

2023 Calendar Committee Report

Committee Members

- Maureen Matt
- Randi Johnson
- Mary Webster
- Janet Larson
- Julianne Motis

The calendar committee had a record breaking year in 2023! We are excited to share that we sold 150 calendars, the most since the creation of the NCHCA calendar, with a profit of \$1,310.77!

The committee accepted photo submissions from February 2023 to March 2023. In total there were 109 photo submissions from 35 member farms. This year was the second year that photo submissions were limited to four per member farm. Voting was once again done by online ballot, which was much easier to create and tally with the more limited number of photos. The overall response for votes came from 48 member farms. These results are all very comparable to previous years.

The calendar committee stuck to their timeline and was able to have calendars printed and available at the AHCA 75th Anniversary Gathering in Chamberlain/Oacoma, SD on June 16th. Calendars were also available at Wisconsin Farm Technology Days, and the Annual NCHCA Show held in Austin MN. Calendars could be purchased through the NCHCA.org website with payments accepted via paypal or by mailing a check to Maureen Matt.

The calendar was once again formatted and printed by TJ and Associates. The committee increased advertisement of the calendar sale through the Facebook NCHCA page and group as well as other highland association pages/groups on Facebook. Member farms should have also received an email or two. The response has been that the calendar is of high quality and contains some pretty spectacular highland photos.

As the committee chair I would like to thank our committee members for taking time out of their busy schedules to meet and discuss the calendar throughout the year. Special thanks to Mary Webster for printing labels and getting the calendars ordered in the mail in such a timely manner. Thank you Randi Johnson for updating the website, creating the photo catalog for voting and helping tally the votes. To Jan Larson and Julianne Motis for helping with ideas and feedback regarding ways to advertise and organize the calendar photos. And last but certainly not least, to the member farms who submitted photos and cast their votes, without all of you, the NCHCA calendar would not be the success that it is.

At this time the calendar committee would like to announce that the calendar website link is officially open for your member farm photo submissions for the 2025 NCHCA Calendar! Photo submissions are limited to 4 per farm. We are anticipating the same great response and looking forward to another record breaking year!

Thank you,

Maureen Matt
Hidden Ridge Highland Cattle
NCHCA Calendar Committee Chair