



THE HIGHLAND *HoofBeat*

NCHCA 2020 Elected Officers and Board of Directors

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President's Message – *Randi Johnson, President*

We all hope that winter will begin winding down and wish for mild weather for calving season, which will be upon us before we know it.

Congratulations to all our members who participated in the AHCA annual show and sale in Denver at the National Western Stock Show in January. Several members had success and NCHCA juniors represented well.

In a very special moment in Denver, long time NCHCA members Roger and Cindy Weideman of Schön Boden Farm were named to the AHCA Hall of Fame for their many years of contributions to the breed. Their children, Ryan and Jessica, did a great job of getting their folks to Denver and to the dinner for the surprise recognition.

For those of you who missed it, the Annual Meeting in February was a great event. A new venue with a waterpark provided entertainment, especially for the juniors. Members heard from speakers on breeding and the economics of hay and forage. We welcomed some new faces who are just getting started and connected with many old friends. The board will be sending out a survey to get some feedback on the venue and program.

In our elections, Kevin Opperman was elected to serve a second term as director on the board, and Mark Schulz was elected to serve as the NCHCA's regional representative to AHCA, replacing Jamie Schulz who has served in this role for the last three years. The board appointed Anne Proctor to take over as NCHCA Secretary from Kerie Olson who stepped down. We are indebted to Jamie and Kerie for volunteering their time and energy on behalf of the association.

– *Continued on page 2*

MISSION STATEMENT: *North Central Highland Cattle Association shall protect the integrity and sustainability of the Highland breed by promoting education and social interactions of its members.*

President's Message – Continued from page 1

The Fourth Annual Production Sale is scheduled for June 20th at Four T Acres in Burlington, Wisconsin and entries will be accepted until April 19th. Pick out some of your best and consign them to the sale. Interested in buying? You can bid in person or online. We hope you can make it.

As I reflect on the last year for the Association, we have much to celebrate and your board will continue to work hard to keep our association strong and moving forward.

2020 Annual Meeting Overview

On February 1st and 2nd in Warrens, Wisconsin the North Central Region held its Annual Meeting and Educational Session at Three Bears Resort.

With over 50 adults and 12 Juniors attending the meeting we got off to a great start on Saturday with Katie Pfeiffer who is a reproductive specialist with CentralStar Genetic and Reproduction Services. She discussed the benefits of artificial insemination and the different systems and technology for it, as well as for natural breeding in cattle to help educate our group on which option may work best for each farm's specific and unique needs. Bill Halfman, an agricultural agent from Monroe County was up next for our second session. He spent time discussing the nutritional needs of cattle and gave us ideas that we could apply to our field and pasture management in order to allow our cattle to grow and mature to reach peak performance keeping them healthy and productive their entire lives.

That evening we enjoyed a delicious buffet dinner of London broil, turkey, mashed potatoes, and vegetables, followed by dessert and drinks. The board honored Sue Dyke from Almosta Farm for her many years of service to our region and her phenomenal leadership and devotion to our NCHCA juniors. Sue has stepped down as the Junior Committee Chairman this year and turned those reigns over to Tina Broderick of Tabletop Acres. The board also honored Billy Johnston of Dalriada Highland Farm, for his many years of hard work and support of NCHCA. Billy's friendship to all our members, as well as his experience and leadership has helped guide and promote our regional association from its early years to what we have become today. North Central is very lucky to have these two caring and devoted members supporting our association. A big "thank you" to them both!

Sunday morning brought the business meeting and the board presented to the attendees all the projects it has been working on this year. They have been very busy working on everything from updating by-laws, attending new agriculture events promoting highlands, to working

on different ways to help breeders promote their animals and get new breeders interested in becoming NCHCA members, as well as debuting the new signs that our members can take to public events to promote not only the NCHCA but the highland breed as well. Thank you to Four T Acres for helping to make that possible. Officer elections were held and Kevin Opperman of Highland Spring Farm was voted to a second term on the board, and Mark Schulz of Flatland Farm is our new AHCA Director. Thank you to both men for continuing your hard work for our region. All the committees presented their updates on the projects they have been working on for the past year, upcoming events were discussed, and a new budget was then passed.

