



# Schedule of Events



## Tuesday, January 16

Noon  
Cattle Begin Arrival - CB

## Wednesday, January 17

10:00 AM-3:30 PM AHCA Committee Meetings - RH  
3:30 PM-5:30 PM HCF Board of Directors' Meeting - RH  
5:00 PM-7:00 PM Weigh Females (including junior breeding heifers) & Check Tattoos - CB  
7:00 PM Cattle in Place - CB

## Thursday, January 18

8:00 AM-12:00 PM AHCA Board of Directors' Meeting - RH  
9:00 AM-10:00 AM Weigh Females/Steers & Check Tattoos - CB  
10:00 AM-12:00 PM Weigh Bulls, Check Tattoos & Ultrasound - CB  
10:00 AM-12:00 PM AHCAj Mock Judging Contest, Crossbreed Demo & Lunch - CB  
6:00 PM Steers & Sovereign Heifers, National Junior Show and Jackpot Group Classes - SA

Immediately Following Show  
Ultrasound Steers - CB

## Friday, January 19

8:00 AM 30th Annual National Show - SA  
Immediately Following Show  
Sale Consignor Meeting - SA  
Meet & Greet Sale Preview - CB  
7:30 PM PRCA Rodeo - C

## Saturday, January 20

8:30 AM AHCAj Meet in Sale Arena - BPAA  
10:00 AM 30th Annual National Sale  
2:00 PM-4:00 PM Genes that Fit... Highland Blowout - BPAA  
5:45 PM AHCA Board of Directors' Meeting - RH  
6:45 PM Cocktail Reception - RH  
Awards Banquet - RH  
6:00 AM Cattle Release - CB

## Sunday, January 21

6:00 AM Cattle Release - CB

BPAA - Beef Palace Auction Arena  
C - Coliseum  
CB - Cattle Barns  
RH - Renaissance Denver Hotel  
SA - Stadium Arena

NONPROFIT ORG  
U.S. POSTAGE  
PAID  
Brighton, CO  
Permit No. 82

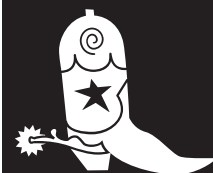
## AHCA

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



Return Service Requested

# NS&S Entry Deadline: November 1st



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# Round 'Em Up It's Show Time!



## 30th Annual National Show & Sale January 16-20, 2018 Denver, Colorado

Enclosed is the information you need to exhibit and/or attend the National Show & Sale (NS&S) this January in Denver, Colorado. Additional information about check-in procedures, detailed maps, etc. will be sent to exhibitors in December. Details won't be duplicated so read all information carefully and keep for reference.

**HOTEL** - The Renaissance Denver Hotel (3801 Quebec St., Denver) is our headquarters hotel. The rate is \$119 per night or \$124 per night which includes two complimentary daily breakfast buffets; 1-4 people per room. There are two ways to book: 1) call (888) 238-6762 or (303) 399-7500 and ask for the American Highland Cattle Association room rate or 2) online at [highlandcattleusa.org](http://highlandcattleusa.org) > calendar & events > national show & sale tab. Reservation deadline **December 28, 2017**.

**ENTRY FORMS** - Exhibitors need to mail the original entry form to NWSS with payment for only the NWSS show fee, junior breeding heifers & showmanship, blocking chute permits, owner/exhibitor passes and NWSS collector badges. A photocopy of the entry form and all other fees need to be sent to AHCA; no faxes please. Make it simple and use your credit card. Entries must be received in the AHCA/NWSS offices by **November 1, 2017. No late entries are accepted.** Please send in registration applications on any animals that are not yet registered no later than November 1st also. **Plan ahead; allow 4 weeks for registration of bulls and AI/ET calves due to the DNA typing requirement.** You must be a current member of AHCA to show.

Attendees who are not exhibiting cattle need to order badges/tickets on the attendee order form, mail it to AHCA only and pick them up at the front desk of the Renaissance upon check-in.

### SHOW

- The NWSS strongly recommends exhibitors use tie-outs at night as a safety measure and encourage using neck ties when stalling.
- All health requirements are listed on the enclosed Show Health Requirements for the show and Sale Health Requirements for the sale. **The details won't be duplicated so read all information carefully.** Keep in mind, there are additional health requirements for the sale.

- Vets need to list specific information (i.e. Bangs tattoos, etc.) on the health certificates to meet NWSS health requirements. Please make sure they receive all of the health information. **No exceptions** will be made... if your cattle don't meet the requirements they will not show and/or sell.

- Read the following info on [nationalwestern.com](http://nationalwestern.com): General Rules and Regulations, National Code of Show Ring Ethics and Junior Livestock Show Rules. By entering the show you agree to abide by these rules.

