



Historic City Hall  
22 S. 4th Ave., Ste. 201  
Brighton, CO 80601-2042

Return Service Requested

**HOTEL DEADLINE MAY 25th**  
**REGISTRATION JUNE 1st**

**JUNE 17-18, 2016 – LEHIGHTON, PA**



*65th Annual General Membership Meeting & Gathering*  
**“Marketing Highland Cattle & Beef”**

**Hotel Accommodations**

Contact the Country Inn & Suites by **May 25, 2016** at 800.830.5222 or 610.379.5066. Be sure to mention the American Highland Cattle Association for the special group rate of \$99/Thurs night and \$139/Fri-Sat nights. Rates are for 1-4 people and include a complimentary deluxe continental breakfast each morning in the breakfast room. The hotel is at 1619 Interchange Rd., Lehighton, PA 18235.

**Camping/RV Facilities**

Don Laine Campground is located 5 miles from Bull Run Farm. Book early since they typically fill up Father's Day weekend. Contact them at 610.381.3381 or www.donlaine.com. There is also room for self-contained campers at Bull Run. Contact Dwight at 610.972.5140 or bullrunfarm05@yahoo.com to reserve your spot prior to the event. You must provide your own transportation to/from the hotel both days if you plan to ride the bus to events.

**Travel Arrangements**

Lehighton is conveniently located 45 minutes from Lehigh Valley International Airport (ABE) in Allentown, PA and 1.5–2 hours from Philadelphia International Airport (PHL) in Philadelphia, PA and just off the PA North East Turnpike (I-476).

If you prefer to rent a car, take Uber from Lehigh Valley Airport to the hotel for \$40-60. Also, J&J Affordable Luxury Transportation is located in Allentown and services area airports. Find details and book your seats at 800.726.5466 or www.jjttransportation.com.

**Tourist Information**

Nestled on the fringes of the Pocono Mountains, Lehighton is just 10 miles from historic Jim Thorpe known as the Little Switzerland of Pennsylvania. Minutes from many attractions like the Lehigh Gorge Scenic Railway, Asa Packer Mansion Museum, Country Junction and plenty of outdoor adventures like All-Terrain Pinzgauer Tours. Spend a few days before or after the convention sightseeing and taking in what the region has to offer. Learn more about the area at:

[www.visitpa.com/pa/lehighton/attractions-activities](http://www.visitpa.com/pa/lehighton/attractions-activities)

[www.poconomountains.com](http://www.poconomountains.com)

[www.jimthorpe.org](http://www.jimthorpe.org)

Or contact fellow Highland breeder Dwight Eisenhauer 610.972.5140 or bullrunfarm05@yahoo.com.

**Favorite Farm Fotos**

Have some great Highland photographs? We want up to 5 of your favorite farm and cattle photos for a power point slideshow that will be enjoyed by all at the event. High resolution images are a plus and they'll be 1MB or bigger. Due to size of images, we will be using Dropbox and Hightail to receive submissions (sign up is easy and free!). Please contact Chelsae Radell at 315.761.3254 or chelsaeradell@gmail.com for more information on how to submit your photos. Keep your eyes open as they may be used in future promotions for the breed and association. All will be the property of AHCA after submission and photo credits may/may not be used. **Please submit by June 1st.**

**Auction at the Banquet**

Saturday night auction is always a great way to pick up Highland collectables, livestock supplies and unique wares while benefiting the breed and these organizations. Contact the following to pledge your support by supplying an auction item(s) and we always welcome you to bid!

- Highland Cattle Foundation (HCF)  
Mark Schulz 507.481.7367 or mark@flatlandfarm.com
- American Highland Cattle Association (AHCA)  
Ginnah Moses 303.659.2399 or info@highlandcattleusa.org
- AHCA Juniors (AHCAj)  
Vicki Will 814.566.1272 or vickilwill@gmail.com

**Notice of AHCA General Membership Meeting**

The American Highland Cattle Association will host its 65th Annual General Membership Meeting in Lehighton, PA on Friday, June 17, 2016 at Blue Mountain Resort's Summit Lodge. At this meeting the membership will elect three At Large Directors. All lifetime members and yearly members with dues paid for 6/1/16-5/31/17 who own or have previously owned registered Highland cattle will be entitled to vote. Junior members may not vote. Absentee ballots will be sent in May and should be completed and returned to AHCA in the envelopes provided, by those who are unable to attend the membership meeting.