Amid all of the hard work that happened over the weekend, we got the opportunity to spend lots of time with old friends, and this year especially, we got the chance to meet many new friends from all over Wisconsin, Minnesota, as well as Iowa and Illinois to boot! Our association is growing, and we would like to extend a very warm welcome to all the new faces! Hope to see you again soon.

Respectfully submitted,

Jan Larson

Headacrez Highland Cattle
VP, NCHCA



Highland Spring



Congratulations to...

Roger and Cindy Weideman of Schön Boden Farms in Osceola, Wisconsin who were named to the American Highland Cattle Association Hall of Fame in Denver following the national show and sale.

Long time North Central Highland Cattle Association members earned this well deserved recognition for their many contributions to the breed.

Boulder Meadows Highlands

Larry & Cindy Sassen
Breeders

Quality Highland Beef
Registered Highland Cattle
Rotational Grazed Grass Fed

20374-223rd Street
Little Falls, MN 56345

Phone: 320-745-2444
lsjffarm@brainerd.net



Stepping Stone Acres

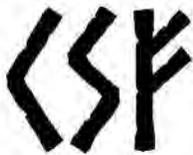
"Goals are like stepping stones to the stars!"

**Rick and Paula
Walker**

573-341-5298

rpwalk67@centurylink.net

PO Box 15 • Rolla, Missouri 65402



Mark, Randi & Joe Johnson
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mail@climbingstumpfarm.com

CLIMBING STUMP FARM

46065 Evergreen Ave Harris, MN 55032
www.climbingstumpfarm.com

Registered Scottish
Highland Cattle
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SHARON LEWIS

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507-743-0201

walnutbluffsfarm@acegroup.cc



DALRIADA FARM

Registered Scottish Highland Cattle

BILLY, BARBARA & EMILY JOHNSTON

2353 105th Street East
Inver Grove Heights, MN 55077
651-457-4449
dalriada@comcast.net



Windemere Farm

Registered Highland Cattle

John & Anne Proctor
3960 County Road HO
Junction City, WI 54443

715-457-6748
www.WindemereHighlands.com
WindemereFarm@TheProctors.com

2019 AHCA Director Report

Submitted by Jamie Schulz, NCHCA AHCA Director

The AHCA Board of Directors meets four times a year in January, April, July, and October. Two meetings are in person and I was able to attend one of these in Reno, NV, November 1st -4th, 2019.

The Board and its committees have been busy this year continuing the process of clarifying how the Association operates. Committees are working on creating or updating charters, processes are being reviewed and documented to make them more transparent.

There has also been a renewed focus on the long-range plan. This will help direct the committee's efforts for the association.

Committee Accomplishments:

Finance Committee

- Association finances are in good standing
- Updated and formalized procedures

Executive Committee

- Special communication to membership about the Heartland Association actions
- Member survey sent out through email

Governance Committee

- Working with Committees and reviewing charters that are being created and/or updated
- Governance Committee Charter approved
- Ad hoc committee working on election process

Breed Protection and Promotion Committee

- New mobile-friendly website - <https://highlandcattleusa.org>
- Semen and Embryo directory - <https://highlandcattleusa.org/semembryosale>
- Social Media and Messaging subcommittee created
 - AHCA Facebook page created
 - Social Media Guidelines created for the AHCA Facebook group

Show Committee

- Any show having met the 50 head requirement will automatically become a super point show the following year

Highland Beef Marketing Committee

- Samples of printed beef marketing materials sent out to AHCA members
- All beef marketing materials are available to AHCA members online - <https://www.highlandcattleusa.org/MarketingRequest>
- Online webinar on beef marketing presented to members January 14th and 26th, 2020 - <https://www.highlandcattleusa.org/viewarticle.aspx?aname=seminars>

Ethics Committee

- Committee Charter approved

Membership Gatherings

- 2019 – held in Reno, NV with the Angus Association
- 2020 – will be held October 23rd and 24th in Michigan, hosted by the Midwest Highland Association

Highland Cattle Foundation

- Four \$1500 scholarships awarded to AHCA youth
- Support the National Animal Germplasm Program – genetic diversity is preserved for future use



Lynx River

NORTH CENTRAL HIGHLAND CATTLE ASSOCIATION

2020 ANNUAL MEETING MINUTES

CALL TO ORDER

President Randi Johnson called the meeting to order at 9:05 am at Three Bears Resort in Warrens, Wisconsin, on February 2, 2020. There were 54 members and 13 juniors in attendance.

