

North Central Highland Cattle Association Annual Meeting

February 6, 2021, at 1:00 pm, hosted by Zoom

President Randi Johnson called the meeting to order at 1:13 pm.

Proof of Quorum – The proof of quorum was met.

Proof of Notice of Meeting – Notice of the Annual Meeting was publicized in the October and January “Hoofbeat”, email notices were sent to all members with email addresses listed, and details were posted on the website.

Approval of 2020 Minutes

Motion: Kevin Opperman made a motion to approved the 2020 minutes. Jan Larson seconded. Motion passed.

Officer Reports:

President – Randi Johnson introduced the officers. COVID dominated our year starting right after last year’s annual meeting. We were not able to do in person events in 2020. The production sale was changed to an online format. We missed the camaraderie and had the best sale ever. Our region held 2 of the 6 shows in the country: the NCHCA Show in Austin, MN, and the World Beef Expo in West Allis, WI. The board members hope that the annual meeting on Zoom meets people’s expectations. The board has been working throughout the year to expand member benefits and membership. We have a very active presence nationally with several members of the AHCA Board being from our region. Kevin Opperman is the new AHCA President and Mark Schulz is the new Vice President. Randi thanked the board members, committee chairs and volunteers who make our association strong.

Secretary - Anne Proctor shared that we ended 2020 with 104 members. We are starting 2021 with 93 member farms from 17 states: 32 from WI, 31 from MN, and 6 from IA. There are 29 farms that are joining us for the first time and 18 of those were sponsored by current members. Thank you Almosta Farm, Flatland Farm, Highland Springs, Last Chance Ranch, Rockin Highlands, and Windland Flats for sponsoring new members. We have 16 junior members ranging in age from 9 to 23 and from 5 states.

Treasurer – Josh Krenz shared his computer screen so all could see the budget numbers. The NCHCA.org website has a link to his report and it was published in the Hoofbeat for those who want a closer look at the numbers. The NCHCA had less in income in 2020 than in 2019 because we were unable to do some of the normal activities. We are anticipating the 2021 income to be down also. The annual meeting generates some income which we do not have with the online format. Expenses will also be down due to not having the expenses of the meeting and sale. We expect the overall balance to be flat for 2021. The sale has been a good source of income even after lowering the commission rate with the online sale. This year we anticipate making about \$4000 from the sales. The show had higher expenses due to the additional precautions required of COVID and some expenses that were not paid in 2019 and therefore carried over to the 2020 budget.

Committee Reports:

AHCA Representative – Mark Schulz’s report was published in the Hoofbeat so Mark does not have much to add. He asked if there were any questions and reminded the members to talk with him if there are any items that they would like him to take to the AHCA board. There were no questions.

Show Committee – Melinda Cowell summarized the budget numbers for the show that Josh had presented and asked if there were any questions. Randi commented that she thought we had a very good show despite the challenges. We had over 50 animals shown. Melinda thanked people for their participation and patience with the additional COVID procedures.

World Beef Expo – Jan Larson's report was in the Hoofbeat. There were 4 exhibitors and 12 animals shown.

Junior Committee – Maryn Cowell reported that there were not many activities last year. There were 15 junior members who showed 19 animals at the show. The new officer team was elected at the show. There were not many expenses for this year. The juniors did purchase a banner and display to take to events and shows to promote the NCHCA Junior program. They funded a scholarship and did a promotion for juniors to earn a sweatshirt. They have had discussion about how to increase participation in junior activities and are considering a twice yearly Zoom meeting for juniors. A member had a question about the MN Junior Spring Classic and Maryn said that the show is still on and early interest shows that there will be enough Highlands to have their own breed show. There is a link on the website for those looking for more information. There is a Junior page on Facebook for those who want to see junior happenings.

Hoofbeat Committee – Kay Clemans said thank you to everyone who sent in articles for the Hoofbeat. The Hoofbeat is the main source of communication for our members who do not frequent the internet. Kay will be providing a schedule of due dates for this year's website and asks those who submit info to get it to her on time. Kay proofreads the information and then sends it to TJ Associates where Linda formats the newsletter and sends a proof back. Kay appreciates having people send in unsolicited information for the newsletter.

