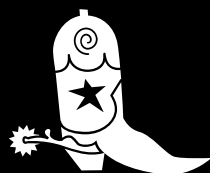


# NS&S Entry Deadline: November 10th

**NO LATE ENTRIES ACCEPTED!**



## Round 'Em Up It's Show Time!

**35th Annual National Show & Sale  
Denver, Colorado**



**January 16-23, 2024**

AHCA is having so much fun celebrating our 75th Anniversary this year that we are going to roll it into January at the National Show & Sale (NS&S)! We will have cool give aways and lots of extras so you won't want to miss out! 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.

**IMPORTANT, new this year.** This is a quick list of updates; read all enclosed information carefully as details won't be duplicated.

- ✓ Exhibitors must submit all show entries to NWSS only at [livestockentry.nationalwestern.com](http://livestockentry.nationalwestern.com); 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](mailto:info@highlandcattleusa.org) or submit online at [highlandcattleusa.org](http://highlandcattleusa.org)> Calendar & Events> National Show & Sale.
- ✓ **Deadline for entries is November 10, 2023. ABSOLUTELY NO LATE ENTRIES WILL BE ACCEPTED! NWSS will not allow late entries for the Highland show.**
- ✓ The National Junior Show along with market and jackpot classes have been moved to Thursday 10:00 AM to make it easier on the kids. Therefore, all market cattle need to weigh in Wednesday at the designated times.
- ✓ The National Sale has been changed to 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. **The sale commission has been reduced to 10%!** Copies of health papers need to be submitted directly to the NWSS vets; details to follow. Originals still need to accompany cattle to Denver. Two tests for the sale are now optional so look at the Sale Health Requirements closely and be sure that is the form your vet uses for testing.

**HOTEL** - The Renaissance Denver Central Park Hotel (3801 Quebec St., Denver) is our headquarters hotel. The rate is \$132/night; 1-4 people/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. Reservation deadline December 22, 2023. The hotel has 24/7 security onsite which doesn't include public streets so we suggest using the parking garage.

Trailer parking is available at no charge at Dick's Sporting Goods Park 6000 Victory Way, Commerce City, CO 80022 (303) 727-3500. This is just 4 miles from the hotel. Parking lot AA is available for your use Tuesday-Sunday January 16-21 only and is located on the northeast side of the complex; follow the signs. This is optional for our participants; you can still park at either the hotel or Coors Field if you prefer. There is 24/7 security, however, Kroenke Stadium Services and AHCA shall not be responsible for any injury, loss or property damage you may incur while using the venue.

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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](mailto:info@highlandcattleusa.org) or submit online at [highlandcattleusa.org](http://highlandcattleusa.org). Pick up passes 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 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](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, 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. has been retained to provide all promotion for this year's event. With over 50 years of combined sale management and strong livestock backgrounds, Benchmark is guaranteed to maximize marketing for the National Sale consignors. They will provide each lot with photo and video editing, social media posts, lot signs and 100 4x9 rack cards 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 a 10% 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., on your rack card designed by Benchmark 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 5:00 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. 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. 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 10%. 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 10%.

### 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 10%.

**Sale Consignor Informational Meeting** is scheduled for November 28th 6:00 PM MDT via Zoom. Details to follow.

**SALE CATALOG LOT PHOTO & VIDEO** - 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 25th, 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](mailto:sales@benchmarkgraphic.com) with name of animal in file name. Include a maximum 100 word description with highlights of pedigree, weights (bw, ww, yw) and other performance data, show winnings, etc. (AHCA may edit) by **November 25th**. 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  $\frac{2}{3}$  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](mailto:sales@benchmarkgraphic.com)**

**including consignor and animal names by November 25th.**

- 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) 749-7976.
- The sale will be broadcast live with internet bidding. 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.

**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 may need a new ad even if you've advertised in the past) or camera ready half/full page ad by November 25th to [info@highlandcattleusa.org](mailto: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 DURING OR AFTER EVENT** - 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 or 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, 2023 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, 2023**.

### 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, 2023**.

### 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](mailto:paige@theproctors.com) or Jackie May – [jackiemay00@gmail.com](mailto: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





# Schedule of Events



## AHCA

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



### Tuesday, January 16

12:00 PM

Cattle Begin Arrival - CB

### Wednesday, January 17

10:00 AM

Cattle in Place - CB

5:00 PM-7:00 PM

Weigh Females/Market Cattle & Check Tattoos - CB

### Thursday, January 18

7:00 AM-9:00 AM

AHCA Board of Directors' Meeting - CR

8:00 AM-10:00 AM

Weigh Females & Check Tattoos - CB

10:00 AM

Sovereign Heifers & Market Show

National Junior Show

Jackpot Group Classes - SA

Immediately

Following Show

Ultrasound Market Cattle - CB

10:00 AM-12:00 PM

Weigh Bulls, Check Tattoos & Ultrasound - CB  
(will adjust as needed)

3:00 PM

AHCAJ Barn Activities - CB

TBD

AHCA Committee Meetings

TBD

HCF Board of Directors' Meeting

### Friday, January 19

8:00 AM

35th Annual National Show - SA

Immediately

Following Show

Sale Consignor Meeting - SA

8:00 PM

PRCA Rodeo - C

### Saturday, January 20

8:30 AM

AHCAJ Meet in Sale Arena - BPAA

9:00 AM

Meet & Greet Sale Preview - CB

10:00 AM

35th Annual National Sale

Performance Genetics with Style - BPAA

6:00 PM

Cocktail Reception - RH

7:00 PM

Awards Banquet - RH

Awards Banquet - RH

### Sunday, January 21

6:00 AM

Cattle Release - CB

BPAA - Beef Palace Auction Arena

C - Coliseum

CB - Cattle Barns

CR - Centennial Room

RH - Renaissance Denver Hotel

SA - Stadium Arena

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