

Minutes of the 2018 General Membership Annual Meeting of the NCHCA February 3rd

Meeting was called to order at Holiday Inn Eau Claire South, Eau Claire, WI at 1:10 pm by NCHCA President Larry Sassen. All attendees introduced themselves. 42 adult members and 3 juniors attended. Proof and notice of the meeting was provided via January Hoofbeat, NCHCA website, NCHCA Facebook page and multiple emails since November 2017. Keri Olson was introduced and appointed the new NCHCA Secretary and Josh Krenz was introduced and appointed as the new NCHCA Treasurer

Minutes from 2017 meeting were provided prior. No action was taken.

Reports were as follows:

Jan Larson presented the Secretary's report. Currently on file we have 102 members with 30 of them sponsored by various farms and the NCHCA themselves.

Billy Johnston presented the Treasurer's report stating that as of December 2017 the balance in the Treasury was \$18,898.74. The actual balance as of the meeting date was approximately \$3500.00 less due to payment of some outstanding bills to TJ Associates and AHCA Director expenses from 2017. NCHCA juniors balance was \$4,457.04.

Josh Krenz moved to accept both the Secretary and Treasurer's Reports

Mark Schulz seconded

Motion Passed

Committee Reports:

AHCA Director Report was presented by Jamie Schulz, with addendums from Josh Krenz and Heather Bailey. AHCA has been working on changes to QHB (Quality Highland Beef) requirements, Sovereign Steers can now be registered if calved from registered sovereign breeding stock. Clipping and fitting of show animals has become a very divisive topic within the association. There will be some changes to the ROE (Roll of Excellence) coming soon. The Beef Marketing committee is currently working on some new advertising based upon Dr. Wiegand's U of Missouri Study. The new advertising will have the ability to be customized to specific farms and have the ability to utilize both printed and social media. Nominations are open to anyone with an interest in becoming an AHCA Director for the upcoming year. If interested, please contact Jamie Schulz or speak to any AHCA Board Member. The LRP (Long Range Planning) committee has been hard at work and are looking for volunteers to participate. Again, if anyone is interested please contact Heather Bailey, or an AHCA Board member.

Show Committee report was presented by Mark Schulz. The 2017 NCHCA show income and expenses were relatively similar to the previous year with a slight loss of approximately \$180. The loss mainly due to the fact that the judging expenses due mileage were more than the previous year. Overall, the show has still kept the family oriented atmosphere. The NCHA show will be in Austin, MN Sept. 22, 2018. Mark has stated that committee members and juniors will be asked to take more responsibility in the upcoming year.

Heather Bailey reported on World Beef Expo. There is no NCHCA income from this show and the only expense is \$100 for setting up the NCHCA Display. The date for WBE (World Beef Expo) is September 28, 2018. It is a very convenient, easily accessed show in tune with exhibitors. This past year, due to extreme heat, all exhibitors who had completed showing, were allowed to leave as needed. WBE is also a potential sight to host a junior national show possibly as soon as 2019. We are looking for more members to attend the show.

Paige Proctor, NCHCAjr President gave the Junior Committee report and discussed the previous year's events in a detailed, comprehensive report

Randi Johnson discussed the Website Committee accomplishments. The format change was instituted and has generated quite a bit more traffic on our page. She encouraged all members to take advantage of the farm profile options, both paid and unpaid. There is a new spot for those members who would like to be listed as beef producers, and she would like to have members consider the classified section on the page as well. It is not strictly reserved for animal sales, it may also be utilized for farm implements and tools.

Josh Krenz presented the Hoofbeat Committee's report stating that he is always looking for articles to be published and encouraged all members to participate with writing. He discussed Hoofbeat availability being mailed to each member as well as old issues published on the website page. TJ Associates has done a wonderful job of production with a very attractive format.

Heather Bailey reported on the NCHCA Production Sale in June 2017. Overall, everyone who participated and attended seemed to be very happy and the committee is also very happy with how the sale turned out. Please see sale information published in the January 2018 Hoofbeat for prices but female average was \$2300.00 with the high selling female at \$4200.00, high selling male \$3600.00 with the male average at \$2168.00. There were 30 live lots that averaged \$2273.00, 3 semen/embryo lots averaging \$592.00 and the gross sale total was \$69,975.00. The upcoming June 23, 2018 sale, has generated a lot of interest so far and animals have been consigned. Heather encouraged NCHCA members to reserve their lots as soon as possible. Due to the sale being held in conjunction with the Annual Gathering there should be a lot of very diverse genetics available with animals being brought in from all over the country. Heather has brought entry forms for any members who would like to consign. She stressed that photos and videos be the best quality possible due to the fact that it is the first thing all buyers see and base their buying strategy on. If assistance is needed with this aspect, please call the committee and they will help.

Heather Bailey also reported on the 2018 NWSS sale held in Denver, Co in January. This was the largest grossing national sale in AHCA History. Gross sales totaled \$110,800 with the high selling female being sold at \$17,750, high selling male at \$7,750. Average sale for females was \$4,735.50, average male \$3,978. 10 semen & embryo lots averaged \$1,345.00. This was the 30th year for the national Highland Sale at NWSS (National Western Stock Show)

Jean Gruenert reported on the Wisconsin Cattlemen Convention. The next convention will be February 10-11, 2018 in Wisconsin Dells. Government regulations are generally discussed and how it affects all elements of farming including NCHCA members. Farm Tech Days produces a lot of interest in Highlands and this year 14 different breeds are expected to attend.

Larry Sassen discussed the calendar on behalf of the calendar committee. He solicited for pictures for the 2019 calendar and mentioned that 2018 calendars are still on sale and several were brought to the meeting this weekend.