Membership Committee – Jon Carlson reminded people that we are always trying to expand the membership. A good way to get new people to join is to share the letter from the website that shows the benefits of the association. He gave special thanks to Rockin Highlands for sponsoring 7 new members.

Production Sale Committee – Josh Krenz gave a summary of the 2020 sale. Ours was the first online-only Highland sale and was deemed a success with the high selling animal going for \$7250 and an average of over \$3200. There was no national sale this year and there is a lot of momentum from people wanting to purchase cattle. Entries are open for the NCHCA March Highland Production Sale. He reminded people to like and share the Facebook page. At Highlendsale.org you can click on the buy tab and see all the animals that have been consigned. Pictures are due by March 1 and will be posted online shortly thereafter. The deadline for consignments is February 15. There is a consigner tab for those wanting more information about how to consign an animal. Josh reminded people that animals will ship directly from the owner's farm and a list of truckers can be requested from Josh. He thanked all consigners. There will be a June sale this year also.

Website Committee – Randi Johnson recognized committee members and thanked them for their help. The website committee report was published in the Hoofbeat. The committee is working to improve member benefits by changing the classified advertising to be a free service for members with no limitation to the number of ads they can place. Along with the ad comes a post on Facebook and an email to the membership. Another initiative is to create a semen directory which you will find under the for-sale tab on the website. If you have semen to sell, please post it on the semen directory. Every member farm has a profile page and she encouraged members to use it to promote their farms. Most farms just have the farm name and contact information, but members can include more information, pictures and a link to a Google map. There is also a list of beef producers on the website. If you did not check the beef producer box when submitting your registration, send a message to website@nchca.org to ask to be added. The website committee also maintains an active Facebook presence.

Calendar Committee – Larry Sassen reported that they have sold 136 of the 2021 calendars; there are 5 calendars still available. Last year there were 110 pictures submitted and only 23 photos have been submitted so far for the 2022 calendar. Please submit your photos for consideration by March 31. The committee especially need spring, summer, and fall photos. There is a link on the main page of the website to submit your photos.

Randi Johnson reminded the membership that committees always need help, and no special skills are required. There is a committee signup link in the chat box, in the email you received with the agenda for the meeting and on the website. You can sign up for as many as you would like. There is a sign up for helping at the MN State Fair there also.

Old Business

There was no old business.

New Business

Elections – Biographical information was sent in the Hoofbeat for those nominations that were received prior to the meeting.

President – Jan Larson has accepted the nomination and Randi Johnson asked for any other nominations.

Josh Krenz moved to close nominations for President. Larry Sassen seconded, and the motion passed. Leadership of the meeting was transferred to Jan Larson at this point.

Vice President – Melinda Cowell accepted the nomination. Randi moved to close nominations and David Larson seconded. The motion passed.

Director Positions - Jan asked for any other nominations. There were no additional nominations, and the selection will be from the three previously identified candidates. Kevin Opperman sent out a ballot which showed up on the computer screen and allowed time for members to vote. Katie Baker and Jon Carlson were elected to board.

Membership Recognition Award: Anne Proctor announced that the 2021 Recognition Award will be given to Ken and Joan Rose. She read a document about the Roses and their contributions to the NCHCA over their years as members. Jan will deliver the plaque and letter to Ken and Joan and the letter will be posted on the website.

Junior Scholarship Award – Mary Cowell introduced Tina Broderick to present the award. Tina awarded the scholarship to Kaitlyn Edwards from Heartland Highland Farm and shared some information about Kaitlyn's involvement with Highland Cattle.

Jan Larson asked if there was any other new business and there was nothing new to discuss.

Josh Krenz moved to adjourn at 2:13 m and Mark Schulz seconded the motion.

Respectfully submitted by Anne Proctor, NCHCA Secretary.