

WHA 2024 COMMITTEES

EXECUTIVE COMMITTEE: Rob Ash, President; Steve Merry, Vice President; Lisa Davis, Secretary

Advertising/Promotions: Rick Starck, Chair; Katrina Edge, Rob Ash, Liz Johnson, Jerry Huth.

- Promote the WHA, explore advertising options, develop press releases to media outlets.
- Arrange and coordinate WHA show events such as the WPS Farm Show, Farm Technology Days, WCA Conference and developing relationships with the UW Extension and local and regional farms shows.

Communications Committee: Kelly Oleson, Chair; Katrina Edge (Facebook), Rob Ash, Liz Johnson, Janet Wiechert (Website)

- Handles Facebook, WHA website, association mailings, and other necessary communications.

County Youth Awards: Jim Wiechert, Chair; Diana Wiechert, Janet Wiechert.

- Continue the awards program as set by the WHA Board.

Feeder Calf Sale Opportunities: Katrina Edge, Chair; Jerry Huth.

- Explore marketing options for Wisconsin Hereford based feeder calves.

Finance Committee/Audit/By Laws/ Hall of Fame: Steve Merry, Chair; BJ Jones, Jamie Kent, Caleb Ahrens.

- In charge of assisting Treasurer in carrying out financial functions and financial concerns.

Review/Directory committee: Kim Johnson, Chair; Steve Merry.

- This committee is in charge of the WHA Review developing advertiser relationships, explore advertising possibilities, and develop the future WHA Directories.

Royalty Program: Kelly Oleson Chair; Katrina Edge, Nicky Folkman, Jackie Bevan, Madison Katzenberger.

- Work on funding the present program, continue building the endowment, and analyze the structure and opportunities for the program.

State Fair Liaison: Bruce Thorson, Chair; BJ Jones, Shawn Prodell, Kermit Rhiner

- Coordinate between state fair and WHA/WJHA the happenings at the Wisconsin State Fair and Jackpot Steer Show.

State Sale & Banquet: Chuck Badertscher & Steve Merry, Co-Chairs; Melissa Berggren, Sale Manager; Shawn Prodell, Kelly Oleson, Caleb Ahrens, Rob Ash.

- Arrange and coordinate for 2024 WHA State Sale.

Tour: Southwest district: (Directors of Southwest district) Caleb Ahrens, Chair; BJ Jones, Katrina Edge.

- Plan and coordinate yearly District Event

WJHA Liaison: BJ Jones, Chair; Katrina Edge, Kelly Oleson, Caleb Ahrens

- Coordinate between the WHA and WJHA and work together in promoting Wisconsin Herefords.

World Beef Expo: Jamie Kent, Chair; Shawn Prodell.

- Keep the WHA informed on the happenings of the WBE.

WCA Liaison: Jerry Huth.

- Contacts between the WHA and Wisconsin Cattlemen's Association.