



Dear Ohio Shorthorn Breeder:

As we wind down 2022 and look forward to 2023, it's been a busy year for the Ohio Shorthorn Breeders Association. The Board of Directors, and many others, have volunteered their time to help promote Shorthorns and to help you, as breeders, improve your bottom line. It takes a multi-faceted approach and money to make this happen. As we kick off the 2023 Ohio Shorthorn Breeders annual membership recruitment and directory development, we ask for your ongoing commitment to the breed and our state association.

Below are 2022 highlights and a brief recap of the OSBA activities, all designed to help you, as Shorthorn enthusiasts, promote our breed:

To help execute all these activities, OSBA is funded by three programs:

- **OSBA Membership**- for \$50.00 or less per year (based on number of registered females). There is also lifetime Junior membership (Ohio youth 21 and under), Shorthorn Lassie membership and Scholarship donation option.
- **OSBA Ambassadors & Allied Industry Council** – developed in 2012, members contribute an *optional*, additional \$100.00, and corporate industry partners \$200.00 to supplement the various activities of the association. Both groups receive additional recognition in the directory, website and other events. This has been valuable in allowing OSBA to implement more activities.
- **OSBA Annual Membership Directory** – a great way to promote your farm with distribution of the directory starting at Ohio Beef Expo.

These programs help further the development, growth and progress of the Shorthorn and Shorthorn Plus breed in order that the common interest of all Shorthorn breeders will be served.

We need your membership commitment and ask that you send in your renewal or new application today and consider advertising in the upcoming directory that will debut at the 2023 Ohio Beef Expo. Please complete the included membership form – if you have any questions, please feel free to contact one of us or an OSBA Board of Directors representative.

Also, mark your calendar for the OSBA Annual Meeting on **February 18, 2023**, at Der Dutchman in Plain City, OH. More details will be forthcoming.

Thank you for your commitment to the Red, White and Roan!

Kendall Shonkwiler
Membership & Directory Chair
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Ambassador & Allied Industry Chair
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2022 Ohio Shorthorn Breeders Association Year in Review

- **OSBA Annual Meeting** – Fellowship, educational speaker, voting privileges and input from the membership. Make plans to attend the 2023 Annual meeting on February 18, 2023, Der Dutchman in Plain City, OH. More details forthcoming!
- **Ohio Beef Expo** – Opportunity to market your cattle at the premier beef expo in the country and an opportunity to strengthen the Shorthorn presence in Ohio through our booth and sale.
- **Junior Preview Show** – Focus on youth activities and preparation for the Junior Nationals.
- **Shorthorn Junior Nationals** – Our Junior Association has been the premier state at this event several times in recent years competing not only in showing cattle but overall youth development contests such as public speaking, marketing, creative arts, salesmanship, etc.
- **Ohio State Fair** – Strong presence of Shorthorn and Shorthorn Plus cattle and display of association booth.
- **Summer Picnic** – Chance for camaraderie and fellowship at members' farms across the state and presentation of OSBA Lifetime Achievement Award.
- **Farm Science Review** – Live cattle exhibit to the 115,000 attendees and increase the awareness of the breed, engage producers, and promote association sponsored and member cattle sales.
- **Fall Showcase Sale** - Marketing opportunities for members – 2022 sale was tremendous success with gross sales of \$135,500, 42 live lots sold to Indiana, Pennsylvania, Ohio, Canada, Kentucky and West Virginia with an average of \$3,035.
- **Shorthorn Country Herd Sire Issue** – National exposure and listing of all Ohio members.
- **Ohio Cattlemen's Magazine Advertising** – Consistent Shorthorn presence among OCA members.
- **OSBA Annual Membership Directory** – Breeder and industry advertising in directory promoting our members. Broad distribution includes Ohio Beef Expo, Ohio State Fair, Farm Science Review, shorthorn sales, feed stores, field days.
- **Buckeye Breeder Series** – Through the OCA BEST Series, promotes purchases from Ohio Shorthorn Breeders and youth are eligible to win additional premiums. Breeders have access to the BBS logo to include in promotions.
- **American Shorthorn Association Awards** – The board of directors actively submit nominations of Ohio breeders for recognition at the national level.

- **OSBA Website-** Source of information and promotion, recognition of our Ambassador and Allied Industry Council.
- **OSBA Scholarship Program** – The association offers one \$1,000 scholarship to an Ohio Junior Shorthorn member who is either a high school senior or college student, in memory of Don and Mary Ellen Ulry, long-time supporters of the OSBA and Shorthorn breed.
- **OSBA Ambassador & OSBA Allied Industry Council** – Developed in 2012, members contribute an optional, additional \$100.00 and industry partners \$200.00 to supplement the various activities of the association and receive recognition in the directory, listed on the OSBA website Shorthorn Ambassador page at www.ohioshorthorn.org with a link to your farm and other events.