PROOF OF QUORUM

Proof of quorum noted.

PROOF OF MEETING ANNOUNCEMENT

Notice of the meeting was provided in the January Hoofbeat, on the NCHCA website and facebook pages and by email to the membership.

APPROVAL OF MINUTES OF 2019 MEETING

Jan Larson moves to approve the minutes; Kevin Opperman seconds; Motion carries.

OFFICER REPORTS

- **President's Report (Randi Johnson):** In the last year, there has been controversy at the national level regarding the start of a registry by the Heartland Highland Cattle Association and their separation from AHCA. Your NCHCA board has been reviewing bylaws and making sure that the board could not vote to withdraw from AHCA without approval from the membership. Upon further review of bylaws, the board found some areas that needed updating. The budgeting process was of concern and Josh will review these concerns in his report. The committee structure was another concern and the board has been working to clarify the roles and responsibilities of committee members. The board has been working to grow our membership. They sent notification of the annual meeting to AHCA members in our region that are not NCHCA members.
- **Secretary's Report (Anne Proctor):** Kerie Olsen has resigned and the board has appointed Anne Proctor to be the secretary. Currently 41 farms/families have renewed. The secretary will reach out to those who have not renewed.

- **Treasurer's Report (Josh Krenz):** Josh went over the budget that was handed out to the members present at the meeting. He noted that the 2019 revenue was flat and pointed out that 2018 was an unusual year because of the national gathering. The numbers from 2019 are more typical of a normal year. Our advertising spending was up in 2019 because of some membership campaigns. The show and junior committees have been included in the NCHCA budget rather than being separated as in previous years.
- **AHCA Representative (Jamie Schulz):** Jamie Schulz provided a written report that was in the packet of materials that participants received at the meeting. There has been one meeting since that report was written. Jamie noted that only 50% of the respondents on the AHCA survey reported being members of a regional association. Ginnah Moses has been authorized to hire a representative to promote AHCA at events. The AHCA Gathering will be on October 23 & 24 in Michigan. The Beef Marketing Committee has developed printed materials that can be customized for your farm. They are free to use. There were 2 online webinars recently – 1 was planned and a 2nd was added because there were too many people wanting to participate requiring that another session be offered. Our region has 2 at large members on the AHCA board: Kevin Opperman & Mark Johnson.
- **Recognition of Board Members:** Jon Carlson & Kevin Opperman were present; Dan Webster was unable to be in attendance. Jan Larson is the Vice President, Josh Krenz is the Treasurer and Jamie Schulz is our AHCA representative.

COMMITTEE REPORTS

- **Show Committee (Melinda Cowell):** Melinda Cowell gave a summary of the annual regional show held in September 2019. There were 71 animals shown including heifer, bulls and steers. Income and expenses were like 2018 with the exception of higher costs for advertising and show packets in 2019.

