

NORTH CENTRAL HIGHLAND CATTLE ASSOCIATION

2020 ANNUAL MEETING MINUTES

CALL TO ORDER

President Randi Johnson called the meeting to order at 9:05 am at Three Bears Resort in Warrens, Wisconsin, on February 2, 2020. There were 54 members and 13 juniors in attendance.

PROOF OF QUORUM

Proof of quorum noted.

PROOF OF MEETING ANNOUNCEMENT

Notice of the meeting was provided in the January Hoofbeat, on the NCHCA website and facebook pages and by email to the membership.

APPROVAL OF MINUTES OF 2019 MEETING

Jan Larson moves to approve the minutes; Kevin Opperman seconds; Motion carries.

OFFICER REPORTS

- **President's Report** (Randi Johnson): In the last year, there has been controversy at the national level regarding the start of a registry by the Heartland Highland Cattle Association and their separation from AHCA. Your NCHCA board has been reviewing bylaws and making sure that the board could not vote to withdraw from AHCA without approval from the membership. Upon further review of bylaws, the board found some areas that needed updating. The budgeting process was of concern and Josh will review these concerns in his report. The committee structure was another concern and the board has been working to clarify the roles and responsibilities of committee members. The board has been working to grow our membership. They sent notification of the annual meeting to AHCA members in our region that are not NCHCA members.
- **Secretary's Report** (Anne Proctor): Kerie Olsen has resigned and the board has appointed Anne Proctor to be the secretary. Currently 41 farms/families have renewed. The secretary will reach out to those who have not renewed.
- **Treasurer's Report** (Josh Krenz): Josh went over the budget that was handed out to the members present at the meeting. He noted that the 2019 revenue was flat and pointed out that 2018 was an unusual year because of the national gathering. The numbers from 2019 are more typical of a normal year. Our advertising spending was up in 2019 because of some membership campaigns. The show and junior committees have been included in the NCHCA budget rather than being separated as in previous years.
- **AHCA Representative** (Jamie Schulz): Jamie Schulz provided a written report that was in the packet of materials that participants received at the meeting. There has been one meeting since

that report was written. Jamie noted that only 50% of the respondents on the AHCA survey reported being members of a regional association. Ginnah Moses has been authorized to hire a representative to promote AHCA at events. The AHCA Gathering will be on October 23 & 24 in Michigan. The Beef Marketing Committee has developed printed materials that can be customized for your farm. They are free to use. There were 2 online webinars recently – 1 was planned and a 2nd was added because there were too many people wanting to participate requiring that another session be offered. Our region has 2 at large members on the AHCA board: Kevin Opperman & Mark Johnson.

- **Recognition of Board Members:** Jon Carlson & Kevin Opperman were present; Dan Webster was unable to be in attendance. Jan Larson is the Vice President, Josh Krenz is the Treasurer and Jamie Schulz is our AHCA representative.

COMMITTEE REPORTS

- **Show Committee** (Melinda Cowell): Melinda Cowell gave a summary of the annual regional show held in September 2019. There were 71 animals shown including heifer, bulls and steers. Income and expenses were like 2018 with the exception of higher costs for advertising and show packets in 2019.
- **Junior Committee** (Maryn Cowell): Maryn Cowell is this year's junior President and gave the report. There are 60 active juniors in NCHCA. There has been a change in officer structure to make the secretary & treasurer one position instead of two as in past years. Last year the juniors had a Cattleman's camp at Flatland Farm instead of participating in the MN Junior Spring Classic. The MN Jr Spring Classic contacted the junior committee to invite the Highlands to participate again and offering more premiums for the Highland show. The clinic and show will be April 24 & 25 this year and the juniors have chosen to participate in that instead of doing their own camp. Jean Gruenert inquired why there were few junior activities at the annual meeting and expressed concern that there were no supervised activities. Maryn explained that it is difficult to know how many juniors are coming to the annual meeting and that the committee had some activities for juniors to do including a contest to design the artwork on sweatshirts. The committee members felt that supervising children in a water park posed a potential risk to the organization and chose to have parents make the decision when to allow their children to swim. Jessica Raschka inquired what they need and found that more adult involvement would be helpful. There is money in the junior account, and they want to spend it wisely. They are making sweatshirts and offering a hooded sweatshirt to juniors who participate in events with their Highlands in their local area (fairs, ag days, etc.). Maryn said that they are working on their own display to take to events.
- **Hoofbeat Committee** (Josh Krenz): Josh Krenz. Kay Clemens is the manager of hoofbeat but was not able to be at the meeting. We need more people to submit articles. If you see a good article or have a tip to share, please submit those to Kay. All members receive the Hoofbeat. Please sign up for the committee.
- **Membership Committee** (Jonathon Carlson): Jonathon Carlson shared that the committee is working to expand membership. There have been several campaigns online. They are making

membership packets for members to give to people who purchase cattle and creating welcome letter outlining benefits of membership in NCHCA to be given to new members.

