



December 21, 2023

Hello to the Wisconsin Hereford Association!

Enclosed you will find the WHA Annual Mailing:

- 2024 WHA Membership Form
- 2024 WHA Annual Meeting Announcement
- 2024 WHA Annual Meeting Agenda
- 2023 WHA Annual Meeting Minutes
- 2024 District Election Ballots
- Proposed By-Law Update (Electronic voting option & District representation)
- 2024 Annual Mailing payment Form
- 2024 Annual Meeting Food Pantry Collection & Bake Sale Information

Items to be completed and returned are:

- 2024 WHA Membership Form
- 2024 District Election Ballots
- 2024 Annual Mailing payment form

Please mail the above items by January 13, 2024, to ensure that the election ballot will arrive to the Secretary, before the WHA Annual Meeting (January 20). Otherwise, please bring the items to the WHA Annual Meeting, if you are able to attend the meeting. Mailing address for the above items is below:

Lisa Davis, Secretary
Wisconsin Hereford Association
P. O. Box 232
Plain, WI 53577

Any questions please email secretarywihereford@gmail.com, or call Lisa Davis at 608-697-9633.

Thank you for your membership in the Wisconsin Hereford Association!

The Wisconsin Hereford Association wishes to thank the following WHA Annual Meeting Sponsors:

Gold
Sponsors:



Silver
Sponsors:



Bronze
Sponsors:

Central Star Cooperative

Brittany Christopherson & Cody Chaulklin

Cake
Sponsors:

BMO Bank

Neptune Enterprises

Starck Century Farm

Hillside Oaks Farm

2024 WHA Annual Meeting Announcement

Date: Saturday, January 20, 2024

Place: The Lodge at Mauston

Address: 104 Lodge Lane, Mauston WI, 53948

Time: 12 pm Luncheon

Menu: Sliced Beef, mashed potatoes, hot vegetable, salad, rolls, and beverages (\$28.50/person).

Meeting will start immediately following the luncheon, at approximately 12:30

All WHA Members are welcome to attend the Annual Meeting. Please join the WHA for a delicious luncheon and social time, followed by the Annual Meeting. If your schedule for the day doesn't permit you to join for the meal, please feel free to still attend the meeting at approximately 12:30. At the Annual Meeting, the year 2023 will be reviewed through WHA organization and committee reports. Information will be presented for upcoming WHA events in 2024. The WHA's Annual meeting is supported by generous sponsors, as shown on the Annual Mailing Cover Letter. Please take a few minutes at the meeting to greet the sponsors and thank them for their support. Hope to see you at the WHA Annual Meeting on January 20, 2024!

For more information on the WHA Annual Meeting or to RSVP for the luncheon, please contact WHA Secretary Lisa Davis at: secretarywihereford@gmail.com. Meal RSVP's are needed by January 5, 2024.

WHA Tour – Wisconsin River Meats, Mauston, WI

As part of the 2024 WHA Annual Meeting day, the WHA is offering a special tour opportunity at Wisconsin River Meats at Mauston. The Tour will begin at 9:30 am at Wisconsin River Meats, on January 20, 2024. Please plan to arrive a few minutes early. The tour will view the retail and processing areas of the facility, including the sausage-making kitchens and meat cutting areas. Wisconsin River Meats will provide delicious meat product samples at the tour, too! There is no charge to attend the tour (free), but we do need to provide an estimate of the number of attendees. If you would like to attend the tour, please note this on the Annual Meeting RSVP/ Payment Form or email WHA Secretary Lisa Davis at secretarywihereford@gmail.com. Tour RSVP's are needed by January 5, 2024. After the tour, please head over to the Lodge for social time, luncheon, and the WHA Annual Meeting!

For more information about Wisconsin River Meats: <https://www.wisconsinrivermeats.com/>

Address:

Wisconsin River Meats

N5340 County Road HH

Mauston, WI 53948

Phone: [608-847-7413](tel:608-847-7413)

Thank you to Wisconsin River Meats for hosting a tour for the WHA! The WHA hopes to see you there!

