

North Central Highland Cattle Association Annual Meeting February 4, 2023 Minutes

Call to Order

Jan Larson called the meeting to order at 9:05 am

Proof of meeting notice

Notice was published in the Hoofbeat, on the website, on Facebook and distributed via email to members

Approval of 2022 Meeting Minutes

Moved by Mark Schulz, seconded by Sharon Lewis, motion carried

Officer Reports

Secretary – Anne Proctor

- In 2022, the Association had 161 member farms in 27 states
- Most were in Minnesota (44) and Wisconsin (47)
- The production sale brought in 21 new memberships
- Members sponsored 15 new farms

Treasurer – Josh Krenz

- The treasury has been growing due to growth in membership and the production sale. (attachment)
- The board is directing funding to member benefits, such as the annual meeting and scholarships.
- Moved by Maureen Matt to accept the report, seconded by Anne Proctor, motion carried

Committee Reports

ACHA Representative – Mark Schulz

- Annual membership meeting has been set for October annually rather than with the gatherings
- 75th Anniversary Gathering will be this summer in Chamberlain, South Dakota
- Josh Krenz is the new president
- Beef marketing is very active with information and educational events
- AHCA is financially stable and has undertaken a new marketing plan
- Highland Cattle Foundation added Cindy Weideman to its board

Minnesota State Fair – Mark Schulz

- NCHCA has had a presence since 79 or 80
- For the last 9 years, have been part of educational “Moo Booth”
- 2.2 million people in attendance over the course of the fair
- Mark would like to step back and hopes for some other members to come forward to help

World Beef Expo – Jan Larson

- There was some confusion this year, so Jan is working with the WBE board on figuring out classes.
- Mid-Lakes Highlands won it all including reserve overall supreme champion cow/calf

Regional Show – Melinda Cowell

- The show was successful show this year. Good turnout.
- There was a financial loss. Committee is working to expand and improve the show. The banquet was a challenge to plan, numbers were overestimated. Judge was brought in which cost more than in the past. Stall bedding was a problem.
- Want to continue to improve but need help with show. A sign-up sheet was passed through the membership for anyone that might want to help with tasks.
- There was discussion about providing more financial support for the show to make sure we continue to host one of the best shows in the country.

Juniors – Lauren Cowell

- The juniors sponsored an educational session at show on conformation and showmanship
- The sweatshirt contest was held for a second time
- Communication has been expanded to include emails of junior meeting minutes to junior members

Production Sale – Josh Krenz

- The 2022 sale brought record prices in many categories and was our best sale to date.
- \$10,300 profit despite lowering commission to 8% with lower buy back
- The 2023 sale will be June 3rd...The date was adjusted for 75th Anniversary Gathering
 - Consignments are open at highlandsale.org

Website – Randi Johnson

- There has been a big increase in traffic at nchca.org, so it now matches the level of traffic at the sale site, highlandsale.org.
- This is likely due to offering free classified ads as a member benefit. The use of this benefit has increased exponentially and drives traffic to the site.

Calendar – Maureen Matt

- Larry Sassen has stepped down as chair after many years of leading the calendar effort. Thank you to Larry for all his efforts.
- 2024 Calendar submissions are now open until March 15th with voting by the membership in April
- Changes for 2024
 - Will be raising the cost of shipping
 - Limit of four photo submissions per farm...one per season
 - Cover can't repeat two years in a row

Hoofbeat – Jan Larson reporting for Kay Clemans

- Only three issues got out this year due to issues with the printer. Improvement is anticipated for the upcoming year.
- Consideration is being given to change to an electronic newsletter quarterly. The board of directors will discuss and make a decision on this option.

Old Business

Committee Sign Ups

- Members were encouraged to sign up to work on committees

Website - Online Membership Renewal

- Members were reminded that annual dues can be paid online at nchca.org and 2023 memberships are now due

New Business

Elections

- President
 - Jan Larson nominated Melinda Cowell for President
 - Mark Schulz moved to close nominations, Josh Krenz seconded
 - Melinda Cowell was elected unanimously
- Vice President
 - Jan Larson nominated Katie Baker for Vice President
 - Josh Krenz moved to close nominations, Billy Johnston seconded
 - Katie Baker was elected unanimously
- Directors (Two positions)
 - Jan Larson nominated Michelle Letourneau and Jessica Lipke for Director
 - Maureen Matt moved to close nominations, Sharon Lewis seconded
 - Michelle Letourneau and Jessica Lipke were elected unanimously
- AHCA Regional Representative
 - Mark Schulz nominated Jan Larson for AHCA Representative
 - Maureen Matt moved to close nominations, Josh Krenz seconded
 - Jan Larson was elected unanimously

Board Appointed Positions

- The board of directors appointed officers to replace officers stepping down
 - Secretary - Randi Johnson
 - Treasurer - Kevin Oppermann

Other matters

National Sale – Jan Larson

- The national sale in Denver was outstanding and prices were the highest yet. Details are posted on the AHCA website
- The AHCA sale committee is considering some changes for next year including possible changes to health requirements
- Members were interested to know where animals went, but that has not been published

Farm Technology Days – Maureen Matt

- The event was well attended (46,084)
- Dennis Breneman and Maureen Matt brought a cow/calf pair
- Jean and Rich Gruenert and Cindy Weideman made the display and manned the booth

Adult scholarship program – Katie Baker

- The adult scholarship program is open to all members
- A scholarship of up to \$500 per year can be awarded . Members are limited to apply once every 24 months
- Members are expected to share learning with other members.