**NEHCA General Membership Meeting**

NEHCA will hold its annual meeting during the convention at Bull Run Farm Saturday morning. No meal will be served. There is no need to reserve a seat; all are welcome to attend.

**Weather**

During June, temperatures are typically 50°- 75° with rain possible. We suggest dressing in layers and bringing a jacket.

**stay tuned for details of the 2017 event**

**FRIDAY, JUNE 17**

**8:00 AM-12:00 PM AHCA Board of Directors' Meeting**

**10:00 AM-12:00 PM Registration at Hotel**

Bus departs hotel lobby for Bull Run Farm 12:00 PM and returns to hotel 4:45 PM

**12:00 PM-1:30 PM The Bob-B-Q Truck**

A full-service, mobile gourmet kitchen dedicated to providing the freshest and most delicious BBQ. Sliders and sides are their specialty with all meats rubbed with the signature Bob's World Famous Seasoning and smoked 14-16 hours. Check out their mouthwatering menu at www.thebobqtruck.com. Lunch on your own; cash or credit cards accepted.

**1:30 PM-2:30 PM The Value of Registered Cattle (the best you can afford)**

- *Pat White, DVM, Co-Owner, LEA-White Farms*

Pat writes a regular vet column for *The Bagpipe* and with her husband, Larry, runs a diversified cattle and farming operation. She will share a very opinionated summary of the advantages in keeping and breeding purebred registered Highland cattle instead of unregistered stock. And why you should aim for every animal on your farm being "show quality".

**2:30 PM-3:30 PM Pricing Meat Cuts for Profitability**

- *Brian Moyer, Program Assistant, Penn State Extension*

In Brian's role with Penn State Extension at the Lehigh County office, he assists farmers and markets with marketing and regulations. He is a past board member of the Pennsylvania Association for Sustainable Agriculture and American Pastured Poultry Producers Association and currently a board member of Fair Food and The Seed Farm. He was the Director for Rural Vermont, a farm advocacy organization and founder/manager of Skippack Farmers Market. Brian and his wife Holley raise grass-fed livestock and sell chicken, eggs, lamb, pork and goat to restaurants, CSAs, farmers markets and at their farm.

Once we decide that an animal is ready for slaughter, our marketing meter kicks in. Do we fully understand our carcass yields? What is the yield from carcass to cuts? Do we really know how profitable our marketing channels are? This could be where your profits lie. Attendees will understand yields from beef, pork and lamb carcasses; learn to find the break-even price for the carcass as well as how to price individual cuts and analyze their marketing channel options to make informed decisions about where to sell their products.

**3:45 PM-4:30 PM Plan for Payday**

- *John Ligo, Owner, LiTerra & Pasture Perfect Beef*

What completes the circle of cattle ownership? From acquiring to breeding to calving to feeding and raising cattle; the final step is the one that pays...marketing. Mid-Atlantic Master Farmer John Ligo will present numerous issues that producers may consider when they Plan for Payday. John will also outline some of the process that led to his Pasture Perfect Beef enterprise.

Bus departs hotel lobby for Blue Mountain Resort 6:15 PM and returns to hotel 10:00 PM

**6:15 PM-7:30 PM Commencement of the Highland Beef Research Project & Moving into the Future**

- *Dr. Bryon Wiegand, Professor Meat Science, University of Missouri*

The Highland beef research project is now complete! Dr. Wiegand will be here in person to present the final report from the Foundation funded beef quality study. He will highlight the results and discuss Highland beef as it compares to the eating quality of beef available in the retail marketplace for U.S. consumers. This data is the first step and could give the breed guidance for future research and collaboration.

**7:30 PM-10:00 PM Dinner Buffet & Annual General Membership Meeting**

This is the formal annual meeting of our Association. Updates include reports from the President, standing committees and regional associations. Make your vote count in the membership's election of At Large Directors. The Highland Cattle Foundation will announce the Memorial Junior Scholarship winners.