WHA Annual Meeting Agenda - Saturday, January 20, 2024

The Lodge at Mauston, Mauston, WI

7:30 a.m. Wisconsin Hereford Royalty Breakfast

8:00 a.m. WJHA Scholarship Interviews

8:30 a.m. Wisconsin Hereford Royalty Interviews

9:30 a.m. WHA Tour – Wisconsin River Meats, Mauston, WI

10:00 a.m. WJHA Annual Meeting

10:00 a.m. WHA Social Gathering

12:00 p.m. Luncheon

12:30 p.m. WHA Annual Meeting

WHA ANNUAL MEETING AGENDA

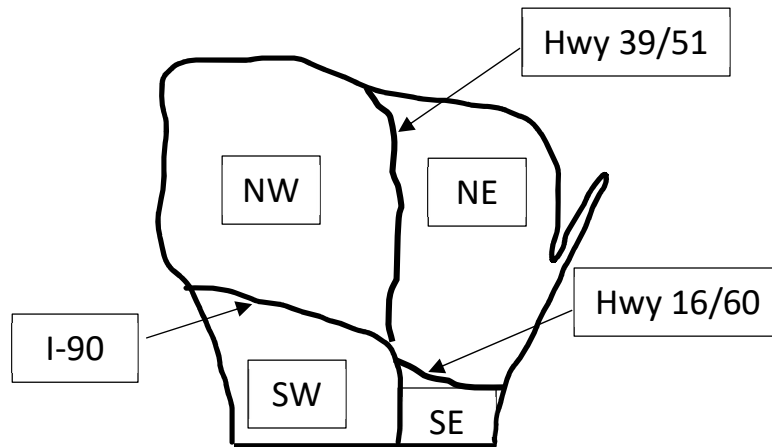
1. Call WHA meeting to order 12:30 p.m.
2. Invocation
3. Hall of Fame presentation
4. AHA Update: Noah Benedict
5. Secretary's Report: Lisa Davis
6. Financial Report: Dan Coulthard, Compeer Financial
7. Audit Report: Steve Merry
8. Budget Report
9. Naming of WHA Royalty for 2023: Kelly Oleson/ Nicky Folkman
10. WJHA Report: 2023 WJHA President
11. Committee Reports
 - a. Wisconsin Review Report: Steve Folkman
 - Auction of prime advertising pages
 - b. 2023 Junior National Hereford Expo: B.J. Jones, Sondra Brancel
 - c. 2023 State Sale: Melissa Berggren
 - d. Advertising/ Promotions: Rick Starck
 - e. Communications: Fred Larson
 - f. County Youth Awards: Jim Wiechert
 - g. 2023 State Fair Jackpot Show: Doug Schulz
 - h. 2023 Hereford Based Feeder Calf Marketing Opportunities: Katrina Edge
 - i. 2023 World Beef Expo: Jamie Kent
 - j. Wisconsin Cattlemen's Association update
 - k. 2024 WHA Summer Tour (Southwest District): Caleb Ahrens
12. Old Business
13. New Business
 - a. Presentation of proposed bylaw amendment(s):
 - i. By-Law III, Section 3, and By-Law IV, Section 1 (a)(b): Option to offer members either paper, or electronic annual mailing and voting options in the future; District Representation of 2 Directors per District & 4 Statewide Directors at Large
14. Recognizing of retiring Directors
15. Announcement of new Directors
16. Adjournment of meeting
17. Reorganizational Board Meeting - All current and new Directors

2024 Wisconsin Hereford Association Voting Ballot

The Wisconsin Hereford Association is divided into 4 districts — NW, NE, SW, and SE.

The dividing line from east to west is Hwy 39/51.

The dividing line from south to north is I-90 to Hwy 16, 60.



Vote only for your district of residence. For example, if you live in the Northwest District, vote only in the Northwest District election. Vote for, or write in one candidate only.

