

2021 Annual ASA Fall Focus

Mark Your Calendar!

August 27-31, 2021
Denver, Colorado

Friday, August 27

National Western Stock Show (NWSS) tour, CSA cattle display, and live foot and leg demonstration.

Saturday, August 28

Educational Symposium

Sunday, August 29 - Tuesday, August 31

Board Meetings

Hotel Headquarters

DoubleTree, Denver, CO

Co-hosted by



www.coloradosimmental.com

 **SimGenetics**
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American Simmental Association
www.simmental.org

7th Annual ASA Fall Focus 2021

Focus on You.
Focus on Success.
Focus on Profit.

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Registration Information

There is no registration fee; however, pre-registration is required to plan for meals and refreshments. Register and book your hotel rooms at

www.fallfocus.org

Schedule

Friday, August 27

Tour National Western Stock Show (NWSS), cattle display, and foot/leg scoring demonstration.

Late afternoon and evening

Come see the progress made to the NWSS renovation. The NWSS is providing guided tours limited to our Fall Focus event. The Colorado Simmental Association is planning cattle displays at the grounds and the ASA will have live foot and leg scoring demonstrations. Come hungry as the Colorado Simmental Association is arranging a delicious BBQ dinner.

Saturday, August 28

Educational session at the DoubleTree

Join us for a day packed with educational sessions, featuring talks from Denver Nuggets' operations associate Jonathan Wallace; Colorado State University faculty animal breeding and PAP research team Drs. Tim Holt, Milt Thomas, Mark Enns, and Scott Speidel; voices from local feedlot industry and packers; and effective communication with the general public about animal agriculture from Dr. Alison Van Eenennam.

Speakers include:

Mr. Jonathan Wallace, Denver Nuggets
Dr. Tim Holt, Colorado State University
Dr. Milt Thomas, Colorado State University
Dr. Mark Enns, Colorado State University
Dr. Scott Speidel, Colorado State University
Dr. Alison Van Eenennaam, University of California-Davis
Various ASA Staff

Watch for a detailed agenda on fallfocus.org and in the July/August issue of *the Register*.

Evening meal and social

at the DoubleTree with a celebration of last year's Golden Book Award recipients and outgoing ASA trustees.

Sunday, August 29

Interactive committee meetings and staff presentations

Join the ASA trustees to discuss critical issues in each of the five standing committees and hear staff reports in various areas.

Lunch and dinner will be provided for those who register.

Monday, August 30

Board meeting continues

All are invited to stay
Lunch provided

Tuesday, August 31

Board meeting continues

Voting on resolutions and directives

Hotel Information

DoubleTree, 3203 Quebec Street (Headquarters)

The main meetings and conference headquarters are set at the DoubleTree. A block of rooms is reserved for August 26-31. The special room rate will be available until August 1 or until the group block is sold out, whichever comes first.

Area Information

Fall Focus is headquartered at the DoubleTree, 3203 Quebec Street in Denver, which many of us call home during the National Western Stock Show and ASA Annual Meeting. In this metropolis at the front of the Rocky Mountain Range, local attractions range from shopping and fine dining to hiking and fishing or taking in the Denver Zoo or Denver Art Museum. There are several quality seedstock breeders in Colorado, adding to the promise that this will be a Fall Focus to remember.

We will have full access to the ballrooms to ensure plenty of space for attendees. Additional safety precautions will be updated as the event progresses.



Denver Zoo



Denver Art Museum



Red Rocks Park and Amphitheatre

Questions about Fall Focus?

Contact: Nancy Chesterfield at 406-587-2778
or Jackie Atkins at 406-587-4531

Complete program details will be available in the July/August issue of *the Register*.

Sponsorship Packages

ASA Fall Focus 2021

August 27 - 31
Denver, Colorado

**Contributions
may be made to the
American Simmental-Simbrah
Foundation designated
to the Fall Focus.**

For more information about
sponsoring Fall Focus 2021,
please contact Bill McDonald
at 540.230.6225 or by email at
mcdonaldfarms.bulls@gmail.com

Become a sponsor of ASA's Fall Focus 2021
and enjoy the following:

Bronze (Under \$500):

- Name listed in Fall Focus program (*must commit by June 10*).
- Name included on sponsor poster.
- Name on fallfocus.org.
- Group photo at the event.

Silver (\$500-\$999):

In addition to the above perks, donors will also receive the following:

- Banner ad on fallfocus.org.
- Designed poster — 20 x 30 inches.
- eNews recognition.
- Slide show promotion during breaks.

Gold (\$1,000-\$3,499):

In addition to the above perks, donors will also receive the following:

- An article about the donors in *the Register* and online.

Platinum (\$3,500 and above):

In addition to the above perks, donors will also receive:

- Ten minutes to address attendees.