Farm picnics

- Members are encouraged to host a farm picnic. Contact board members.

Adjourn

- Sharon Lewis moved to adjourn. Meeting adjourned at 10:07

Respectfully Submitted,
Randi Johnson
NCHCA Secretary

NCHCA Budget - 2023 - Prepared by Josh Krenz, Treasurer

| General Account | 2020 | 2021 | 2022 | 2022 Plan | Difference | 2023 Plan |
|---|-----------------|-----------------|-----------------|------------------|-------------------|------------------|
| Beginning Balance | \$26,081 | \$22,944 | \$24,185 | \$24,185 | | \$22,024 |
| Income | | | | | | |
| Membership Dues & Hoofbeat Ads | \$2,415 | \$4,130 | \$5,304 | \$3,500 | \$1,804 | \$5,000 |
| Annual Meeting | \$2,590 | \$1,275 | \$1,953 | \$3,000 | -\$1,047 | \$2,000 |
| Calendar & Calendar Ads | \$2,500 | \$2,025 | \$2,133 | \$2,250 | -\$117 | \$2,000 |
| Hat/Shirt Sales | \$29 | \$403 | \$260 | \$500 | -\$240 | \$250 |
| Donations | | | \$1,022 | | \$1,022 | \$0 |
| Total Income | \$7,009 | \$7,833 | \$10,673 | \$9,600 | \$1,073 | \$9,250 |
| Expenses | 2020 | 2021 | 2022 | 2022 Plan | Difference | 2023 Plan |
| Advertising & Marketing | \$5,153 | \$4,250 | \$5,077 | \$4,000 | \$1,077 | \$5,000 |
| Annual Meeting | \$3,092 | \$0 | \$4,567 | \$3,000 | \$1,567 | \$3,500 |
| Calendars | \$992 | \$944 | \$1,474 | \$1,200 | \$274 | \$1,500 |
| Bank Fees/Quickbooks | \$251 | \$610 | \$315 | \$300 | \$15 | \$300 |
| Website | \$234 | \$292 | \$228 | \$300 | -\$72 | \$250 |
| WI Cattleman's (Insurance) | \$100 | \$100 | \$100 | \$100 | \$0 | \$100 |
| WI Farm Tech | \$325 | \$325 | \$500 | \$325 | \$175 | \$500 |
| MN State Fair | | | \$500 | | \$500 | \$500 |
| AHCA | \$0 | \$72 | \$72 | \$72 | \$0 | \$72 |
| Total Expenses | \$10,147 | \$6,592 | \$12,833 | \$9,297 | \$3,536 | \$11,722 |
| Year End Balance - General Account | \$22,944 | \$24,185 | \$22,024 | | | |
| Production Sale Account | 2020 | 2021 | 2022 | 2022 Plan | Difference | 2023 Plan |
| Beginning Balance | \$8,294 | \$9,882 | \$24,477 | | | \$34,815 |
| Income | \$84,524 | \$260,909 | \$207,395 | \$120,000 | \$87,395 | \$150,000 |
| Entry Fees | \$1,500 | \$3,000 | \$2,500 | \$2,000 | \$500 | \$2,500 |
| Sale Income Total | \$86,024 | \$263,909 | \$209,895 | \$122,000 | \$87,895 | \$152,500 |
| A&P Expenses | \$6,205 | \$5,246 | \$3,192 | \$5,000 | -\$1,808 | \$4,000 |
| Credit Card Fees/Quickbooks Fees | | | \$2,996 | | \$2,996 | \$2,200 |
| AHCA Sponsored Membership + Transfers | | \$200 | \$607 | \$0 | \$607 | \$600 |
| Seller Payouts | \$78,231 | \$243,868 | \$192,761 | \$112,240 | \$80,521 | \$139,500 |
| Sale Expense Total | \$84,436 | \$249,314 | \$199,556 | \$117,240 | \$82,316 | \$146,300 |
| Profit & Loss Total | \$1,588 | \$14,595 | \$10,338 | \$4,760 | \$5,578 | \$6,200 |
| Year End Balance – Production Sale | \$9,882 | \$24,477 | \$34,815 | | | |
| Junior Account | 2020 | 2021 | 2022 YTD | 2022 Plan | Difference | 2023 Plan |
| Beginning Balance | \$5,974 | \$5,294 | \$2,835 | | | |
| Junior's Income Total | \$840 | \$0 | \$1,392 | | | |
| Junior's Expenses Total | \$1,520 | \$2,458 | \$1,806 | | | |
| Year End Balance – Junior's Account | \$5,294 | \$2,835 | \$2,422 | | | |
| Grand Total Checking | \$42,855 | \$51,497 | \$59,261 | | | |

