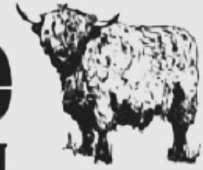


North Central Highland Cattle ASSOCIATION



Annual Meeting February 8, 2025 Agenda

Call to Order
Proof of Quorum
Proof of Notice of Meeting
Approval of 2024 Minutes

Officer Reports:

President
Secretary
Treasurer

Committee Reports:

AHCA Representative
Show Committee
 Regional Show
 World Beef Expo
Junior Committee
Hoofbeat Committee
Production Sale Committee
Digital Marketing Committee
Calendar Committee

Events:

Farm Tech Days
Minnesota State Fair

Old Business

New Business

Election
 President
 Vice President
 Director Positions (Two or three)
2027 National Gathering Planning

Adjourn

Board of Directors Meeting To Follow

North Central Highland Cattle Association Annual Meeting February 3, 2024 Minutes

Call to Order

Melinda Cowell called the meeting to order at 10:06 am

Proof of meeting notice

Notice was published in the Hoofbeat, on the website, on Facebook and distributed via email to members

Approval of 2023 Meeting Minutes

Moved by Tony Letourneau, seconded by Larry Sassen, motion carried

Officer Reports

President – Melinda Cowell

- The Association had many activities in 2023 that will be reported on by committees
- The board appointed a new treasurer midyear following the treasurer's resignation. Julianne Motis is the new treasurer.

Secretary – Randi Johnson

- In 2023, the Association had 172 member farms in 26 states
- Most were in Minnesota (41) and Wisconsin (47)
- The production sale brought in 16 new memberships
- Sponsored membership have dropped from the prior year. Members are encouraged to sponsor new members.
- Renewals are coming in at a faster rate than last year, but please renew now if you haven't already.
- The work of the Associations is done by committees. Members are encouraged to volunteer.

Treasurer – Julianne Motis

- Treasury is healthy, due primarily to the success of the past production sales.
- One-time expenses were authorized in 2023 including the annual meeting, AHCA Roll of Excellence sponsorship and 75th Anniversary sponsorship
- Motion to approve the treasurer's report by Maureen Matt, second by Mark Shultz

Committee Reports

AHCA Representative – Jan Larson

- The AHCA board has many activities, including updating the bylaws, working on changing terms for representatives to provide a rotation of new and expiring board members, updating the code of conduct for board members including social media, and considering a breed standard.
- The Beef Marketing committee is planning a May seminar,
- AHCA is doing well financially.
- The AHCA website is undergoing a total redesign.

- National Show was an excellent show and North Central members did very well.
- National Sale was a bit of a challenge with new processes implemented, but it should be better next year. Sixty lots consigned, and thanks to all the consignors, including several North Central members. Over half a million dollars in sales generated.

Regional Show – Melinda Cowell

- Financial report provided. Small loss, however the show is a big promotional event for the association and the breed.
- Great show with over 100 entries, 80+ shown.
- The 2024 show will be held in conjunction with a live sale on Friday

World Beef Expo – Jan Larson

- September 28, 2023
- This was a small show with 11 animals.
- Mid-Lakes, U Rock and Trinity took top honors.

Juniors – Lauren Cowell

- Improvement in membership in 2023
- At the NCHCA Show, 23 juniors participated.
- Junior of the Year was awarded at the show to Olivia Moore
- Elections were held for the Junior committee.
- Have utilized social media to promote activities, and emails sent to juniors.
- Looking for sponsorship for belt buckles needed for 2024.
- Looking for more adult volunteers for the junior committee

Hoofbeat – Julianne Motis

- Created a new Hoofbeat format this year.
- Tony Letourneau does the layout.
- Looking to switch over to digital.
 - Asking members to consider how they want to receive information.
 - Digital version can have more features, links.
 - Hoping to make a switch to a digital format in the next few years, but paper version will still be mailed to those who prefer that format.
 - Members are welcome to submit content for future issues.
- Looking for more volunteers for the Hoofbeat Committee

Production Sale – Josh Krenz

- This year sale was online
- Committee decided to go back to an in-person format for the live animal sale
 - The live animal sale will be held in conjunction with the Regional Show in September in Austin, MN. Sale will be Friday, show on Saturday
 - Animals must be halter broke
- Frozen sale on March 23rd
 - All online

- Semen and embryos only
- Consignments open until February 25th
- The committee will consider whether or not to continue with this schedule depending on how it both sales go.

