

North Central Highland Cattle Association Annual Meeting February 7, 2026 Minutes

Call to Order

Maureen Matt called the meeting to order at 9:09 am

Proof of meeting notice

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

Approval of 2025 Meeting Minutes

Moved by Ginny Green, seconded by Jan Larson, motion carried

Officer Reports

President – Maureen Matt

- The board has been active all year working to improve member benefits
- Committees will report on many of the activities

Secretary -- Randi Johnson

- 2025 membership grew 7% to 208 member farms from 195 in 2024
- Most farms are in Minnesota and Wisconsin. We experienced growth especially in Iowa and have members from all over the United States
- Recognition is due to farms that have sponsored new members.
- The bulk of the work of the association is done by our committees. Members are encouraged to volunteer.

Treasurer – Ginny Green

- Treasury is healthy, due primarily to the success of the past production sales.
- The show made a profit this year
- Reviewed last year's financial statement and 2026 budget.

Committee Reports

ACHA Representative – Jan Larson

- AHCA is the national organization that is governed by a board of regional representatives and directors elected at large. Jan provided an overview of the organization.
- New board members are Josh Krenz, Pat White and Kelly Morris. Ginny Green was elected as Secretary. John McLaughlin was appointed as Assistant Secretary.
- Dues for next year will be going up after 17 years with no increases.
- A new website has gone live
- North Central members were recognized: Mark Johnson, Hall of Fame and Randi Johnson, Member of the year

Regional Show – Ginny Green for Jessie Webb

- Thanks to Melinda Cowell for her leadership for the show for the last eight years. She will be missed.
- Jessie Webb will be the Chair going forward.
- Show will move to Owatonna in September 2026 and will consistently be held on the second weekend in September each year.
- Expanded sponsorships in 2025
- The committee started using the Showman App for entries this year which was a huge improvement

Juniors – Maureen Matt for Casey Pape

- Year of growth, learning and collaboration
- The junior show went well with 24 juniors attending
- Juniors held a raffle of a Highland quilt made and donated by Julianne Motis which raised \$2,500.
- The Junior of the Year was awarded to Beretta Semmler
- The juniors have made changes to junior activities and are working on more collaboration from members in 2026.

Hoofbeat – Tony LeTourneau

- Four newsletters are created each year.
- The focus in 2025 was on breed integrity and standards, education and knowledge sharing, shows, events and community, and reflected the voice of the membership.
- Tony appealed to membership to provide content for the newsletter.

Production Sale – Jeremiah Mewes for Josh Krenz

- We had two sales this year.
- Frozen sale was held in March 2025. We are doing the same again this March. Consignments are open now
- The Females of Fall live sale was in person and in conjunction with the show. This year the sale was held in the arena with each animal in the auction ring as the sale was conducted.
- The Females of Fall sale will again be held in conjunction with the show in 2026.
- The committee has been exploring the possibility of a bull test sale. This would help provide more data on young bulls. To date, we have not found a facility to allow this to happen, but we continue to work to find a location.

Digital Marketing – Randi Johnson

- Traffic to the website is stable, driven by our classified ads
- Thanks to Maureen Matt and Cherie Mewes for managing Facebook for the association
- The member listing on the website was changed to a map in 2025.
- The website will be undergoing a significant redesign in 2026

Calendar – Maureen Matt

- Submissions of 113 photos were received.
- Photos were selected by a vote by 51 member farms
- The price for the calendar was increased to \$22 to offset increasing costs of printing.
- Submissions are open on the website now and voting will be held in April.

Farm Tech Days –Dennis Breneman

- Farm Tech Days were held at Clinton Farms in Bear Creek, Wisconsin
- Windemere Farm brought Hazel for display
- In 2026, July 14-16 at Redetzke's No Joke Dairy in Stratford, Wisconsin
- Looking for more volunteers to help with animals and man the booth

Minnesota State Fair – Mark Schulz

- North Central has been at the Fair since the early 80's
- It is a 12 day event with almost 2 million people attending the fair, and over 500,000 are estimated to go through the Moo Booth
- Volunteers help cover the Moo Booth, had 36 help this year.
- Highlands have been featured in the Moo Booth for the last 14 years, and get a lot of interest from attendees.
- Free admission for volunteers with a four-hour shift

Highland Cattle Foundation – Mark Schulz

- 501c3 organization separate but approved by the AHCA board
- Historically have sponsored research projects
- Accept donations including genetic donations
- Sell genetics as a fund raiser

Iowa State Fair – Katie Baker

- New show at the state fair in 2025
- Kerry Nissen did all the work to make a successful show
- Next year's show will be August 21, 2026. Animals need to be at the fair for four days.

Old Business

New Branding Plan – Tony LeTourneau

- Tony presented a new design for the North Central brand including new logos that include:
 - A cow and calf to represent the maternal breed,
 - The North Star symbol of the north to help find your way and guide direction.
 - A badge shape that gives an abstract nod to the North Central states
 - An industrial strength typeface
 - Colors reflecting the northern landscape: Warm Rust/Clay, Deep Teal/Forest Blue-Green, Frosted Blue/Glacier Mist
 - Balances Warmth and Professionalism
 - Evokes Heritage and Modernity Together

- Distinctive but Still “Agricultural”
- The fall show will be rebranded as the NCHCA North Star Highland Show.
- A variety of logoed items are available in the auction
- Work will begin soon on the website

New Business

Elections

- Director (Two year term: 2/2026 through 2/2028
Todd Green was nominated by the board.
Nominations were closed
Todd Green was elected by acclamation
- AHCA Regional Representative (Three year term: 2/7/2026 through 12/31/2028)
Jan Larson was nominated by the board
Nominations were closed
Jan Larson was elected by acclamation

Other Issues

No issues raised

Adjourn

Maureen Matt moved to adjourn, Jan Larson seconded. The business meeting adjourned at 10:36 a.m.

Respectfully Submitted,
Randi Johnson
NCHCA Secretary