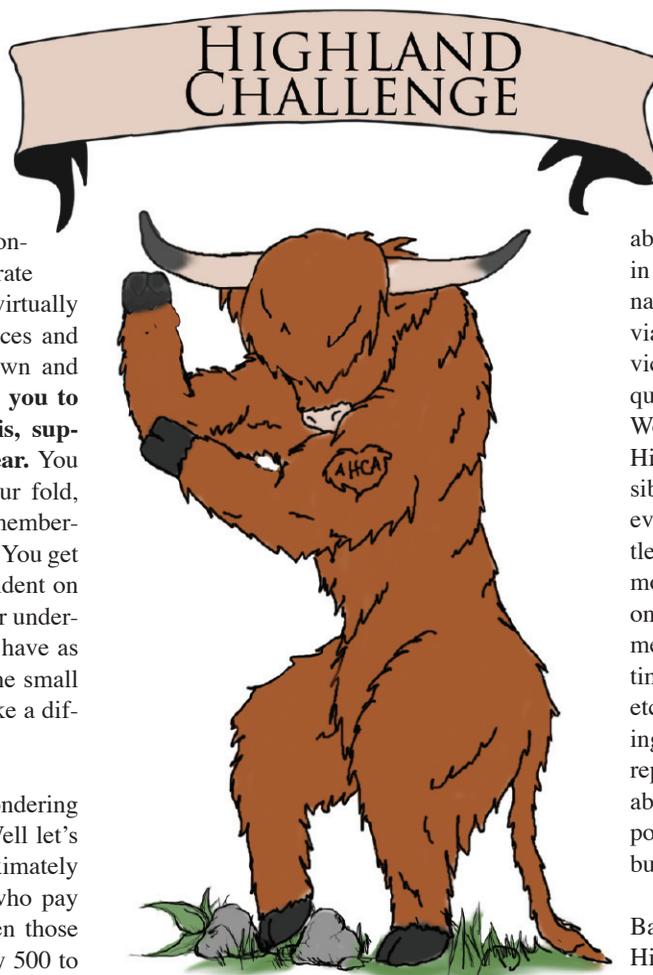


We're Beefing Up AHCA...

So lend a hand and take the Highland Challenge! While the Highland breed is truly outstanding in so many ways, is enjoying success in the market place and has seen very positive preliminary data in the current beef research project at University of MO, AHCA, like most non-profits, is feeling the crunch. We operate on a shoe string budget and have cut virtually all that we can without affecting services and sales provided to you. Revenue is down and we need your support. **We are asking you to take the Highland Challenge, that is, support one more AHCA service this year.** You can register one more head out of your fold, transfer one more animal, buy a new membership at half price for a first time breeder. You get the picture... our organization is dependent on breeders and enthusiasts like you. Never underestimate the power you and your farm have as a building block of the Association. One small gesture by each of you, really does make a difference!

So you are still on the fence huh? Wondering if you really can make a difference? Well let's put some numbers to it. We have approximately 1100 AHCA members, those of you who pay yearly dues or became lifetimers (when those were offered). If not even half, let's say 500 to make it easy, registered just one more heifer calf this year or transferred one more animal, that is \$12,500! Now we chose the \$25 rate for both in that example. What if half or 250 of those farms decide to sign up a new member at \$40 instead, now we've just raised \$16,250 and added almost 25% more people to the ranks! Can you imagine the breed promotions and advertising that kind of money can buy?! Wow, when Highland breeders get on a roll, they do great things. The possibilities are endless.



FOR THE PROTECTION,
SUPPORT AND PROMOTION
OF THE HIGHLAND BREED

So you ask why, why should I buy a new membership for someone who just bought cattle from me or bother transferring registrations if the buyer says it doesn't matter? Keep in mind that a breed is only as strong as its organization. You are probably doing a great job with your farm and cattle in New York, Washington, Texas or the Carolinas. However, it is imperative to the long term viability of the breed that AHCA continue servicing members, supporting the breed, fielding questions from new comers and veterans alike. We need to safeguard the gene pool and put our Highland stamp on every single animal possible. The AHCA office can guarantee that for every person who says they don't care if the cattle are transferred into their name, we've got 20 more who changed their minds or sold to someone who does want to keep the lineage documented. We get those calls regularly and sometimes if time has passed, people have moved, etc. it can't be done. Nothing worse than raising an awesome bull or having a great group of replacement heifers ready to go, and not being able to register them. And from a practical stand point, it is very prudent to transfer cattle to the buyers when sold so they aren't in your name.

Back to those new members, let's get these Highland enthusiasts started out on the right foot. They'll receive a subscription to the magazine, *Highland Breeder's Guide*, link on the website, listings in the membership directory and many other worthwhile services. There are so many good folks out there... let's invite them into our camp.

AHCA strives to protect, support and promote the breed and the producers who raise them, not only today but for generations to come. **WE NEED YOU, TO REMAIN VIABLE AND ACCOMPLISH OUR MISSION...**