provide quality service and support to its members by promoting the value of Shorthorn cattle in all aspects of the beef industry, while maintaining the integrity of the herd book and performance database. The ASA is headquartered in Omaha, Neb., and was founded in 1872 with herd book records going back to 1822. As one of the oldest American breed associations, the ASA provides services for more than 6,000 junior and senior members who register nearly 15,000 cattle annually. The American Junior Shorthorn Association promotes personal development through youth activities and educational events. The AJSA is dedicated to the betterment of its members, promotes valuable skills, and fosters friendships that will last a lifetime. To learn more, contact the ASA office or visit [www.shorthorn.org](http://www.shorthorn.org) or [www.juniorshorthorn.com](http://www.juniorshorthorn.com).

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