

Michigan **SHORTHORN** Breeders Association

February 2020

Greetings! Hopefully, if you are calving, things are going well. The winter has been a blessing compared to last year.

Here are the latest updates that may be of interest to you.

2020 Michigan Beef Expo

The 2020 MI Beef Expo will be April 3 - 5 at the MSU Pavilion in East Lansing, MI. This is one of the main events of the year for the MSBA. We hope that you can be a part of this great event. The trade show opens on Friday, April 3 at 11 a.m. and closes on Saturday, April 4 at 7 p.m.. The consignment breed shows start at 9 a.m. on Friday, April 3. The supreme champion selection will be at approximately 2:30 p.m.. Michigan Cattlemen's Association will have a member and guest reception from 4 to 7:30 p.m..

On Saturday, April 4, the sales start at 11 a.m.. We anticipate a high quality Shorthorn show and sale. Sale catalogs should be available by mid-March on the Michigan Shorthorn Breeders Association website at <https://www.michiganshorthorns.com/> or on the Michigan Cattlemen's Association website at <https://www.micattlemen.org/>. If you have any questions, please contact Carla McLachlan, sale coordinator, at 517-242-2395.

2020 Annual Meeting

It's once again time for the annual meeting of the Michigan Shorthorn Breeders Association. This year's event will take place on Sunday, March 8 at 12 noon at the Fireside Grill, 6951 Lansing Road, Dimondale, MI 48821, (517) 882-7297. Registration and social is at 12 noon with the meal at 12:30 p.m. followed by the annual meeting.

Members will enjoy BBQ beef or pulled pork sandwiches, sides and salads. The meal is \$17.00/person, \$8.50/child 10 and under. An RSVP form is included in this newsletter. Members are encouraged to bring their favorite dessert to compete for a fabulous prize to be awarded to the best dessert. **Please mail the form with your payment (checks payable to Michigan Shorthorn Breeders Association) postmarked by Friday, February 28 to reserve your seat.**

Rebecca VanDenBerg owner of VanDenBerg Web+ Creative will be our guest speaker. She will share tips and pointers on marketing our cattle, farms and beef using various platforms. This promises to be a very informative and useful presentation. Rebecca does website development and graphic design. She has been building websites and digital marketing solutions since 1999. She was raised on a purebred Angus farm in Michigan and she and her husband currently run a commercial cow/calf operation in Byron Center. She has 3 children ages 9-15 and when not at the office is typically at the hockey rink, lacrosse or baseball fields. Her website is: www.rebeccavandenberg.com.

Come to visit with Shorthorn breeders and friends, elect new board members, wrap up association business from the past year and start planning for the new year. If you are interested in serving on the MSBA board we are accepting nominations. Contact us for more details, voting will be done at the annual meeting. We look forward to seeing everyone on March 8 at the Fireside Grill in Dimondale, MI.

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Michigan Lassies news

Please plan to attend the annual meeting of the Michigan Lassie Association after the completion of the annual meeting on Sunday, March 8. The Lassies encourage you to attend and become an active member of the organization. For more information, please contact Courtney Vance, Lassie president at 517-213-1733 or ckuflewski@gmail.com.

Membership

To renew your membership or sign up someone brand new, now is the time. A current membership will ensure continuation of the newsletter, will allow a free listing on the MSBA website, allow you to participate in any of the MSBA sponsored shows and sales, and network with fellow Shorthorn breeders at events held throughout the year. To renew your membership or sign up a new member, either fill out the form included in this newsletter or download the form off of the MSBA website at www.michiganshorthorns.com.

Promote your farm in statewide MCA magazine

Promote your herd in the Shorthorn breeders cooperative ad (business card size ads) placed in the Michigan Cattleman publication. It's a great way to reach purebred and commercial cattlemen across the state! If you would like your ad included please contact board member Lynn Cool at 269-760-8068 or lynnmariecool@gmail.com. The cost is \$100.00 for four issues (one year).

MSBA Events Calendar

March 8: Michigan Shorthorn Breeders Association Annual Meeting, 12 noon, Fireside Grill, 6951 Lansing Road, Dimondale, MI 48821, RSVP postmarked by February 28
Lassies and juniors to meet following conclusion of the annual meeting

April 3-5: Michigan Cattlemen Association Beef Expo

April 4: MI Shorthorn Breeders Spring Sale at MCA Beef Expo

April 5: MI State University Block and Bridle Junior Beef Show

<https://www.micattlemen.org/Michigan-Beef-Expo>

June 5-7: Michigan Beef Showcase - MSU Pavilion, East Lansing, MI

June 22-27: National Junior Shorthorn Show and Youth Conference, Abilene, TX

<https://juniorshorthorn.com/show/junior-national/>

September 3-7: Michigan State Fair, Novi, MI

<https://www.michiganstatefairllc.com/home>

MSBA Contacts

President - Carla McLachlan, 517-242-2395
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Treasurer - Trish Steele, 989-835-7437

Director - Lynn Cool, 269-760-8068
Director - Tammy Bennett, 517-627-0701
Director - Stacy Stinson, 517-230-3377
Director - Cami Marz-Evans, 517-398-0632