- Tattoos will be checked on all cattle. **Before leaving home, make sure your animal has the correct, legible tattoo because if tattoos don't match registration papers they will not show or sell. No exceptions!**

- All group classes, including jackpot, should be pre-entered on the open show entry form.

**MARKET STEER SHOW & CARCASS CONTEST** - You may enter a steer in the market steer show and not the carcass competition. However, in order to participate in the carcass competition, the steer must be in the market steer show.

The ultrasound technician will judge the carcass contest. Placings will be based on a USDA yield grade calculation, a USDA quality grade calculation (more emphasis here) and the average carcass value for the previous week on harvested cattle with all standard premiums and discounts. Market steers will be ultrasounded on Thursday immediately after they show; they should be dry.

### SALE

Enclosed, please find the Sale Health Requirements; they are over and above what is required for show only cattle. Due to the holidays, watch your timeline on health requirements needing lab work. The details won't be duplicated so read all information carefully. Please remember that states can change their rules

at any time, therefore it is best to be prepared for any eventuality that may occur.

- The **sale entry fee is a non-refundable \$100 per head** plus a 15% commission on the sale price (\$75 of sale entry fee will be credited towards commission). We encourage consignors to provide any comments, i.e. highlights of pedigree, weights (bw, ww, yw) & other performance data, show winnings, etc., on your sale cattle in flyer format to be placed on display near the auction arena. Promote your consignments and invite potential buyers to Denver. AHCAj (AHCA junior) members will prepare and take all sale cattle into the ring so consignors can enjoy the event from the audience.
- All Division Champions and Reserve Division Champions are eligible for the sale. You must notify a member of the Sale Committee (Heather Bailey or Collin Demuth) by 6:00 PM Friday to be eligible to sell your animal not previously entered into the sale. These animals must meet the Sale Health Requirements, which differ from the Show Health Requirements. If you believe your animal may qualify, please be certain to have all Sale Health Requirements met prior to arrival in Denver.
- In addition to animals in the show, the sale is open to non-show cattle which are of exceptional quality with strong pedigrees. This includes purebred and crossbred Highland cattle. All Sale Health Requirements apply. The committee reserves the right to accept or reject any non-show entry (notification and refund will be given by Dec. 1st) as well as disqualify any animal in poor health or condition. If an animal does not make the sale the consignor receives their sale entry fee back. All non-show cattle must be entered on the open show entry form with \$70 show entry (to reserve stall in barn) and \$100 sale entry fee paid (\$75 of the sale entry fee will be credited towards the commission).
- Embryos and semen may be in the sale and entered on the open show entry form. All semen must have verification of viability and letter of acknowledgement from the collection facility stating where the semen is eligible for export. All collected sires must have DNA on file with AHCA. Embryos must be grade #1 or #2 quality and accompanied by the corresponding embryo recovery sheet. The sale commission on embryos and semen is 15%. The seller will ship embryos/semen within 60 days of the sale date and buyer is responsible for all shipping costs. The sale of embryos/semen is a transaction between buyer and seller only. AHCA Rules and Regulations apply.
- Flush/semen rights may be in the sale and entered on the open show entry form. Also Grand and Reserve Grand Champions may offer flush/semen rights in the sale. Flush/semen rights are a transaction between buyer and seller only. AHCA Rules and Regulations apply.

#### Flush Rights

A minimum of six (6) grade #1 embryos are guaranteed to the buyer. In the event the chosen cow does not produce a minimum of six embryos, the buyer will have the option of flushing the cow again until the minimum and only the minimum of six embryos is achieved or the buyer may have the option of a pro-rated price per embryo based on purchase price at the National

Sale. This settlement will be handled only through the buyer and seller. If the chosen cow produces more than six embryos, all embryos will be the property of the buyer. Consignor will choose the embryo technician and location for flushing; flush will happen within 6 months of sale date. The buyer will be responsible for expenses associated with the flush. The sale of flush rights is a transaction between buyer and seller only. AHCA Rules and Regulations apply. A flush rights contract will be signed by consignor and buyer after the sale that defines and guarantees terms and conditions of flush. The sale commission is 15%.

#### Semen Rights

Consignor is responsible for choosing the collection facility and the buyer will be responsible for collection expenses. The sale of semen rights is a transaction between buyer and seller only. AHCA Rules and Regulations apply. A semen rights contract will be signed by consignor and buyer after the sale that defines and guarantees terms and conditions of the collection. The sale commission is 15%.