- **Production Sale Committee** (Josh Krenz): Josh Krenz is leading this committee and told us that there will be a production sale at Four T Acres on June 20. At the 2019 sale, there were 35 lots and the average sale price was \$2400. The sale will only accept 5 registered bulls. The rest of the lots will be females, semen, and embryos. This year there will be a Friday evening dinner and educational speakers on Saturday morning. The sale starts at 1 pm on Saturday. Consignments open today. Josh noted that the National AHCA sale at the NWSS a week ago had a record year.
- **Website Committee** (Randi Johnson): Randi Johnson reminded us that this committee is always looking for new people. They want the website to be a benefit to the members. All member farms have a profile page. Please send information to include on yours. There is a beef producer list on the website to help visitors find members with beef for sale. The classified ads have been successful, and each member farm gets a 90-day ad free with membership. Classified ads include an email blast to members and a mention on our social media pages. The committee has made a goal of doing more social media promotion. There is both a group and a page now on Facebook. They have a new focus on social media promotion. Mark Schulz complimented how quickly updates to the website are made.
- **Calendar Committee** (Randi Johnson): Randi Johnson for Larry Sassen who was unable to attend the meeting. The committee is accepting photos for the annual calendar competition through March 31. There is a link on the website to upload your pictures. Calendar sales have grown over the last few years. Submitting a photo for the calendar authorizes NCHCA to use your photos in other promotional materials; credit is given to the farm when possible.
- **World Beef Expo** (Jan Larson): Ben Schmidtke and Heather Bailey have asked to step down and Jan Larson has agreed to take on that committee responsibility. Last year there were 30 breeds of cattle represented at the show. There were 37 entries in the Highland show and 9 breeders participated. The NCHCA donated a basket to the silent auction with promotional items. This year's show is Sept 25-27, 2020 and is the 28th anniversary of the show. There is a lot of foot traffic through the barns with the Harvest Fair event at the fairgrounds that weekend. The NCHCA needs to work on divisions and ROE points. We would like to include steer events in the future. The WBE has asked us to provide a clerk to record show results; this person will also submit them to AHCA for ROE points.

OLD BUSINESS

- **NCHCA Displays.** Kevin Oppermann reported that there are two new table top displays with banners and tablecloths. One will be kept in MN and other in WI. First displayed last week at the Grassworks conference and received good feedback. They were on display in the meeting room during the meeting. Thank you to 4T Acres for the generous donation to update the displays.
- **Committee signups.** The committee signup sheet has been circulated. If you would like to participate on a committee, please contact the committee chairperson.

- **Farm Visits** – We need farms to volunteer to host these events. The Sassen family is thinking about doing one in August or September. Please contact a board member if you would like to host a farm visit.

ELECTIONS

- **NCHCA Board:** Jan Larson nominated Kevin Opperman. Billy seconded the motion. Nominations were closed. Jan moved to cast a unanimous ballot. Billy seconded and the motion passed.
- **NCHCA Representative to AHCA Board:** Josh Krenz nominated Mark Schulz and Jean Gruenert seconded the nomination. Billy nominated Jamie Schulz and she declined. Jan moved to cast a unanimous ballot for Mark. Jean seconded. Motion passed.

NEW BUSINESS

- **Budget** (Josh Krenz): The board created a budget process that started in November and was approved for submission to membership on Feb. 1. Josh explained that expenses were budgeted higher this year for marketing the expanded auction event. The stipend for our AHCA representative has been increased to remove constraints related to the cost of representing the association at the required in person meetings.
- **WI Farm Technology Days** (Jean Gruenert): This year's event will be on July 21-23 in Eau Claire, WI. Setup is on Sunday and cattle come in on Monday and stay until Thursday. There are 12-14 breeds represented in the Beef Tent. We need more people to spend time in the booth talking with attendees about Highland Cattle. Roger & Cindy Weideman will bring the cattle for the display. There will not be a Farm Technology Days in 2021
- **Grassworks Conference** (Kevin Oppermann): This was the first time NCHCA has had a display at this conference which is held annually in WI Rapids, WI. There are a lot of seminars and educational activities. The booth and conference were well attended and there was good interaction with people who have Highlands and are not NCHCA members. We are planning to have a booth again next year.
- **MN State Fair** (Mark Schulz): The 2019 event broke the attendance record with over 2 million people attending the 12 day event. Jamie and Mark Schulz provide cow/calf pairs and man the Moo Booth. Many of the people who help at the fair don't attend other NCHCA events. This is a great opportunity to promote Highland cattle. Contact Mark if you would like to spend part of a day in the booth talking about cattle.
- **WI Cattlemen's Conference** (Roger Weideman): Roger Weideman reported that this was a very good conference with lots of educational sessions and recommends others attend in future years.

Motion to adjourn by Kevin Opperman and seconded by Dave Larson.

Minutes submitted by Anne Proctor, NCHCA Secretary.