Website – Randi Johnson

- Several new members joined the Website committee this year and brought in some fresh ideas.
- The Association maintains two websites, NCHCA.org and Highlandsale.org. Traffic continues to grow, driven by classified ads.
- Websites got a refresh this year with a new format. Also added a member map to find members in your area.
- Maureen Matt has started to manage social media. There has been a significant increase in activity, and members farms are being featured on Facebook.
- Members are encouraged to consider some underutilized features on the website including members profiles, the beef producer listing, and the semen directory.

Calendar – Maureen Matt

- There were record sales for the 2024 calendar.
- Submissions are open now through March 15th for the 2025 Calendar
 - Photos are selected by the membership.
 - Online ballot will be sent out in early April.
- The committee is consider adding breeding dates for use as a breeding calendar.

Farm Tech Days – Maureen Matt and Dennis Breneman

- There were eight breeds in the beef tent.
- Over 30,000 people came through.
- Cattle handling demonstration in beef tent
- Will be held in Chippewa County in 2024, August 13-15
- Thanks to the volunteers who helped. Could use more volunteers.

Minnesota State Fair – Mark Schulz

- North Central has been at the Fair since the early 80's
- Last 11 years, highlands have been featured in the Moo Booth
- 12 days at the end of August through Labor Day
- 1.8 million people attend the Fair.
- The booth is manned from 7 am until 7 or 8 pm
- NCHCA members volunteer to help at the booth and makes the display a draw
 - Volunteer for at least four hours and receive free tickets to the Fair

Old Business

New Business

Herdmanship Trophy

- The show is retiring the Bob Duell Memorial Herdmanship trophy for the Regional Show and is hoping to return the trophy to the Duell family
- A new trophy is being created in honor of Roger Weideman and David Larson, long time active NCHCA members.
- The trophy, when completed, will be sent to this year's winners, Flatland Farm, and will be presented to the 2024 winner at the show in September

Elections

- Directors (One position)
 - Maureen Matt was nominated for a second term as Director
 - Josh Krenz moved to close nominations, Todd Green seconded
 - Maureen Matt was elected unanimously

Other matters

Highland Cattle Foundation -- Mark Schulz

- The Highland Cattle Foundation is a separate organization from AHCA and qualifies for charitable donations.
- Funds research, scholarships, and preservation of genetics
- Donations of semen and embryos are sold in various sales to allow the foundation to raise funds, in addition to any donations received.

Adjourn

Maureen Matt moved to adjourn, Jamie Schulz seconded. Meeting adjourned at 11:25 a.m.

Respectfully Submitted,
Randi Johnson
NCHCA Secretary

NCHCA Budget 2025 - Prepared by Julianne Motis, Treasurer

	2020	2021	2022	2023 Actual	2024 Plan	2024 Actual	2025 Plan
General Account							
Beginning Balance	\$26,081	\$22,944	\$24,185	\$22,024	\$21,586	\$21,586	\$11,311
Income							
Membership Dues & Hoofbeat Ads	\$2,415	\$4,130	\$5,304	\$6,681	\$5,500	\$5,264	\$4,500
Annual Meeting	\$2,590	\$1,275	\$1,953	\$1,266	\$2,000	\$1,417	\$1,000
Calendar and Calendar Ads	\$2,500	\$2,025	\$2,133	\$2,079	\$3,500	\$4,369	\$4,500
Misc. Income	\$29	\$403	\$1,282	\$449	\$500	\$260	\$500
Total Income	\$7,534	\$7,833	\$10,672	\$10,476	\$11,500	\$11,311	\$10,500
Expenses	2020	2021	2022	2023 Actual	2024 Plan	2024 Actual	
Transfer from Sale Account for Show				-\$12,000	\$0	-\$4,000	
Sponsorship (ACHA ROE)				\$6,000	\$0	\$1,000	
AHCA Rep Reimb. + ACHA Dues		\$72	\$72	\$75	\$1,075	\$572	\$750
Advertising & Marketing	\$5,478	\$4,575	\$6,077	\$4,524	\$6,025	\$6,407	\$6,000
Annual Meeting	\$3,092	\$0	\$4,567	\$9,264	\$5,000	\$3,315	\$3,500
Calendars	\$992	\$944	\$1,474	\$1,598	\$1,700	\$3,365	\$4,500
Bank Fees/Quickbooks/Website	\$485	\$902	\$543	\$1,454	\$1,165	\$2,199	\$2,200
Insurance	\$100	\$425	\$100		\$500	\$2,090	\$2,000
Office supplies, software, misc.						\$785	\$750
Total Expenses	\$10,147	\$6,918	\$12,833	\$10,914	\$15,465	\$15,734	\$19,700
General Account Profit and Loss Total						-\$4,424	
End Year Balance General Account	\$22,944	\$24,185	\$22,024	\$21,586	\$17,621	\$17,162	
Production Sale Account	2020	2021	2022	2023 Actual	2024 Plan	2024 Actual	
Beginning Balance	\$8,294	\$9,882	\$24,477	\$34,815	\$21,692	\$21,527	\$22,325
Income							
Sale Income Total	\$86,024	\$263,909	\$209,895	\$114,078	\$153,000	\$174,301	\$175,000
Expenses							
Sale Expense Total*	\$84,436	\$249,314	\$199,556	\$127,201	\$153,165	\$173,503	\$175,000
Profit & Loss Total	\$1,588	\$14,595	\$10,339	-\$13,123	-\$165	\$798	
Year End Balance - Production Sale	\$9,882	\$24,477	\$34,815	\$21,692	\$21,527	\$22,325	