Minutes of the 2020 General Membership Annual Meeting of the NCHCA February 2nd

- **Junior Committee (Maryn Cowell):** Maryn Cowell is this year's junior President and gave the report. There are 60 active juniors in NCHCA. There has been a change in officer structure to make the secretary & treasurer one position instead of two as in past years. Last year the juniors had a Cattleman's camp at Flatland Farm instead of participating in the MN Junior Spring Classic. The MN Jr Spring Classic contacted the junior committee to invite the Highlands to participate again and offering more premiums for the Highland show. The clinic and show will be April 24 & 25 this year and the juniors have chosen to participate in that instead of doing their own camp. Jean Gruenert inquired why there were few junior activities at the annual meeting and expressed concern that there were no supervised activities. Maryn explained that it is difficult to know how many juniors are coming to the annual meeting and that the committee had some activities for juniors to do including a contest to design the artwork on sweatshirts. The committee members felt that supervising children in a water park posed a potential risk to the organization and chose to have parents make the decision when to allow their children to swim. Jessica Raschka inquired what they need and found that more adult involvement would be helpful. There is money in the junior account, and they want to spend it wisely. They are making sweatshirts and offering a hooded sweatshirt to juniors who participate in events with their Highlands in their local area (fairs, ag days, etc.). Maryn said that they are working on their own display to take to events.
- **Hoofbeat Committee (Josh Krenz):** Josh Krenz. Kay Clemens is the manager of hoofbeat but was not able to be at the meeting. We need more people to submit articles. If you see a good article or have a tip to share, please submit those to Kay. All members receive the Hoofbeat. Please sign up for the committee.
- **Membership Committee (Jonathon Carlson):** Jonathon Carlson shared that the committee is working to expand membership. There have been several campaigns online. They are making membership packets for members to give to people who purchase cattle and creating welcome letter outlining benefits of membership in NCHCA to be given to new members.
- **Production Sale Committee (Josh Krenz):** Josh Krenz is leading this committee and told us that there will be a production sale at Four T Acres on June 20. At the 2019 sale, there were 35 lots and the average sale price was \$2400. The sale will only accept 5 registered bulls. The rest of the lots will be females, semen, and embryos. This year there will be a Friday evening dinner and educational speakers on Saturday morning. The sale starts at 1 pm on Saturday. Consignments open today. Josh noted that the National AHCA sale at the NWSS a week ago had a record year.
- **Website Committee (Randi Johnson):** Randi Johnson reminded us that this committee is always looking for new people. They want the website to be a benefit to the members. All member farms have a profile page. Please send information to include on yours. There is a beef producer list on the website to help visitors find members with beef for sale. The classified ads have been successful, and each member farm gets a 90-day ad free with membership. Classified ads include an email blast to members and a mention on our social media pages. The committee has made a goal of doing more social media promotion. There is both a group and a page now on Facebook. They have a new focus on social media promotion. Mark Schulz complimented how quickly updates to the website are made.
- **Calendar Committee (Randi Johnson):** Randi Johnson for Larry Sassen who was unable to attend the meeting. The committee is accepting photos for the annual calendar competition through March 31. There is a link on the website to upload your pictures. Calendar sales have grown over the last few years. Submitting a photo for the calendar authorizes NCHCA to use your photos in other promotional materials; credit is given to the farm when possible.
- **World Beef Expo (Jan Larson):** Ben Schmidtke and Heather Bailey have asked to step down and Jan Larson has agreed to take on that committee responsibility. Last year there were 30 breeds of cattle represented at the show. There were 37 entries in the Highland show and 9 breeders participated. The NCHCA donated a basket to the silent auction with promotional items. This year's show is Sept 25-27, 2020 and is the 28th anniversary of the show.

There is a lot of foot traffic through the barns with the Harvest Fair event at the fairgrounds that weekend. The NCHCA needs to work on divisions and ROE points. We would like to include steer events in the future. The WBE has asked us to provide a clerk to record show results; this person will also submit them to AHCA for ROE points.

OLD BUSINESS

- **NCHCA Displays.** Kevin Oppermann reported that there are two new table top displays with banners and tablecloths. One will be kept in MN and other in WI. First displayed last week at the Grassworks conference and received good feedback. They were on display in the meeting room during the meeting. Thank you to 4T Acres for the generous donation to update the displays.
- **Committee signups.** The committee signup sheet has been circulated. If you would like to participate on a committee, please contact the committee chairperson.
- **Farm Visits –** We need farms to volunteer to host these events. The Sassen family is thinking about doing one in August or September. Please contact a board member if you would like to host a farm visit.

ELECTIONS

- **NCHCA Board:** Jan Larson nominated Kevin Opperman. Billy seconded the motion. Nominations were closed. Jan moved to cast a unanimous ballot. Billy seconded and the motion passed.
- **NCHCA Representative to AHCA Board:** Josh Krenz nominated Mark Schulz and Jean Gruenert seconded the nomination. Billy nominated Jamie Schulz and she declined. Jan moved to cast a unanimous ballot for Mark. Jean seconded. Motion passed.

