

2024 Calendar Committee Report

Committee Members

Maureen Matt, Chair, Randi Johnson, Mary Webster, Janet Larson, Julianne Motis, Emily Weideman

The calendar committee had another successful year in 2024! We are excited to share that we sold all 150 calendars. The committee accepted photo submissions from February 2024 to March 2024. In total there were 118 photo submissions from 33 member farms. This year was the third year that photo submissions were limited to four per member farm and submissions were slightly greater than last year. Voting was once again done by online ballot. The overall response for votes came from 35 member farms, which is down a bit from the past few years.

The calendar committee was tasked with an unexpected printing challenge this year as our previous printer, TJ and Associates had closed. Three printing estimates were collected to see what options were available. With the change in printer the calendar was formatted by fellow highland breeder, Tony LeTourneau, he also reviewed the three printing estimates and helped us better understand the graphic design terminology that was used. Much to the committee's relief, our new printer, Tri M Graphics out of Owatonna MN, came through on VERY short notice, but had all 150 calendars printed in time for the Annual NCHCA Show held in Austin MN. Calendars could be purchased through the NCHCA.org website with payments accepted via paypal or by mailing a check to our treasurer, Julianne Motis. Mary Weber was once again responsible for mailing calendar orders received via paypal.

The committee continued to advertise the calendar for sale through the Facebook NCHCA page and group as well as other highland regional association pages/groups on Facebook. Member farms should have also received an email or two. The feedback provided by those who have purchased the calendar have remained the same. It is a sturdy, high quality calendar that contains some pretty spectacular highland photos.

The calendar committee's goals for the 2026 calendar have been necessitated by the change in printer. It was brought to the calendar committee's attention just how good of a deal the previous printer, TJ & Associates, was giving to the association. For 2025 the committee will be tasked to increase the price of the calendar to cover the new printing costs and see if any sort of profit is possible. It is my hope that the increase will be minimal. We will also be discussing alternative options with our printer to help reduce the cost of the calendar itself while keeping its quality. Options for alternate shipping materials would be another way to help keep the cost of producing the calendar down. Our goal for the 2026 calendar will be to sell a total of 200 calendars!

As the committee chair I would like to thank our committee members for taking time out of their busy schedules to meet and discuss the calendar throughout the year. Thank you also to the member farms who submitted photos and cast their votes, without all of you, the NCHCA calendar would not be the success that it is. At this time the calendar committee would like to announce that the calendar website link is officially open for your member farm photo submissions for the 2026 NCHCA Calendar! Photo submissions are limited to 4 per farm and due by March 15th. We are anticipating the same great response and looking forward to another beautiful calendar

Thank you,

Maureen Matt
Hidden Ridge Highland Cattle
NCHCA Calendar Committee Chair