Junior Account	2020	2021	2022	2023 Actual	2024 Plan	2024 Actual	
Beginning Balance	\$5,974	\$5,294	\$2,835	\$2,422	\$3,031	\$3,031	\$7,872
Junior's Income Total	\$840	\$0	\$1,392	\$2,837	\$2,000	\$8,333	\$3,500
Junior's Expense Total	\$1,520	\$2,458	\$1,806	\$2,228	\$2,000	\$3,993	\$3,500
Juniors Profit and Loss Total						\$4,341	
Year End Balance - Junior's Account	\$5,294	\$2,835	\$2,422	\$3,031	\$3,031	\$7,372	
Show	2020	2021	2022	2023 Actual	2024 Plan	2024 Actual	
Beginning Balance			\$4,509	\$3,561	\$2,262	\$1,427	
Income*			\$8,337	\$9,756	\$11,000	\$15,899	\$15,000
Expenses			\$9,285	\$11,055	\$11,000	\$14,309	\$15,000
Show Profit and Loss Total						\$1,590	
Year End Balance - Show Account			\$3,561	\$2,262	\$2,262	\$3,017	

*includes transfer to Show Account

AHCA Report

A. Membership

1. Membership up
2. Average length of membership 4.5 years

B. Finances

1. Strong finances
2. Up coming expenditures
3. 5 year plan

C. Recent Business

1. Executive Committee Changes
2. BP&P Committee Restructuring

D. Projects

1. Breed Standard
2. Website
3. Genomic Committee
4. By-laws Updating

Show Committee Report

The 2024 NCHCA Annual Regional Show was once again a success.

With an initial 40 farms and 112 entries, the show was off to a great start! While scratches and cancellations narrowed our show down to just over 90 entries, it was a great turnout!

Our Judges Cody Williams (open show) and Lindsey Wolles (junior Show), judged well, commenting on the high quality turn out!

With the help of some amazing volunteers, we were able to receive lots of sponsorships! We are working on a sponsorship program to enhance the budget for the show!

Our plans for the upcoming year include moving the Junior Show to Friday, holding our open show Saturday morning and the Sale on Saturday afternoon/evening. The Show committee is working hard on some upgrades in the areas of trophies, the banquet and several other areas. We will keep you updated as to any changes.

The 2025 show will be held Saturday September 13, 2025. We look forward to seeing you all there!

Juniors President's Report

2025-2026 North Central Highland Cattle Association Junior Committee

Committee Chair – Casey Pape

President – Lauren Cowell

Vice President – Beretta Semmler

Treasurer/ Secretary – Tate Pape

Reporter – Shaelyn Cowell

The past year has been one of growth, learning, and collaboration. We have continued the growth of our junior program this year, not just in participants but in active contributors to the preservation and promotion of this highland breed. It is an honor to see so many of our younger members so engaged and enthusiastic about Highland cattle, both in the show ring and promoting the breed in other ways.

In terms of events, the Junior Committee has had a remarkably successful year. Our NCHCA annual show went extremely well, with 36 juniors attending. The junior committee has also worked hard to increase participation and education of our members this year. We implemented a raffle for the juniors to take part in selling tickets. This raised the juniors \$3,350 as well as \$1,380 from the silent auction. This brings the Junior account balance to \$7,872. We plan to use these funds to continue to promote junior show, learning, and development. At the annual show we presented the Junior of the Year Award at the banquet. The 2025 Junior of The Year is Lauren Cowell.

One of the key accomplishments of the committee this year has been the continued focus on mentorship. We are fortunate to have a group of dedicated junior members and experienced breeders who have been invaluable in guiding our juniors. These relationships have fostered a strong network of support, which I know will continue to benefit both our younger members and the broader association for many years to come.

Looking ahead, we aim to continue building on the momentum we've gained. Our goals for the upcoming year include continuing outreach to attract even more juniors to Highland cattle, strengthening our educational offerings, and enhancing our communication within the broader association. We are also exploring new opportunities for showcasing the talent and passion of our junior members, whether through more competitive events or social gatherings.