NEW BUSINESS

- **Budget (Josh Krenz):** The board created a budget process that started in November and was approved for submission to membership on Feb. 1. Josh explained that expenses were budgeted higher this year for marketing the expanded auction event. The stipend for our AHCA representative has been increased to remove

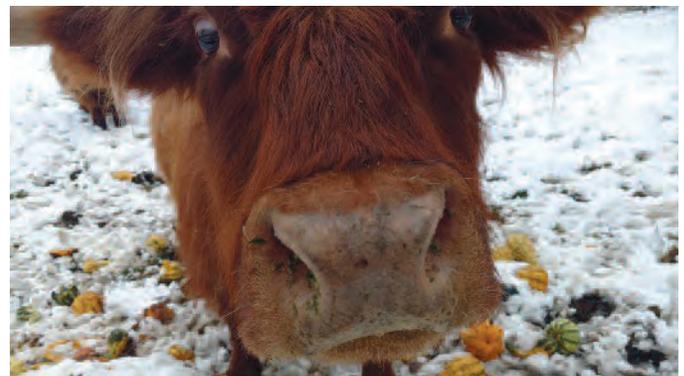
constraints related to the cost of representing the association at the required in person meetings.

- **WI Farm Technology Days (Jean Gruenert):** This year's event will be on July 21-23 in Eau Claire, WI. Setup is on Sunday and cattle come in on Monday and stay until Thursday. There are 12-14 breeds represented in the Beef Tent. We need more people to spend time in the booth talking with attendees about Highland Cattle. Roger & Cindy Weideman will bring the cattle for the display. There will not be a Farm Technology Days in 2021
- **Grassworks Conference (Kevin Oppermann):** This was the first time NCHCA has had a display at this conference which is held annually in WI Rapids, WI. There are a lot of seminars and educational activities. The booth and conference were well attended and there was good interaction with people who have Highlands and are not NCHCA members. We are planning to have a booth again next year.
- **MN State Fair (Mark Schulz):** The 2019 event broke the attendance record with over 2 million people attending the 12 day event. Jamie and Mark Schulz provide cow/calf pairs and man the Moo Booth. Many of the people who help at the fair don't attend other NCHCA events. This is a great opportunity to promote Highland cattle. Contact Mark if you would like to spend part of a day in the booth talking about cattle.
- **WI Cattlemen's Conference (Roger Weideman):** Roger Weideman reported that this was a very good conference with lots of educational sessions and recommends others attend in future years.

Motion to adjourn by
Kevin Opperman and seconded by Dave Larson.

Minutes submitted by
Anne Proctor, NCHCA Secretary.

Windland Flats



2020 NCHCA Junior Report



This year has been a blast for our junior association! Currently we have around 60 active juniors in our membership. In our junior bank account, we have \$5,973.58 as of January 1st.

Our previous officer team was as follows: President - Maryn Cowell, Vice President - Courtney Hutson, Secretary - Avery Bailey, and Treasurer - Jett Swenson. At our annual fall show meeting and officer election, we voted to combine our secretary and treasurer position into one officer position due to a shortage of active appropriately aged members. Our current officer team consists of the following juniors: President - Maryn Cowell, Vice President - Avery Bailey, and Secretary/Treasurer - Charli Broderick.

We started last year with our first cattleman's camp held at Flatland Farm in the beginning of May. We spent money on t-shirts, snacks, and supplies for the camp. We had decided to not attend the MN Junior Spring Classic last year because of a shortage of attendees. The junior committee voted at our December meeting to attend the Spring Classic April 24th – 26th. Our junior committee voted to sponsor our own breed show. We have sent out invitations to other highland junior associations inviting them to participate in our highland show at the Classic. Unfortunately, we are not going to have a cattleman's camp this year as the Classic will be held during the same timeframe.



Be a Champ Camp 2019

In June, Maryn Cowell, Lauren Cowell, and Avery Bailey represented our NCHCA Juniors at the Be A Champ Camp in Warner, OK. We have been able to use the knowledge we acquired at camp in our everyday lives, in addition to shows and cattle events. We enjoyed our experience at camp and recommend it to any juniors who want to be challenged and grow in their knowledge of showmanship.

In September of 2019, our annual show was held in Austin, MN. We had a total of 17 juniors in our show and 21 animals. We included new activities for the junior membership by creating interactive show packets, hosting Friday night showing practice, and mentoring the younger juniors. In addition to this, we used our generous funds to purchase t-shirts for our juniors and supplies for the activity packets. With donations from our Friday night meal, we raised a total of \$200. Our 2019 Junior of the Year was Avery Bailey!

