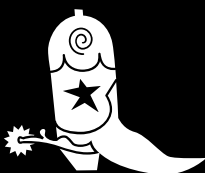


NS&S Entry Deadline: November 10th

NO LATE ENTRIES ACCEPTED!



Round 'Em Up It's Show Time!

36th Annual National Show & Sale Denver, Colorado



January 21-26, 2025

Enclosed is the information you need to exhibit and/or attend the NS&S in Denver, Colorado. Additional information about check-in procedures, detailed maps, etc. will be sent to exhibitors in December.

This is a quick list of updates and important details. Please read all enclosed information carefully as details won't be duplicated.

- ✓ Exhibitors must submit all show entries to NWSS only at nwssrs.fairwire.com (new entry link this year); no show entries to AHCA. This includes all junior, market and group classes too.
- ✓ All exhibitors must submit the AHCA Sale Entry & Ticket Order Form to enter the National Sale, pay AHCA Show and Jackpot Class Fees, order banquet tickets, etc. This can be emailed to info@highlandcattleusa.org or submit online at highlandcattleusa.org> Calendar & Events> National Show & Sale.
- ✓ The National Sale is a female only sale except for bulls who become eligible if they place Division or Reserve Division Champion. They must meet all Sale Health Requirements.
- ✓ **Deadline for entries is November 10, 2024. ABSOLUTELY NO LATE ENTRIES WILL BE ACCEPTED! NWSS will not allow late entries for the Highland show.**
- ✓ **The sale commission has been reduced again, now to 8%!** Copies of health papers need to be emailed to AHCA in early January so they can be reviewed by the NWSS vets; details to follow. Originals still need to accompany cattle to Denver. Two tests for the sale are optional so look at the Sale Health Requirements closely and be sure that is the form your vet uses for testing.
- ✓ Attendees only (not cattle exhibitors), we will mail all of your passes/tickets to you. They should arrive the week of Jan 13th. If this won't work for your trip dates, please contact AHCA.
- ✓ Come join us in the BPAA for the Highland Hangout Social Thursday afternoon. This is a fun, casual event so come as you are! Enjoy a cash bar and light snacks while you mingle with friends and celebrate the future Sue Anschutz-Rodgers Livestock Center which will be brand new for the 2026 NWSS and home to the cattle barns and show arena.

HOTEL – Find a hotel room for your stay at nationalwestern.com/stock-show-hotels. AHCA no longer has a host hotel but encourages you to take advantage of the Stock Show deals. There are also many Airbnb options in the area.

Trailer parking will still be at Dick's Sporting Goods Park 6000 Victory Way, Commerce City but in the NWSS lot; AHCA no longer has its own lot. It is a flat \$50 to park for the duration of the event, payable upon arrival.

AWARDS BANQUET – The NS&S Awards Banquet will be held on the NWSS grounds in the Stockyards Event Center (SYEC) which is down in the Yards. We're working on the

final touches; details to follow. We'll likely be in a temporary location this year as we are hoping to move the event to the National Western Club in 2026. Saturday be sure and park in exhibitor parking down in the Yards so it's a quick walk to your vehicle that night.

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Attendees who are not exhibiting cattle can order badges/tickets on the AHCA Ticket Order Form. Email to info@highlandcattleusa.org or submit online at highlandcattleusa.org. Attendees only (not cattle exhibitors), we will mail all of your passes/tickets to you. They should arrive the week of Jan 13th. If this won't work for your trip dates, please contact AHCA.

SHOW

- The NWSS strongly recommends exhibitors use tie-outs at night as a safety measure and neck ties when stalling.
- All health requirements are listed on the enclosed Show Health Requirements and Sale Health Requirements. 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: General Rules and Regulations, National Code of Show Ring Ethics, Junior Livestock Show Rules and Livestock Brand Inspection. 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, must be entered by November 10th; no late entries accepted.