Northwest District	Northeast District
Write In: _____	Write In: _____
Southwest District	Southeast District
<input type="checkbox"/> Katrina Edge	Write In: _____

WHA Annual Meeting Food Pantry Collection – non-perishable items - to benefit the Community Sharing Food Pantry, Mauston, WI

At the WHA Annual Meeting there will be a food pantry collection of non-perishable items to benefit the Community Sharing Food Pantry at Mauston, WI. Please see the summary information below, provided by the Community Sharing Food Pantry. Canned fruits and vegetables are of great need. Also, we can support the beef industry with prepared products such as canned beef, beef stew or soup, beef tamales, and other non-perishable prepared meal items. Please select low-sodium options for canned products if available. Please note that personal care products and cleaning supplies are needed also. Please bring your non-perishable items to the WHA Annual Meeting to help support the Community Sharing Food Pantry at Mauston!

Community Sharing Pantry Information October 2023 Serving families in the Mauston/Lyndon Station School District What we are doing and where you can help

Starting 40 years ago, through 2019, we were serving families a complete balanced choice of food that was to last 3 to 5 days. COVID caused us to change to 2 weeks of food at a time. We had lower numbers of families served during COVID as they were receiving extra food stamp assistance. Our families do not come if they don't need the help. Now that the extra part of food stamps is done and the cost of groceries continues to rise, we decided to still do two weeks of food per family. Below is a sample of our increase of products distributed:

Sept. 2022 we served -- 113 Households -- 39 Children 82 Seniors 111 Adults 232 total people served
Sept. 2023 we served -- 190 Households -- 122 Children 106 Seniors 240 Adults 462 total people served
By December 2023 these numbers will probably be over 250 households each month

Comparision of some items distributed each month 2022 -first number- to now 2023:

Fresh Fruit/potatoes 565# each, now 950# ----- Canned Veggies 1137 cans, now 2005

Peanut butter 128 jars, now 235 ----- Canned Fruit 426 cans, now 736 ----- Soup 241 cans, now 421

Juice 113, Now 190 ----- Fresh Eggs 241 dozen, now 421 ----- Frozen meat 1,384#, now 2,470#

Families that do receive food stamp assistance are not allowed to use their food stamps to purchase personal health care items such as shampoo, deodorant, toothpaste, toilet paper, etc. They also are not able to purchase cleaning items such as dish soap, laundry soap, cleaners, etc. We do try to have at least one of these items available each month. If you travel and have unopened sample/travel sizes – we can distribute them.

We are not able to accept home baked or home canned items. Garden produce, however, is gratefully accepted. If you are cleaning out your cupboards – we do watch dates. We don't distribute items that are over 1 year past the date.

Community food drives are a lifeline for us. We are totally funded by donations. We have no paid staff. All our volunteers donate their time to serve our fellow families in need. Thank you for assisting us in our mission.

WHA Annual Meeting – Bake Sale Fundraiser

The WHA will be hosting a Bake Sale Fundraiser at the Annual Meeting, January 20, 2024 at The Lodge at Mauston!

Proceeds from the Bake Sale will be utilized for the Wisconsin Hereford Association, and to help fund the WHA's Youth Outreach Activities. The WHA's Youth Outreach activities include: County Fair Youth Awards Program, Jackpot Steer Program, Scholarship, Female/ Heifer Grant sponsorship, National Queen Award, and Hereford Youth Foundation of America (HYFA – Wisconsin Hereford Royalty Program).

The Bake Sale will be “free-will donation” – please select your treats and provide a monetary donation on behalf of your selection.

Everyone is welcome to bring goodies for the Bake Sale! Please feel free to bring your favorite pie, cake, cookies, breads, etc.! Please bring non-perishable goodies only (no refrigeration available for bake sale treats).

The Bake Sale fundraiser is a new event this year for the WHA Annual Meeting. In March, the WHA will also be continuing the great tradition of the Dessert and Gift Basket Auction at the Spring Sale Banquet, to benefit Youth Outreach programs. Thanks to all for your participation and generous support of these fundraising events!