**SALE CATALOG LOT PHOTO & VIDEO** - We want all consignors to place a picture of their consignment in the sale catalog and a video clip online. **Photos and/or videos that don't represent the animal appropriately will not be used.**

Checklist for great photos:

- ✓ Submit your sharp, high-resolution photo in a jpeg file (via email to info@highlandcattleusa.org with name of animal in file name) with maximum 100 word description, weights (bw, ww, yw) & other performance data, highlights of pedigree, show winnings, etc. (4-5 sentences total; AHCA may edit) by **November 15th**.
- ✓ Don't reduce the size, crop, alter, etc. the picture; please send it untouched.
- ✓ Show pictures can be used or those taken on your farm.
- ✓ Take several and send one or two of the best for each animal.
- ✓ Animals should be standing in profile form so their nose is pointed to the right side of the photo like they are under a show banner.
- ✓ Wash and groom your cattle so they are full of bloom.
- ✓ Make sure cattle look attentive with ears forward.
- ✓ Pay special attention to the background making sure it is attractive. No objects should be blocking the view.
- ✓ Include some background around the entire animal and be sure all parts are in the photo (don't cut off hooves, horns, etc.).
- ✓ Take them on grass, not in mud or dirt lots.
- ✓ Pictures are full color so good ones will look great and anything unfavorable will stand out.
- ✓ Remember the sale catalog is a chance for all buyers to see the cattle prior to Denver so it is in the seller's best interest to provide a quality picture as well as an informative and descriptive paragraph.

**LiveAuctions.tv will have a video of each lot on their website.** A phone clip 2-3 minutes works well so it can be edited to approximately 30-45 seconds; they will handle the editing. **Submit your video to AHCA by December 1st on a jump drive with your name and the animal name clearly indicated.**

- Reserves will be handled directly with the auctioneers and cattle will be transferred to the highest bidder. Absentee bids are encouraged; contact Bill and Doug Sheridan, Sheridan Auction Co. (517) 719-0768 or (517) 676-9800.
- The sale will be broadcast live with internet bidding via LiveAuctions.tv. Details to view and/or bid will be in the sale catalog.
- Several trucking options are available for buyers; contact AHCA for assistance. Buyers are responsible for arrangements.

## AHCAj (AHCA Junior) Activities

Fun events below are open to AHCAj members. **Exhibitors need to mail the original entry form to NWSS with payment for only the NWSS show fee, junior breeding heifers & showmanship, blocking chute permits, owner/exhibitor passes and NWSS collector badges. A photocopy of the entry form and all other fees need to be sent to AHCA.**

### Junior Breeding Heifer Show

Animals must be owned by the junior and registered in their name only with an ownership date of November 1, 2017 or prior. If you want to be in the junior and open show you need to use two entry forms. Entries must be received in the AHCA/NWSS offices by **November 1, 2017**.

### Showmanship

If you need an animal to show, contact the National Junior Committee (see below) by November 1st. Bull calves 12 months of age and under are allowed in showmanship. You do not have to be entered in the breeding classes to participate in showmanship. Entries must be received in the AHCA/NWSS offices by **November 1, 2017**.

**Questions? Calley Nelson – albecattleco@yahoo.com or Emily Poss – eposs1@uwyo.edu**

**ADVERTISING AVAILABLE IN SHOW & SALE CATALOGS** - To place your ad in the show and/or sale catalogs (sale ads available to sale consignors only), just email in pdf or jpeg format, a business card (we need a new ad even if you've advertised in the past) or camera ready half/full page ad to info@highlandcattleusa.org by November 1st. If you do not have camera ready copy for the half/full page, layout is available for an additional \$50. AHCA has the right to refuse any ad. This is an easy opportunity to promote your farm or business and support the breed!

**TROPHY, BANNER & JUNIOR SPONSORS** - Promote your farm, ranch or business by sponsoring a grand/reserve champion bronze trophy or a division champion satin banner. Trophy sponsors are \$275 each while division banners are \$100 each. Support is also needed for junior prizes and activities. Thank you!

### AHCAj Mock Judging Contest, Crossbreed Demo & Lunch

All juniors are welcome to participate in these events even if you aren't exhibiting any cattle. If you are not currently an AHCAj member and would like to participate, please contact AHCA to join. No pre-registration is required except for the Junior Breeding Heifer Show and Showmanship on Thursday.

### AHCAj Futurity

A great opportunity for youth to purchase an excellent breeding heifer through the National Sale, show her the following year in Denver and win some cash! The animal needs to be registered in the junior member's name only. The purchased heifer is eligible for this award if placed Champion or Reserve Champion Breeding Heifer in the junior show or Division Champion or Reserve Division Champion in the open show. Only one award per heifer.

### National Sale

The sale needs your hard work preparing cattle for the ring. We need several people to assist and request you sign up on the form below. All juniors attending Denver are encouraged to help with the sale.

AHCAj Activities Entry Form

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Birth Date \_\_\_\_\_ Age \_\_\_\_\_

Parent's Signature (if under 18) \_\_\_\_\_

T-Shirt Size - **Child:**  S  M  L **Adult:**  S  M  L  XL

Yes, I'll help get cattle ready for the sale.

Return completed form by **November 1st** to AHCA  
Historic City Hall, 22 S. 4th Ave., Ste. 201, Brighton, CO 80601-2042