We awarded, at our annual meeting, the second recipient of our \$500 scholarship. Maryn Cowell was our 2020 NCHCA scholarship recipient. At our January meeting, the junior committee decided to start a program that will use our funds to recognize juniors who have gone above and beyond to promote highlands at local fairs and events, state fairs, and national level shows. Said proposed program will purchase sweatshirts that

will be designed by our junior membership and print the award name that the junior has won on the back of the sweatshirt. We are still in the process of developing this junior incentive program and will post updates on our website and Facebook page. Our goal as a junior committee will continue to be encouraging our juniors to promote the highland breed with integrity on a county, regional, state, and national level. We are continuing to look for beneficial and responsible ways to use our funds to help our juniors promote the highland breed.

Respectfully,
Maryn Cowell
NCHCA Junior Committee President



Junior of the Year: Avery Bailey



2019 NCHCA Junior Show Backdrop Picture



Cattleman's Camp 2019: Mark Schulz educating junior member on how to use a Brix meter to test sugar levels in pasture grass.

Calendar 2021 Photo Submissions due by 3-31-20

Photos can be uploaded to the NCHCA.Org website and should be 300 dpi in jpg or pdf format.

PHOTO DETAILS: Please use these guidelines when taking, editing and submitting your photos.

- * Photos must be in JPG/JPEG format
- * Image files should be no larger than 15MB
- * Please shoot photos using a digital camera resolution of 3 megapixels or greater
- * Images should be 300 dpi or more
- * Images must be in horizontal orientation
- * Don't forget to label file with your farm name for acknowledgement



NASCO's Gold Circle Reward Program

Support NCHCA Juniors when you purchase from NASCO. The Juniors earn rebates of 5% of net purchases when members purchase from:

- Nasco Farm & Ranch
- Nasco Showing & Grooming

Use the **group code 9810011** when you make purchases.



Thank you for your support!



The 2020 Calendars are Here!

Support our Association by purchasing calendars. Another great job of putting together fine examples of the breed and featuring member farms. These make great gifts!

Order your calendar by going to NCHCA.org



Sebastien LACHAL – Hunt-Cam Fold, France

Highland Cattle Production Sale

presented by
North Central
Highland Cattle
ASSOCIATION

Saturday, June 20, 2020

Burlington, Wisconsin
Bid Online or In-person.

HighlandSale.org | 763-260-1001

**Save
the
Date**
for the 2020 Auction



- Selling Quality Registered & Unregistered Bulls, Highland Heifers, Bred Females, Cow/Calf Pairs and more
- Cattle from all over the USA, including long-standing, recognized farms and genetics built to produce quality beef for every type of operation
- Bid in person or online
- Trucking can be arranged before sale day across the USA on our website
- See all the cattle lots and more information at HighlandSale.org

FOUR T ACRES Scottish Highland Cattle

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greenearth.jean@gmail.com
www.ftacres.com • FourTAcresLLC

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**BREEDERS OF QUALITY
HIGHLAND CATTLE**

Check Out Our Website at NCHCA.org for information on:

Member Listings • Classified Ads • Show Results • Upcoming Events • Much more...



6441-140th Court NW
Ramsey, MN 55303

The North Central Highland Cattle Association (NCHCA) was formed in 1982 to promote Scottish Highland Cattle, form a marketing unit for breeders, and to provide a local organization closer to home. The organization has done this and provides opportunities for youth and families to have fun with their Highland cattle. Our association provides networking and educational opportunities for its members, has an active junior program for youth, and provides a local voice to the national organization, the American Highland Cattle Association.

2020 Events Calendar

June

NCHCA Highland Production Sale
June 20, 2020
Burlington, WI

July

WI Farm Technology Days (WI)
July 21-23, 2020
Eau Claire, WI

August

Wisconsin State Fair
August 6 - August 17, 2020
West Allis, WI

Minnesota State Fair

Moo Booth
August 27 - September 7, 2020
St. Paul, MN

September

NCHCA Regional Highland Cattle Show
September 19, 2020
Austin, MN

World Beef Expo

September 24-26, 2020
Milwaukee, WI

APRIL Hoofbeat Newsletter

The deadline for our next issue will be **March 31, 2020**. Please submit all articles and photos using the contact information below. **Preferred formats are:** Articles – Microsoft Word, Photos/images – PDF format, Tables/graphs – Microsoft Excel. We need original electronic artwork.

Please call if you have any questions. Hoofbeat articles can be submitted from now up until the deadline date.

Kay Clemans | clemansk@yahoo.com | 630.460.3375