If you plan to bring treats for the Annual Meeting bake sale, please email Lisa Davis at secretarywihereford@gmail.com. Thank you!

2024 Wisconsin Hereford Association Membership Form

\$50 Yearly Membership Dues

(includes free listing in WHA Website Member Directory & printed WHA Directory;
The Wisconsin Review subscription, & free listings in The Wisconsin Review
Market-Place)

Farm or Ranch Name _____

Owner's Name _____

Address _____

City, State, Zip _____

Phone _____ Cell _____

Email _____

Farm Website (if available) _____

Farm Facebook Page (if available) _____

Herd Information _____

For \$50/year membership dues, please make check payable to
"Wisconsin Hereford Association".

Return Completed Membership Form, and Dues Check to:

Lisa Davis, WHA Secretary

P.O. Box 232

Plain, WI 53577

Questions? Please email WHA Secretary at secretarywihereford@gmail.com. Thanks!

2024 WHA Annual Mailing Payment Form

2024 Membership Dues (\$50/year)_____

2024 Annual Meeting Meal Reservation Payment

- \$28.50/ person (adult), # of Meals_____
- \$12.50/ person (kids meal), # of Meals_____

RSVP for Wisconsin River Meats Tour: # Attending_____

Name:_____

Total Payment: _____

Thank you for your membership in the Wisconsin Hereford Association!

Please mail Payment Form, along with 2024 WHA Membership Form, and District Election Ballot, by January 13, 2024, to ensure that the Ballot arrives to the Secretary before the Annual Meeting on January 20, 2024. Otherwise, please bring the items to the WHA Annual Meeting, if you are able to attend the meeting.

**** Please remember to bring your non-perishable food pantry items and/or Bake Sale items to the meeting.**

Thank you for your support and participation!**

Questions? Please email secretarywihereford@gmail.com or call Lisa Davis at 608-697-9633.

2023 Wisconsin Hereford Association Annual Meeting

Saturday, January 28, 2023 - The Lodge, Mauston, WI

1. Meal Invocation was given by Doug Schulz
2. President Rick Starck called the WHA Annual Meeting to order at 1:15 p.m.
3. Hall of Fame Award was presented by BJ Jones
 - a. Dave and Laurie Steinhoff of Steiny's Herefords received the 2023 WHA Hall of Fame Award. The Steinhoff Family is celebrating the farms' 20-year Anniversary in 2023. The Steinhoff's provided the first Donation Heifer sold at the WHA Spring Sale, to benefit the WJHA. This donation heifer has now become a Dam of Distinction and had a bull calf this morning, for the Kermit Rhiner Family, Rhiner Polled Herefords. The WHA Congratulates the Steinhoff's on the Hall of Fame award and says "Thank You" for all of the support over the years!
4. AHA Update: Noah Benedict
 - a. Information on Cattle registrations, programs, and marketing opportunities through the American Hereford Association
5. Secretary's Report: Lisa Davis
 - a. 2022 Annual meeting Minutes
 - b. Motion to approve by Dave Steinhoff; Second by Jim Renn; Secretary's Report approved
6. Financial Report: Melissa Berggren
 - a. 2022 Summary information
 - b. Motion to approve by Fred Larson; Financial Report Approved
7. Audit Report: Jim Renn
 - a. Financial Reports reviewed and approved by Audit Committee
 - b. Motion to approve by Sondra Brancel; Second by Scott Klemme; Audit Report approved
8. 2023 Budget Report: Rick Starck
 - a. Highlights: increased Annual Meeting Expenses; added \$1000 back in for the National Queen Clothing Fund; increase Treasurer's salary by \$500 per year
 - b. Motion to approve by Doug Schulz; Second by Katrina Edge; Budget Report approved
9. Naming of WHA Royalty for 2023: Jackie Bevan/ Nicky Folkman
 - a. Marie Prodell is the 2023 Wisconsin Hereford Queen
 - b. Crowning of the Queen and Sash Exchanges will occur at the WHA Spring Sale weekend; as 2022 Wisconsin Hereford Queen Madison Katzenberger is currently serving as the 2023 National Hereford Queen, and is at the Fort Worth Stock Show, in Texas
 - c. National Hereford Queen Madison Katzenberger joined the meeting via Zoom from Fort Worth to say "Hello" to meeting attendees and "Thank you" for the support she has received from the WHA.
10. WJHA and JNHE Reports: BJ Jones
 - a. Scholarship Award winners: Marie Prodell, Alisha Klemme, Lauren Jones, Sami Neff
 - b. 2023 WJHA President is Marie Prodell. Marie gave a report on the WJHA Annual Meeting.
 - c. Volunteers will be needed for the JNHE at Madison, WI, July 7-14, 2023
 - i. Move-In day and Make-Ready areas are the largest volunteer needs
 - d. WHJA Members voted to utilize \$10,000 to sponsor a special, free activity at JNHE
11. Committee Reports
 - l. The Wisconsin Review Report: Steve Folkman
 - The Wisconsin Review had a \$2000 gain in 2022
 - Auction of prime advertising pages – Leo Santfner, Auctioneer
 - m. 2023 State Sale: Melissa Berggren
 - Sale Date: March 4, 2023
 - Sale Catalog is on the AHA Website and will be on WHA Website soon
 - Heifer Grant Program is available to WJHA members
 - Pie & Fun'd auction will be at Breeders & Friends Banquet on March 3
 - Will auction Prime Pages of Directory at the dinner