Unfinished Business:

Larry Sassen solicited for members to open their farms up for summer picnics as well as mentioned that there is an advertisement in the Hoofbeat looking for picnic hosts. Larry also mentioned that the committee signup sheets are out, and have actually been passed around.

Billy Johnston and Josh Krenz suggested setting up a separate bank account to accommodate the needs of the NCHCA Sale. Due to the large amounts of money being handled through the sale, keeping accurate banking records would be much easier if the sale has its own checking account.

Mark Schulz moved to set up a separate bank account for the NCHCA Production Sale

Kevin Opperman seconded.

There was no discussion so the motion was voted on and unanimously approved.

Prior to breaking for the afternoon, at 2:30 pm, Larry Sassen mentioned the silent auction items for the juniors and NCHCA merchandise and calendars for sale at the far end of the meeting room.

At 4:00 pm the meeting resumed and began with elections.

Elections:

NCHCA Director – Josh Krenz nominated Kevin Opperman for NCHCA Director for a two year term. Jan Larson seconded. There was no discussion so Josh Krenz moved for a unanimous ballot. It was seconded by Sally Nelsen and approved. Kevin Opperman NCHCA Director 2018-2020

New Business:

Updating of NCHCA Displays. There was some discussion of the current NCHCA Displays. It is a concern that the top detachable board on the most recent NCHCA Display seems to catch the wind a lot and topple the whole display over. A pull up display has been suggest for versatility and wind resistance. Billy suggested adding elements of the U. of Mo study from Dr. Wiegand to new displays. NCHCA Banners were also discussed, due to age, they have become difficult to clean and are cracking. Tod Taylor suggested setting up a committee for researching new displays and banners. Josh Krenz noted that the board has previously approved a \$5000 budget to increase NCHCA advertising and that the cost for new displays and banners can come out of that budget. Lara Taylor suggested updating one display and banners.

Lara Taylor motioned to spend up to \$500.00 on updating the display and making new banners.

Billy Johnston seconded

No discussion by the membership so vote was taken and the motion passed.

New venue for the NCHCA Annual Meeting:

Lara Taylor presented an option for moving the NCHCA Annual meeting to Chula Vista Resort in Wisconsin Dells at the Grassworks Conference. Normally the Grassworks Conference would be a Thursday – Saturday convention in January or February. Approximately 400 people attend the

conference with about 60 different speakers and a three day trade show attached. The ability to have a NCHCA Annual Meeting would be approximately 1:00 – 2:00 pm on the Saturday of the conference. NCHCA would have an option to have a booth in the trade show for approximately \$250.00. Average conference cost would be approximately \$225.00 for 3 days including meals. Hotel rooms average approximately \$89.00 per night. Some attending members feel that Highlands would fit in well with this type of venue.

Jean Gruenert presented an option to move the meeting to Wisconsin Dells at the Chula Vista Resort during the Wisconsin Cattlemen's Association Conference following an invitation issued to us by the Wisconsin Cattlemen's Association. Convention is usually held on a Friday and Saturday in February. Speakers would be provided by the Cattlemen's Association as well as the Friday night meal and continental breakfast. The drawback would be the extended drive for out of state NCHCA members.

Cindy Weideman moved to keep the meeting in Eau Claire, Wisconsin.

Billy Johnston seconded

Kevin Opperman moved to end any discussion and vote on the previous motion

presented

Josh Krenz seconded, vote was taken and the discussion ended

Vote was taken on Cindy Weideman's motion and motion passed. NCHCA Annual Meeting will stay in Eau Claire, Wisconsin with location to be decided.

Wisconsin Cattlemen's Association Dues. Roger Weideman moved to pay the \$100.00 dues

Billy Johnston seconded

No discussion and motion passed

MJSC (Minnesota Junior Spring Classic) Donation. Mark Schulz moved to have NCHCA sponsor a Highland Breed Show for the required \$500.00.

Cindy Sassen seconded.

Some discussion ensued.

In previous years NCHCA has paid \$300 and the balance has been covered by private farm donations. Lara Taylor suggested continuing that tradition for this show year, and asking the juniors to consider covering their breed show at the 2019 MJSC due to their currently large bank account. As an adult Junior Committee member, Anne Proctor will take the suggestion back to the juniors.

Vote was taken to the above motion and passed.

Wisconsin Farm Tech Donation. Roger Weideman moved to pay the \$320 fee to Wisconsin Farm Tech.

Ken Rose seconded

No discussion and motion was passed

Discussion of the AHCA Gathering. Heather Bailey reported that Cobblestone Farm and Four T Acres will be hosting with activities on Friday being held at Cobblestone and Saturday activities being held at Four T. Ron Gill will be doing a seminar Friday morning, Wally Congdon will be doing a seminar on structure Friday afternoon. Viewing for the NCHCA Cattle Sale will begin Saturday morning at Four T with the sale to start at 1:00 pm. There will be a Farm Tour to follow with the possibility of a seminar in the afternoon as well. Four T will host a dinner that evening and provide a DJ/Band. Ginnah Moses asked about charging for activities after the sale and a donation box was suggested. NCHCA Juniors will be hosting the lunch and NCHCA juniors and their committee will work on ideas for juniors attending the gathering. Finances for NCHCA were asked about and is as yet still unclear. Now that Denver sale has been completed, we can focus on the financial responsibilities of the Gathering and keep the NCHCA board apprised.

Sally Nelsen moved to adjourn the meeting at this time.

Jamie Schulz seconded

The meeting was adjourned at 5:17 pm

Respectfully submitted by Jan Larson, Retiring NCHCA Secretary