I want to thank all of our members for their hard work, enthusiasm, and commitment to the Junior Committee. It's a pleasure to serve as your President, and I look forward to what we will achieve together in the year ahead.

Sincerely,
Lauren Cowell President, North Central Highland Cattle Association Junior Committee

Hoofbeat Committee Report 2024

NCHCA members received four, quarterly editions of the HoofBeat this year. This publication is a NCHCA member benefit and our goal is to offer original content to share knowledge, celebrate the breed, and each other. We are a two-member committee composed of Julianne Motis and Tony Letourneau. We would encourage YOU to join our committee to share your ideas with the entire membership.

Last year we urged members to receive the HoofBeat electronically. About half elected this option. The electronic version saves the NCHCA printing and postage costs. We can play around with longer articles and in-depth content with an electronic option. If you haven't tried the electronic version this year, think about it for next year.

To help us tailor our content to our members will be sending out an electronic survey to learn more about our members. Those who participate will be entered into a drawing for a fabulous prize. So, stay tuned for that opportunity!

Finally, a big thank you to members who bought business card advertisements to help support the newsletter.

NCHCA Sale Committee – 2024 Review

2025 NCHCA Annual Business Meeting – February 2025

In 2024, the NCHCA Sale Committee successfully hosted two sales. This was our first-year hosting two sales, since 2021. The first sale was in March and focused on Frozen Genetics. It included 28 semen lots and 16 embryo lots.

The second sale was held in conjunction with the NCHCA September Show. The sale was held Friday evening before the Saturday Show. The sale included 11 female lots that averaged \$9,300. This was the first in-person sale since 2019.

For 2025, there are two sales planned. On March 15, NCHCA will hold their second Frozen Genetics Sale. This will be an online only sale of semen and embryos. On September 13, NCHCA will hold a Saturday in person live auction, using the same auctioneer as the 2024 sale, Chisum Peterson.

The NCHCA Sale Committee is exploring the idea of hosting a bull sale in 2026. This would include having all bulls at a central location to feed bulls and test for weight gain, feed efficiency and other data points. More information on this will come as the committee continues to explore this option.

To sign up for a lot or to learn more, you can visit HighlandSale.org. If you have any questions, please reach out to any members of the NCHCA Sale Committee.

Josh Krenz (Chair) 763-260-1001

Heather Bailey 970-666-1982

Ginny Green 315-406-1201

Randi Johnson 651-491-5061

Jan Larson 262-539-3257

Jeremiah Mewes 715-641-0065

Julianne Motis 218-576-3633

North Central Highland Cattle Association
Digital Marketing Committee Report
Annual Meeting February, 2025

Committee membership:

Randi Johnson, Chair, Paul Hartwig, Josh Krenz, Tony LeTourneau, Maureen Matt, Becky Meyer, Julie Schaar, Ken Schaar, Bruce Schmitz, Jamie Schulz,

Committee activities in 2024:

Name change:

The work of the committee has changed over time to include more social media activity and digital communications. In response, the Board of Directors changed the committee's name from "Website" to "Digital Marketing".

Website traffic:

Traffic on the NCHCA.org website continues to increase. Unique visits continue to increase, though the rate is slowing. In 2024, there were over 22,600 visits. Referrals come mainly from Google searches. The sale website (highlandsale.org) increased this year to 10,000 visits with traffic being mainly active in the months around the sale dates.

Website changes:

With the growth in Association membership, managing the member information on the website has become more challenging. The committee is planning to change the website beginning with the 2025 membership listings to eliminate the state membership pages, individual farm profile pages and the beef producer page. These will be replaced with a member map that provides locations and contact information for members as well as identifying beef producers. The intent is to make members easier to find in addition to simplifying maintenance of the website.

Social media:

The committee uses social media for promoting the association. Maureen Matt leads the efforts managing the Facebook group and posting on the Facebook page. The page has grown to 4500 followers and Facebook group now has 1400 members. Both the page and group have seen more activity thanks to Maureen's effort.

Classified advertising:

This member benefit drives traffic to the website from Facebook and email. The volume of classified ads grew 50% in 2024 to 90 ads submitted. Many members using classified ads have reported success in sales. The classified ads are one of the highest traffic pages on the NCHCA website.

Semen directory:

The website has a semen directory with free listings for members. This continues to be an underutilized member benefit. Members with semen to sell are encouraged to take advantage by listing their available sires.

Goals for 2025:

1. Modify member listing on the website.
2. Explore Google Analytics.
3. Continue to expand use of social media for promotion
4. Continue to expand content for members.

Action plan: Discuss at the annual meeting, feature in future Hoofbeat articles, utilize social media and email to promote association benefits and expand membership.

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