- n. Advertising/ Promotions: Rick Starck
 - WHA will be having a booth at a number of conferences and trade shows in 2023
 - Always looking for WHA Volunteers to help staff the booth at conferences and trade shows
 - WHA Brochure has been reprinted
 - New ideas for Advertising and Promotion of the WHA and Wisconsin Herefords are always welcome!
 - o. Communications: Fred Larson
 - New WHA Directory will be printed in 2023
 - i. Need to print correct number of Directories for cost efficiency
 - WHA Website is a tool to help increase communication and membership, and exposure for The Wisconsin Hereford
 - 2023 WHA Website Analytics Report – Lisa Davis
 - p. County Youth Awards: Jim Wiechert
 - County Youth Award program is going strong
 - Display created by the Wiechert Family, with photos of 2022 award winners was available to view in the entrance foyer
 - q. 2023 State Fair Jackpot Show: Doug Schulz
 - 2022 Champion Jackpot Steer was shown by Tessa Smith. Steer was bred by Plum River Ranch.
 - Report on 2022 Wisconsin State Fair classes
 - r. 2023 Hereford Based Feeder Calf Marketing Opportunities: Jerry Huth
 - Feeder cattle business going strong
 - Good opportunities for success at red-hided or Hereford-influence feeder cattle sales
 - s. 2023 World Beef Expo: Jim Renn
 - Three positions are available on the World Beef Expo board
 - t. Wisconsin Cattlemen's Association update: Jerry Huth
 - WCA Annual Meeting is coming up
 - u. 2023 WHA Summer Tour (Southwest District): Jackie Bevan
 - Will be an on-the-farm tour
 - Dates and more details to be available later in 2023
12. Old Business - None
13. New Business
- a. Presentation of proposed bylaw amendment(s):
 - i. By-Law III, Section 3, and By-Law IV, Section 1 (a)(b): Option to offer members either paper, or electronic annual mailing and voting options in the future; District Representation of 2 Directors per District & 4 Statewide Directors at Large
14. Recognition of retiring Directors and Recognition of Retiring Treasurer
- a. Retiring Treasurer: Melissa Berggren
 - b. Northeast District: Jim Wiechert
 - c. Southeast District: Jim Renn
 - d. Southwest District: Jackie Bevan
15. Announcement of new Directors
- a. Northwest District: Rick Starck
 - b. Northeast District: Rob Ash
 - c. Southeast District: Steve Merry
 - d. Southwest District: Caleb Ahrens, Katrina Edge
16. Adjournment of meeting
- a. Meeting was adjourned by President Rick Starck at 2:45 pm