**SATURDAY, JUNE 18**

**7:00 AM-8:00 AM Breakfast on Your Own**

**7:00 AM-8:00 AM AHCA Board of Directors' Meeting**

NEHCA members take the early bus 7:45 AM; Second bus departs hotel lobby 9:30 AM and all return to hotel 5:00 PM

**7:45 AM-9:30 AM NEHCA Annual General Membership Meeting**

**9:30 AM-11:30 AM Tour of Bull Run Farm**

Come have fun at Bull Run Farm which is located on 50 acres in the foothills of the beautiful Pocono Mountains in Northeast Pennsylvania. The farm was purchased in 2005 and within a week the fence went up and the first Scottish Highlands arrived. Our initial focus was on showing the cattle but as the farm grew from 3 to sometimes 40 head, we expanded our operations to include selling beef, as well as marketing quality Highland breeding stock, semen and embryos. Our farm tour will include a simple but effective cattle handling facility, AI/ET work area, rotational grazing, a collection of antique John Deere & Farmall tractors, and of course, Highland cattle. Be sure to enjoy our ice cream made with a 1929 John Deere hit and miss engine and cow pie bingo!

**11:30 AM-12:30 PM Lunch by Lorenzo's**

**12:45 PM-1:45 PM Crossbreeding with Highlands & the New Sovereign Registry**

- *John Ligo, Owner, LiTerra & Pasture Perfect Beef*

The unique characteristics of Scottish Highland cattle have been appreciated for hundreds of years. More and more cattlemen are now taking advantage of some of these traits by introducing the genetics into their herds by crossbreeding. What are the advantages of crossbreeding? Why would you do it and what is the best way in your system? John will examine these questions and recount some of his

experiences with Highland crossbreds. Also we'll talk about the public roll-out of the new Sovereign program from the American Highland Cattle Association.

**2:00 PM-3:30 PM Marketing Highland Beef Producer Panel**

Join in as several diverse producers share their marketing strategies and the keys that have helped them succeed in various production and promotion scenarios. A robust Q&A will follow with plenty of time to share ideas.



**3:45 PM-4:45 PM Marketing with Social Media**

- *Chelsae Radell, NEHCA Marketing Director*

Whether we like it or not, the internet and social media have become some of the most commonly used information sharing methods. Information is everywhere, consumers want it quickly and word of mouth simply isn't enough anymore. I have been managing the Northeast Highland Cattle Association's Facebook page since May 2014 and have served as NEHCA Marketing Director since June 2015. From my experiences, I will be sharing ways that you can improve your farm's marketing strategy, which will only increase your bottom line with little to no budget. We will be discussing Facebook and other social media apps, as well as free online editing tools available to help improve your content and take your advertising to the next level!

Bus departs hotel lobby for Bull Run Farm 6:00 PM and returns to hotel 10:30 PM

**6:00 PM-10:30 PM Ox Roast, Auction & Bonfire**

Festivities this evening will include awarding the prestigious Highland Member of the Year and Hall of Fame honors. Roll of Excellence (ROE) winners will be revealed with prizes presented. Fellow breeder, Dick LeClar, will use his impressive skills to auction items to benefit the HCF, AHCA and AHCAj. The silent auction, as always, will have a cool selection of Highland collectables, livestock supplies and just plain nifty stuff! Enjoy the bonfire and shoot the bull with friends!

**REGISTRATION INFORMATION**

**DEADLINE June 1, 2016**

**Registration**

\_\_\_\_\_ x \$115 / adult = \_\_\_\_\_

\_\_\_\_\_ x \$115 / child (ages 6-21) = \_\_\_\_\_

Name & age of each child attending:

\_\_\_\_\_

TOTAL DUE

**CONTACT INFORMATION**

Name(s) \_\_\_\_\_

Farm Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**PAYMENT INFORMATION**

Check Enclosed  Visa  Mastercard  Discover  AMEX

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ Authorization Code: \_\_\_\_\_

Signature: \_\_\_\_\_  
(required)

**Please email, mail or fax form and payment by June 1, 2016 to:**

**AHCA**  
Historic City Hall 303.659.2399  
22 S. 4th Ave., Ste. 201 fax 303.659.2241  
Brighton, CO 80601-2042 info@highlandcattleusa.org

**Registration fee includes:**

All activities, transportation during convention, one lunch and two dinners. Complimentary deluxe continental breakfast for hotel guests.

**All fees non-refundable.**