

American Shorthorn Association Members Announce Intent to Run

Mark W.P. Gordon, Middletown, Ill. – It is with great pride that I announce my intent to run for the ASA Board of Directors. This Shorthorn breed has as much diversity as any breed of cattle there is, and we as breeders have implemented this diversity into various breeding programs with tremendous success. We as a breed need to continue this progression to be a leader in the livestock industry.

The more active and progressive we can be as Shorthorn breeders and as an association, the more successful we will be in the beef industry. Collecting and documenting data on our cattle and proper registration of these individuals through our association has given us as breeders' valuable information to give to our customers. This needs to continue for us to be viable in the livestock industry. Our WHR program and Great State Feedout are valuable tools for this.

Commercial acceptance is no more evident than the excitement and enthusiasm witnessed in Denver at the Pen Bull and Heifer Shows. Ten years ago hardly anyone was seen at this event and now we as a breed are a highlight event. I commend our breeders and association for their perseverance and much deserved success. We as a breed need to build on this even more.

Need I say our junior programs are second to none. We as breeders support our youth like no other and is something we should take great pride in. These youth are our future. We are the envy of many breeds. Our association does a great job organizing these events for all. They do a very good job at this very tough task. How exciting times are for Shorthorns! We must continue our pursuit of excellence.

I am involved in a family Shorthorn operation in Middletown, Illinois. We have a 30 head herd of Shorthorn cattle and this summer we will start working with a cooperator to raise an additional 30 head of Shorthorns for us. Our goal at the farm is to raise sound, functional and profitable Shorthorn cattle for our customers. I have been active in our local beef organizations and youth activities. I am a past board member of the Illinois Shorthorn Association and committee member with the Illinois Fertilizer and Chemical Association.

Currently I manage a group of independently owned retail fertilizer facilities in Central Illinois. My responsibilities include overseeing a multimillion dollar budget, purchasing inventory and direct sales to customers. Obligations also include overseeing employees and complying with government regulations. It is a very challenging career which I enjoy and take great pride in; I would approach my ASA Board of Director duties with the same enthusiasm and passion if elected to this position.



Marty Loving, Pawnee Rock, Kan. – This is to inform the ASA membership of my intent to run for election to the Board of Directors. I have proudly served as a voting delegate, for over 20 years to the ASA annual meeting and have been chairman of several committees. In addition, I have held all offices, including president for the Kansas Shorthorn Association Board and am an active member of the Kansas Livestock Association.

My family has been breeding Shorthorns since 1950.

Throughout this time, we have focused on production and maternal traits vital to the commercial industry. We currently run 250 Shorthorn cows with emphasis on production traits, calving ease, birth weight and performance.

As an ASA board member, I would strongly advocate continuing to support a strong junior association that educates and builds young people to play vital roles in the future of the beef industry. Supporting data based, performance driven advertising, promoting our Shorthorn breed to all sectors of the beef industry, would be an important goal. I would like to improve the image of Shorthorns in the commercial sector to better reflect the strong genetic traits that Shorthorns bring to the industry.

It would be an honor and a privilege to serve this membership and I would do so with an open mind and a willingness to listen.



Lynn Nelson, Albert Lea, Minn. – This is to inform the membership of my intent to run for the ASA Board of Directors. It is my desire to make meaningful contributions with my input on the board. Keeping an open mind, I will seek to represent all aspects of the membership and listen to their concerns, in order to improve and maintain the good of the Shorthorn breed.

With a commercial and registered Angus background, we now run a small family operation of strictly registered Shorthorns. We strive to promote cattle with show quality and feedlot acceptability, while we realize the importance of TH and PHA free genetics in a breeding program.

Originating from a century farm in central Iowa, I have an animal science major/graphic design minor. I am a director in the MN Shorthorn Association, and a past president/board member of the county cattlemen, past director on the county fair board and 4-H livestock committees. My wife is president of the MN Shorthorn Lassies.

I believe strongly in the positive impact of Shorthorns, and what the Shorthorn breed has to offer producers and our youth. The breed characteristics of fertility, calving ease, docility, gain efficiency, and carcass quality... as promoted by our association, will enable Shorthorns to gain further acceptance in the commercial beef industry. As we know, good functional cattle are always in demand! If elected, I look forward to working with Shorthorn enthusiasts, breeders, and your board of directors.

American Shorthorn Association Annual Meeting

Sunday, January 15, 2012

Denver, Colorado

Double Tree Hotel

7:45 a.m. – registration

8:00 a.m. – annual meeting