

North Central Highland Cattle Association
Annual Meeting February 6, 2022 Minutes

Jan called the meeting to order at 2/6/22 at 9:02 am

Jan gave the President's report highlighting some of the activities that members have.

Secretary's report – Randi motion, Maureen second, motion carried.

Josh provided a treasurer's report. Cindy motion, Jean second. Motion carried.

Committee Reports:

AHCA report – Mark Schulz

- south central association approved as affiliate of AHCA and services TX OK Ks AK MO MS
- Committee established for 75th anniversary celebration in Chamberlain, SD, in 2023. Commemorative painting commissioned.
- Midwest hosted 2021 annual gathering in Michigan. 2022 annual gathering will be held with another beef industry event – info tba.
- AHCA revenue stable. 2-day a week position added in the office.
- PV addition to registry for animals with both parents DNA tested.
- As of 9/1/21 AHCA no longer controls the AHCA facebook group but maintains control of the AHCA page.
- Beef marketing put on several events.
- Mark reminded attendees that he is the representative to discuss concerns with to be taken to AHCA

Show report – Melinda

- Melinda went through show income/expense report.
- 63 animals shown.
- New location for banquet to provide a nicer atmosphere for attendees.
- Melinda presented the proposed budget for next year.
 - Hoping for 75 head next year.
 - Planning for 80 at the banquet.
 - Anticipated higher costs for ribbons and trophies.
 - Melinda will be asking for help to get more sponsors.
 - Food stand will be handled by the same members.
 - New photographer hired.
- Melinda would like a backdrop banner. Cost will be about \$600.
- Melinda has a judge in mind from out west. We would need to provide airline ticket and local members will host.
- Bruce suggested purchasing our own PA system because it was difficult to hear the judge's comments. Melinda acknowledges the issue and he and Bruce will work on solutions.

World Beef expo – report was in the Hoofbeat

Junior Report – printed in the Hoofbeat, no additions at meeting.

Production Sale – Josh

- There were 2 sales this year. Thank you to consignors and buyers.
- There will be a June 11 sale this year.
 - Online, same format as last year
 - Online works well for sellers and cattle
 - Buyers from all over the US. Most of the cattle sold last year left our region.
- Josh brought consignment forms to the meeting or you can consign online at highlandsale.org. We are taking consignments of live animals, semen and embryos. There will be no live cattle sold outside the US; semen and embryos that are certified for export may be sold outside the US.

Website committee – Randi

- The goal is for the website to be a source of information. The committee is always open to suggestions.
- Traffic to the website has increased over the last few years.
- Changes to member benefits
 - Classified ads are free to members, no limit to the number, and include a facebook post. Items have sold quickly when posted to our website.
 - Classifieds are not limited to cattle.
 - Members have a farm profile. The default is your contact information, but you can add pictures and other information. Please use it to promote your farm. It is an easy way to have a web presence especially if you don't have your own online site. There is a beef producer listing also. If you sign up for membership online, there is a question about being listed as a beef producer which puts your farm on our list.
- We have started some online educational sessions.

Calendar committee – report in Hoofbeat

- Calendar submissions due by March 15. There is a link on the website to submit photos.
- Voting on photos will be the same as last year.

Farm Technology Days – Maureen

- Held in July on horseradish farm.
- Maureen and partner provided cow/calf pair for the event.
- Jean & Rich and Cindy Weideman manned the booth and appreciated the help from other NCHCA members who helped.
- July 12-14 will be in Loyal, WI. 2023 will be in Baraboo.
- There is some question about whether there will be a beef tent in future year. The WI Cattleman's meeting has not been held so we don't know yet.

MN State Fair – Mark

- Aug 26-Sept 6

- Attendance lowest in many years due to COVID.
- This year's questions from visitors were the most thought provoking of any year.
- They have been in the MOO booth for 8 years and participate in many educational activities while there.
- Thank you to NCHCA volunteers who help man the booth.

Highland Cattle Foundation

- Non-profit organization separate from AHCA. AHCA approves leadership of the HCF. Purpose is to provide scholarships and support research.
- February semen sale is happening now and they intend to do the same sale again this fall. This is a fundraiser to support the HCF efforts.

Old Business

Committee signup. Please see Anne or sign up online.

New Business

Elections

Thank you to Kevin Opperman for 2 terms on the board. Jan opened the floor to nominations.

Josh nominated Bruce Schmitz; Jan nominated Maureen; both accepted the nominations.

The new director is Maureen Matt.

Adult Scholarship program – Katie

- NCHCA is establishing a scholarship for members (adult or Junior) who has been a member for at least 12 months. Funds can be used for educational activities that are cattle related. Conference meals, lodging, transportation are not included; just the conference itself. Amounts are \$1 to \$500 with a maximum of \$500 per farm over a 24 month period. Recipients are required to share the knowledge that you obtained with the membership by doing a presentation, submitting an article to the Hoofbeat, pre-recording a presentation to share via website or facebook. Please submit requests via the application on the website. Requests will be approved by the BOD and reimbursement will be made upon completion of sharing the information with the membership.

Zoom educational meetings

- Two more in process. More information will come via email or Facebook regarding topics and dates. They are recorded to watch later.

Wearables

- Bruce has volunteered to handle wearables in the future.

Sharon moved to adjourn

Meeting adjourned at 10:10