MARKET SHOW & CARCASS CONTEST

All market cattle must weigh in Wednesday during designated times. You may enter the market show and not the

carcass competition. However, in order to participate in the carcass competition, the animal must be in the market 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 cattle will be ultrasounded on Thursday immediately after they show; they should be dry.

SALE

Benchmark Graphic Co. will again provide all promotions for this year's event. With over 50 years of combined sale management and strong livestock backgrounds, Benchmark will maximize marketing for the National Sale consignors. They will provide each lot with photo and video editing, social media posts and lot signs along with designing the catalog.

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 \$250 per live lot** (\$150 of sale entry fee credited towards commission) **or \$100 per semen/embryo/flush lot** (\$0 of sale entry fee credited towards commission) plus an 8% commission on the sale price. We encourage consignors to provide any comments, i.e. highlights of pedigree, weights (bw, ww, yw) and other performance data, show winnings, etc. in flyer format and display it 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 and Reserve Division Champions are eligible for the sale. You must notify a member of the Sale Committee by 2:00 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 females which are of exceptional quality with strong pedigrees and 60-day confirmed recipients. This includes registered fullbloods and Sovereigns. 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 December 10th) 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 online with the NWSS and on the AHCA Sale Entry Form.
- Semen and embryos may be in the sale and entered on the AHCA Sale Entry Form. Semen and embryo lots will be limited to 10 of each. The Sale Committee reserves the right to choose the 10 entries to be included based on the best interest of the National Sale and its potential buyers. A full refund will be given in the event that there is a surplus of entries. 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. All ET sires/dams must have DNA on file with AHCA. The sale commission on semen and embryos is 8%. The seller will ship semen/embryos within 60 days of the sale date and buyer is responsible for all shipping costs. The sale of semen/embryos is a transaction between buyer and seller only. AHCA Rules and Regulations apply.
- Semen/flush rights may be in the sale and entered on the AHCA Sale Entry Form. Also Grand and Reserve Grand Champions may offer semen/flush rights in the sale. Semen/flush rights are a transaction between buyer and seller only. AHCA Rules and Regulations apply.

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 collection. The sale commission is 8%.

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 prorated 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 8%.

Sale Consignors Informational Meeting is scheduled for December 5th at 6:00 PM MST via Zoom. Details to follow.

SALE CATALOG LOT PHOTO, VIDEO & DESCRIPTION – All consignors will provide a picture of their consignment for the sale catalog and a video clip online. Photos and/or videos that don't represent the animal appropriately will not be used. While we will accept retakes prior to November 15th, after that date, at the Sale Committee's discretion, a photo may not be used for your entry.

Checklist for great photos:

- ✓ **Submit your sharp, high-resolution photo (150 dpi or higher) in a jpeg file via email to sales@benchmarkgraphic.com with name of animal in file name by November 15th.** If shooting on cell phone, please send photos at actual size.
- ✓ 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.). It is best for cattle to take the center 2/3 of the screen.
- ✓ 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 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.

We will post a video of each lot. A clip 30-45 seconds on a cell phone needs to be taken at the largest file option possible. This can be found under camera settings on your phone. Camera video is preferred. **Submit your video to sales@benchmarkgraphic.com including consignor and animal name by November 15th.**

Submit a maximum 100 word description with highlights of pedigree, weights (bw, ww, yw) and other performance data, show winnings, quantity and type of semen/embryos, etc. (AHCA may edit) to sales@highlandcattleusa.org by November 15th.

- Cattle will be transferred to the highest bidder. Absentee bids are encouraged. Contact Sheridan Auction Company: Bill Sheridan (517) 719-0768, Doug Sheridan (517) 749-7976 or Jason Buher (517) 256-3427.
- The sale will be broadcast live with internet bidding. Details to view and/or bid will be in the sale catalog.
- Jesse Silva (970) 396-0421 will be the transportation coordinator. Contact him to inquire about hauling options and this should be initiated prior to the sale, if at all possible. Buyers are responsible for arrangements and caring for their animals following the sale.

