

Calendar Committee Report

After the 2023 annual meeting the calendar committee began looking into reducing the cost of printing and mailing the calendar. Committee members worked with T.J. & Associates on a new calendar size that would help in reducing the printing and mailing cost. The committee decided that we would reduce the page size to 8.25" X 10.5" with the last page having a 2.50" flap that is scored for folding during mailing. The reduced size does not save much in printing but does save in mailing. Mailing would now be a standard mailing envelope. This is a reduction from the 8.75" X 12" page size of past calendars, which requires a special envelope for mailing that is not available for standard mail.

Things were going good until a rush order was placed for calendars to be available at the 2023 NCHCA show. TJ & Associates forgot to print the new size calendar that we had agreed upon, so if you have a calendar and were wondering, the calendars are still the 8.75"x12". Because the original order of 40 printed were 8.75"x12", the committee agreed, for consistency purposes, to continue with that format for the remaining orders of the 2023 calendar.

We were hoping the reduction in cost for 2023 would prevent cost increases for the 2024 calendars. However, standard shipping of the 2023 calendar was \$8.50 for the contiguous 50 states and up to \$25 for international. (1 calendar shipped to Belgium) The cost of the calendar and shipping will need to be revisited at the upcoming committee meeting. Please help me in thanking Randi Johnson for communicating with TJ & associates and Mary Webster for mailing the calendars.

Larry Sassen has resigned as committee chair to focus on health issues but has continued to help answer questions about previous calendar years as needed. We want to thank him for his help in organizing the calendar committee these past years.

We are excited to say that the 2023 calendar has SOLD OUT! As a committee, we are focusing on the 2024 calendar. If you have visited the NCHCA website recently, you will notice that some changes have been made. Do to the overwhelming submission of photos last year, 176 I believe, we have had to create a limit for photo submissions. **All NCHCA member farms are now limited to four photo submissions**, one for each season. We know this will be tough but it is necessary. Please visit the NCHCA page to read all of the guidelines (size and file type) regarding photo submissions. We look forward to sharing the submissions for members voting, and finalizing the 2024 calendar, which will be available at the 2024 NCHCA Show.

As a friendly reminder, now is the time to join a committee and the calendar committee is welcoming new members. If you are interested, please reach out to Jan Larson, Mary Webster, Randi Johnson or myself. We will be happy to have you.

Thank you,

Maureen Matt
NCHCA Calendar Committee Chair
Hidden Ridge Highland Cattle