

## **AHCA Regional Representative Report**

**Jan Larson**

2025 with AHCA has been an interesting year. Due to expired terms of current committee chairpersons, new chairs needed to be elected and new executive board members needed to be elected. Our own Ginny Green was elected to be Executive Secretary. New At-large Directors came on board this past January with Josh Krenz, Kelly Morris, and Pat White.

AHCA financed a new website platform that came online in November with updated functions, easier navigation, and the ability to expand services, such as selling AHCA merchandise, among other things. I can't wait to see how it benefits our members once we are able to utilize it to its fullest potential!

A new advertising venture is beginning and you will be seeing more of it in 2026 with the goal of expanding breeding animal and beef sales.

The Genomics Committee has been working to find ways to compile data, not just within the U.S. but collaborating with other countries as well, on EPD's, the NT821 gene, and other Highland attributes.

The Show Committee is reporting that most of the current shows have been holding steady with their entry numbers and new shows have been approved. You will see the new ones in Tennessee, Washington and Oregon in 2026. Sovereign and Market animal shows continue to be small but the committee is looking into different ways to help remedy that. The National Show this year was held in the new NWSS facility and seems to have been well received by all our members. Entries for this year's show wound up being 227 after a few scratches. This is up from last year. The Highlands are the largest breed Show in Denver, CO. at the NWSS and seems to be growing. How cool is that?! There was some discussion on the AHCA board regarding the banquet fee that follows the NWSS Show. At \$125 per plate it made it cost prohibitive for many members to attend, which was a shame, so several AHCA Board members volunteered to help find sponsorships or ways to help defer that cost.

The National Sale grossed over \$1,000,000 this year, with online viewership over multiple countries such as, but not limited to, Great Britain, Mexico, New Zealand, Canada, etc. The average sale cost for females this year was \$19,429.35, similar to last year, and average for bull sales was \$35,500. It was an amazing sale and the sale committee is, as always, looking to improve it, and bring the "best bang for the buck" for both consignors and buyers. They have already had a meeting and discussed options for next year's sale.

The Ethics Committee had only one issue this year that it resolved efficiently.

The AHCA Finance Committee announced that finances have been holding steady, but future projections are a bit concerning due to changes in our everyday world. The process of copy writing and trademarking our herdbook and logo has become a priority. It is an effort to protect and preserve the data that has been painstakingly compiled over decades. Yes, in this day and age we all know that we have to protect our personal information from scammers, hackers, and pirates, and it's no different for our organization. Because of this and some other things, insurance premiums are also expected to rise. There are also changes closer to home. We have had to hire more office staff to accommodate for the huge influx of new members, registrations, and the use of more office supplies. To help defer some of these expenses a change in membership dues, after 17 years of stability, may be coming, as well as a review of other expenses. The Finance Committee is very aware of their responsibility, and does a great job explaining to the board how to help keep the money under control. Financial decisions are not taken lightly by them or the Board Members.

One of the fun things I was able to be a part of this past year, as a member of the Nomination Committee, was to help nominate and present the awards for the Member of the Year, and the AHCA Hall of Fame. It was a great honor for me to be able to give each award to Randi Johnson and Mark Johnson, respectively. These awards are not given out lightly. They represent a large amount of dedication and hard work within AHCA, not just for a single year, but over the course of many years. They are given to members who make long lasting and significant contributions to AHCA and its membership. How lucky is NCHCA to have them both in our region?