ADVERTISING AVAILABLE IN SHOW CATALOGS – To place your ad in the show catalog (ads will no longer be in the sale catalog), just email in pdf or jpeg format, a business card (we may need a new ad even if you've advertised in the past) or camera ready half/full page ad by November 15th

to info@highlandcattleusa.org. If you do not have camera ready copy for the half/full page, layout is available for an additional \$35/\$75 respectively. 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!

CONCERNS OR APPLAUDS DURING/AFTER EVENT – Applauds taken any time! Concerns or complaints should be taken directly to chairs, as soon as possible. National Show - Frank Silva (303) 818-6564; National Sale - Heather Bailey (970) 666-1982, Collin Demuth (402) 366-8238 or Jan Larson (262) 539-3257.

AHCAj (AHCA Junior) Activities

Fun events below are open to AHCAj members. Developmentally disabled juniors up to age 26 may compete in the junior show and activities. By participating in this event, you are authorizing the use of your name, photo and information in any AHCA media coverage (unless you opt out on the form below).

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Junior Breeding Heifer Show

Animals must be owned by the junior and registered in their name only with an ownership date of November 10, 2024 or prior. If you want to be in the junior and open show you need to enter both. Entries must be received by the NWSS online only by **November 10, 2024**.

Showmanship

If you need an animal to show, contact the National Junior Committee (below) by November 10th. 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 by the NWSS online only by **November 10, 2024**.

AHCAj Barn Activities

All juniors are welcome to participate in these events even if you aren't exhibiting 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

All juniors attending Denver are encouraged to help with the sale, preparing and taking cattle into the ring. Please sign up on the form below.

Questions? Paige Proctor – paige@theproctors.com or Jackie May – jackiemay00@gmail.com

AHCAj Activities Entry Form

Name _____

Address _____

Phone Number _____ Birth Date _____ Age _____

By participating in this event, you are authorizing the use of your name, photo and information in any AHCA media coverage (unless you opt out below).


Parent's Signature (if under 18) _____

T-Shirt Size - **Child:** ☐ S ☐ M ☐ L **Adult:** ☐ S ☐ M ☐ L ☐ XL ☐ 2XL

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

☐ I choose to opt out of AHCA media coverage.

Return completed form by **November 10th** to AHCA
Historic City Hall, 22 S. 4th Ave., Ste. 201, Brighton, CO 80601-2042



AHCA

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



Schedule of Events

Tuesday, January 21

12:00 PM

Cattle Begin Arrival – CB

Wednesday, January 22

10:00 AM

Cattle in Place – CB

4:00 PM-7:00 PM

Weigh Females/Market Cattle & Check Tattoos – CB

Thursday, January 23

7:00 AM-9:00 AM

AHCA Board of Directors' Meeting – VIP

8:00 AM-10:00 AM

Weigh Bulls, Check Tattoos & Ultrasound – CB

10:00 AM

Sovereign Heifers & Market Show

National Junior Show

Jackpot Group Classes – SA

Immediately

Following Show

Ultrasound Market Cattle – CB

2:00 PM-3:00 PM

HCF Board of Directors' Meeting

3:00 PM

AHCAj Barn Activities – CB

5:00 PM-7:00 PM

Highland Hangout Social – BPAA

Friday, January 24

8:00 AM

36th Annual National Show – SA

Immediately

Following Show

National Sale Consignors Meeting – SA

8:00 PM

PRCA Rodeo – C

Saturday, January 25

8:30 AM

AHCAj Meet in Sale Arena – BPAA

9:00 AM

Meet & Greet Sale Preview – CB

10:00 AM

36th Annual National Sale

Performance Genetics with Style – BPAA

6:00 PM

Cocktail Reception – SYEC

7:00 PM

Awards Banquet – SYEC

Sunday, January 26

6:00 AM

Cattle Release – CB

BPAA - Beef Palace Auction Arena

SA - Stadium Arena

C - Coliseum

SYEC - Stockyards Event Center

CB - Cattle Barns

VIP - VIP Room



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NO LATE ENTRIES
ACCEPTED!